

PRESS RELEASE



FOR IMMEDIATE RELEASE

New North, Inc.
2740 W. Mason St. | Green Bay, WI 54303
920.336.3860 | www.thenewnorth.com
Located on the NWTC Campus | Ste. BT344

New North presents local, regional entrepreneurial pitch contests with local partners

*Seven local partners planning events that will lead up to December 2 regional event;
Deadline to upload pitch ideas is October 26*

NEW NORTH, September 30, 2021 – StartUp Week in Wisconsin is November 14-20, 2021. Many events will be occurring, both in person and virtually, across Northeast Wisconsin. Among them are local pitch events that lead up to a regional pitch event presented by New North, Inc.

In preparation for the regional pitch event, local partners are hosting qualifying events. The deadline to upload a pitch idea is October 26. Those interested can go to www.thestartuphub.org/pitch and select the **one** registration link that is closest to them.

“New North is proud to be working with local partners again this year to provide an opportunity for creative business ideas to be shared through these pitch competitions,” says Barb LaMue, president and CEO of New North, Inc. “We thank the Greater Green Bay Chamber for hosting the application website.”

The local contests are open to all residents located in Northeast Wisconsin or those will be launching their businesses in the region. Contestants must be at least 18 years of age and the business must have generated less than \$300,000 in either capital raised and/or revenue received. Winners from the last two years are not eligible to re-apply.

Brown County – Startup Hub-Greater Green Bay Chamber – Audible Pitch Event

Date: Nov. 16, 2021

Time: 5:30 p.m.

Location: Urban Hub, 340 N. Broadway, Suite 200, Green Bay, WI 54303

Contact: Ron Franklin, rfranklin@greatergbc.org

(Virtual Pitch Workshop – November 2)

www.greatergbc.org

Marinette County – inVenture North – Invent Your North Pitch

Date: Nov. 16, 2021

Time: 6 p.m.

Location: Wisconsin Maritime Center of Excellence, 1320 Main Street, Marinette, WI 54143

Contact: Roberta Davis, roberta.davis@inventurenorth.com

(Workshops by appointment)

www.inventurenorth.com

Outagamie-Winnebago-Fond du Lac Counties

FVTC Venture Center, Oshkosh Chamber of Commerce, Envision Greater Fond du Lac – Fast Pitch Event

Date: Nov. 17, 2021

Time: 5 p.m.

Location: Wisconsin Timber Rattlers-Fox Den, 2400 N. Casaloma Dr., Appleton, WI 54913

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Contacts: Amy Pietsch, pietsch@fvtc.edu; Rob Kleman, rob@oshkoshchamber.com; Raina Jeffery, rjeffery@envisiongreaterfdl.com
(Workshop – November 3 at the Venture Project, 210 N. Main Street, Oshkosh)
www.fvtc.edu www.oshkoshchamber.com www.envisiongreaterfdl.com

Manitowoc County – Progress Lakeshore – LevelUp

Date: Nov. 15, 2021

Time: 6 p.m.

Location: Farm Wisconsin Discovery Center, 7001 Gass Lake Road, Manitowoc, WI 54220

Contact: Ann Flad-Jesion, ann@progresslakeshore.org

(Virtual Pitch Workshops – October 4, 11, 18, 25; November 2)

www.progresslakeshore.org

Sheboygan County – Sheboygan County Economic Development Corp. – Accelerate Sheboygan County

Logistics pending

Contact: Ray York, york@sheboygancountyedc.com

www.accelsc.com

The top two winners from each of these local contests will receive prize money – \$1,000 cash for first place, \$500 for second place – with the top winners advancing to the NEW Launch Alliance Hatch Event on December 2, where they will compete for additional funding for their business ideas and broad investor attention. Prize money at the regional event is \$3,000 for first place and \$2,000 for second place.

The winners will also give an update at the New North Summit at Lambeau Field on June 9, 2022. We thank BrightStar Foundation and WBD, Inc., for their local and regional event sponsorships.

The University of Wisconsin-Green Bay and University of Wisconsin Oshkosh also have been active in the planning of these events and separately will be hosting pitch contests for their students' participation.

For more information about this contest please visit the New North website, www.thenewnorth.com.

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About New North, Inc.

New North, Inc., is a 501(c)3 non-profit, regional economic development corporation fostering collaboration among private and public sector leaders throughout the 18 counties of Northeast Wisconsin, known as the New North region. The New North brand unites the region both internally and externally around talent development, brand promotion and business development, signifying the collective economic power behind the 18 counties. The counties include Outagamie, Winnebago, Calumet, Waupaca, Brown, Shawano, Oconto, Marinette, Door, Kewaunee, Sheboygan, Manitowoc, Fond du Lac, Green Lake, Marquette, Florence, Menominee and Waushara.

www.thenewnorth.com

About the BrightStar Wisconsin Foundation, Inc.

BrightStar is a 501(c)3 non-profit foundation created to facilitate job creation and increase Wisconsin's economic activity by deploying donated funds into equity stakes in early-stage, rapid growth companies. This unique approach is enabling the formation of new investment capital in Wisconsin through charitable donations to the foundation. Contributions to BrightStar are tax deductible. www.brightstarwi.org

About Wisconsin Business Development, Inc. (WBD)

WBD, Inc., is a business finance resource that provides the knowledge, services and access to capital needed to create jobs, grow businesses and build communities, primarily through their Service Company and SBA's 540 loan products. www.wbd.org

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