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NeuWave's path from startup to acquisition topic of Oct. 11 Tech Council luncheon in Appleton

APPLETON, Wis. – The rise of NeuWave Medical from a fledgling cancer-fighting company in Wisconsin to its acquisition by an arm of Johnson & Johnson will be examined at the **Thursday, Oct. 11** meeting of the Tech Council Innovation Network in Appleton.

This Tech Council Innovation Network luncheon is in partnership with the [Forum for Innovation](#), which will focus on high-growth companies in the region, and [NEW North](#), the regional economic development group. It will be held at the Fox Valley Technical College D.J. Bordini Center, 5 N. Systems Drive, conference center BC112A.

Registration begins at 11:30 a.m., lunch at noon and the presentation at 12:30 p.m. The cost is \$10 for individual members, students and returning veterans, \$20 for general admission and included for Tech Council corporate members. [Click here to register.](#)

Founded in 2008, NeuWave Medical invented and commercialized a minimally invasive device to ablate cancer using microwave energy. NeuWave Medical was acquired by Cincinnati-based [Ethicon](#), a division of [Johnson & Johnson](#) in 2016, and still operates in Wisconsin.

Scott Button, managing director of [Venture Investors LLC](#), will tell NeuWave's story, including important "do's and don'ts" for entrepreneurs who may be starting companies in any tech sector. Button led the original round of financing for NeuWave Medical when the company had one employee and the four founders.

"Like most venture capital firms that invest in young companies, Venture Investors didn't just throw money into NeuWave and hope for the best. It helped to recruit the company's first chief executive officer, provided guidance through the company's board of directors and generally opened doors to strategic partners," said Tom Still, president of the Wisconsin Technology Council. "That approach is what grows startups into emerging stars that can attract Fortune 500 companies, including some not otherwise be familiar with Wisconsin's assets."

This Tech Council Innovation Network/FINN event is supported by [Fox Valley Technical College](#). The [Tech Council](#) is the independent, non-profit science and technology adviser to the governor and Legislature, with events, publications and outreach that build Wisconsin's tech-based economy. To join, go to www.wisconsintechcouncil.com or call 608-442-7557.

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