



FOR IMMEDIATE RELEASE (9-13-21)
Contact: Joe Kremer or Tom Still at 608-442-7557
Or visit wiseearlystage.com to learn more

Calling all companies! Sign up for Early Stage Symposium; learn a lot, meet with investors

MADISON, Wis. – Applications are being accepted now from young companies that want to tell their stories to investors at our annual Wisconsin **Early Stage Symposium**, planned for an in-person format **Nov. 3-4** at Madison’s Monona Terrace Community and Convention Center.

The 2021 format includes two pitch opportunities – the **Tech Council Investor Networks** track (five-minute presentations) and the popular **Elevator Pitch Olympics**. All registered companies are eligible for “**Investor Intros**,” which will allow pre-selected companies brief, one-on-one meetings with targeted angel and venture investors.

Instructions for how to apply for all or a mix of the investor presentation opportunities can be found at wiseearlystage.com on the “[ESS Application](#)” tab.

[General registration is also now open by clicking here!](#)

At least one applicant must register in advance for the conference at a discounted rate of \$179. Additional team members may register at the rate of \$129. All meals, breaks and reception included. *Companies selected for the Tech Council Investor Networks track presentations will also receive a complimentary individual membership to the Tech Council’s Innovation Network for one year (a \$120 value).*

The deadline to apply online is **5 p.m. Friday, Sept. 24**.

Here are the three company forums; companies may apply for one, two or all three opportunities to be seen, heard and make a splash!

Tech Council Investor Networks Track – Wednesday, Nov. 3:

These tracks will feature more than 20 companies from the Midwest representing an array of industries, such as advanced manufacturing, biotechnology, health care, information technology, medical device and mobile application sectors.

Companies selected will have many opportunities to interest investors: a five-minute presentation, networking receptions and an executive summary published in the investor-only

program. Selected companies will also be invited to participate in a pre-conference practice session with a group of mentors.

Elevator Pitch Olympics – Thursday, Nov. 4:

Companies or entrepreneurs selected for the Elevator Pitch Olympics will give a 90-second pitch in front of conference attendees and a panel of investors. The investors will score the presenter on a scale of 1 to 5, focusing on whether the pitch was compelling enough to arrange a follow-up meeting, and will offer immediate feedback.

About 15 companies will be selected for the Elevator Pitch Olympics. In past years, these have been companies just forming, seeking a smaller investment round or planning to do so within the next year. There are crystal awards for the top presenters!

Investor Intros – Thursday, Nov. 4:

Companies selected for the popular Investor Intros will have the opportunity to meet one-on-one with investors from Wisconsin and beyond. To foster this type of communication, the Investor Intros will feature pre-scheduled, strategic meetings between investors and emerging companies. This format will resemble a “speed dating” exercise, allowing both parties to learn more about each other and explore potential relationships.

The conference will feature a number of opportunities for young companies to learn:

- Keynote speakers and targeted panel discussions featuring leading entrepreneurs, investors and others tied to the tech sector making an impact nationwide.
- The 8th annual “Excellence in Entrepreneurial Education” award presentation and luncheon.
- Exhibit hall showcasing more than 40 innovative Wisconsin companies.
- A Nov. 3 conference reception, two luncheons, two breakfasts and other networking opportunities, including an investors-only dinner.

The Tech Council produces the conference. Sponsors so far include: [Aberdean Consulting](#), [Advanced Materials Industrial Consortium](#), [Advocate Aurora Health](#), [American Family Insurance](#), [American Transmission Co.](#), [AT&T](#), [Baird Capital](#), [Baker Tilly](#), [BDO](#), [City of Fitchburg](#), [CUNA Mutual](#), [Dedicated Computing](#), [DeWitt](#), [Exact Sciences](#), [Findorff](#), [First Business Bank](#), [Godfrey & Kahn](#), [Google](#), [HealthX Ventures](#), [Husch Blackwell](#), [Idea Fund of La Crosse](#), [KW2](#), [M3 Insurance](#), [Madison Development Corp.](#), [Madison Gas & Electric](#), [Makin' Hey Communications](#), [Marquette University](#), [Marshfield Clinic Health System](#), [Michael Best](#), [Mobile22](#), [Morgridge Institute for Research](#), [N29 Capital Partners](#), [Neider & Boucher](#), [One City Schools](#), [Perkins Coie](#), [Quarles & Brady](#), [Reinhart Boerner Van Deuren](#), [RSM US](#), [State of Wisconsin Investment Board](#), [TASC](#), [University Research Park](#), [UWM Research Foundation](#), [UW-Madison Computer Sciences](#), [Venture Investors](#), [Versiti](#), [Wisconsin Alumni Research Foundation](#), [Wisconsin Economic Development Corp.](#), [Wipfli](#), [WEA Trust](#), [Zendesk](#) and [Ziegler](#).

To learn more about sponsorship information, please reach out to Angela Schlobohm at angela@wisconsintechcouncil.com.

###