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Contact: Tom Still or Laura Kaiser at 608-442-7557

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Experts on equity, capital, social media and more on panels at Early Stage Symposium

MADISON – Ten panels filled with investors, successful entrepreneurs and industry experts are slated for the [Early Stage Symposium](#) at the Monona Terrace Community and Convention Center Nov. 15-16, 2017.

Produced by the Wisconsin Technology Council and its partners, the conference will feature four rounds of panel sessions over the two days. Those discussions are titled:

- Does angel or venture capital make sense for your company?
- Tech lingo bingo: How to speak the language of the deal
- Heading for the exit: How to prepare for an IPO, M&A or sale
- Taking the plunge: Executing a successful equity round
- The financial returns angels and VCs need: What 'treps should know
- The story behind the numbers: Understanding business valuation
- Corporate VCs: America's fastest growing group of equity investors
- How to progress through financing steps: From seed to Series B
- Numbers that matter: Key business metrics, capital planning and proformas
- How social media can help you raise investor dollars

“The lineup of investors and experienced entrepreneurs taking part in this year’s conference offers attendees a ‘who’s who’ list of expertise,” said Tom Still, president of the Wisconsin Technology Council.

Investors in panel sessions are: David Guinther, WISC Partners; Katie Schmitz, Ziegler; Michael Thorson, Inventure Fund; Dan Blake, HealthX Ventures; Bob Wood, Wisconsin Investment Partners; Fred Robertson, Baird Capital; Mark Bakken, HealthX Ventures; Andy Shrago, Wisconsin Investment Partners; Ken Johnson, Kegonsa Capital; Jason Graham, Golden Angels Investors; Jonathon Horne, Idea Fund of La Crosse; Scott Button, Venture Investors; Dan Einhorn, Capital Midwest Funds; Andy Walker, Rock River Capital Partners; Todd Sobotka, BrightStar Wisconsin Foundation; Andrea Dlugos, Wisconsin Investment Partners; Brian Kaas, CMFG Ventures; Shobhan Thakkar, Kauffman Fellow; and Lorrie Heinemann, Madison Development Corp.

Entrepreneurs in the sessions include: Monika Wingate, Digsite; Brian Wiegand, Gravy Live; Todd Asmuth, SHINE Medical; Mark Gehring, HealthMyne; Toni Sikes, CODAworx, Eric Apfelbach, Pegex; James Dias, Wellbe; Ankit Agarwal, Imbed Biosciences; Wes Schroll, Fetch Rewards, Dave Grandin, Kiio; Luke Bonney, Redox; and Laura King, Elucent Medical;

Featured business advisors are: Greg Lynch, Michael Best; Jed Roher, Godfrey & Kahn; Josh Meinen, Baker Tilly; Steve Lyons, Husch Blackwell; Charles Neider, Neider & Boucher; Mike Quist, WEA Trust; Chris Schiffner, Wisconsin Economic Development Corp.; William Robinson, Silicon Valley Bank; Spencer X Smith, AmpliPhi; Don Stanley, 3Rhino Media; Jen Savino, KW2; and Andrew Foxwell, Foxwell Digital.

Other highlights unveiled so far:

- Remarks at the Wisconsin W·O·M·E·N reception the evening of Nov. 14 by Toni Sikes, the CEO of CODAworx. The reception will begin at 5:30 p.m. at The Madison Club. [Register here for this separate event.](#)
- An un-keynote presentation on Nov. 15 from Tamara Kleinberg, founder of LaunchStreet, on innovation and getting ahead of the competition.
- Nov. 16 plenary panel discussion entitled “Outside looking in: Thoughts on Wisconsin from investors in other states.”
- More than 40 investor groups set to meet with emerging firms in “Investor Intros” on Nov. 16.
- The 2017 Investor Hall of Fame dinner, where BrightStar Wisconsin Foundation founder Tom Shannon will be inducted before invited investor guests.
- Day Two luncheon speaker Dan Rashke, owner and CEO of TASC.

The Tech Council produces the conference. Sponsors so far include: [100state](#), [Aberdean](#), [Accuray](#), [ACS](#), [Advanced Materials Industrial Consortium](#), [Affiliated Engineers](#), [Alliant Energy](#), [American Family Insurance](#), [American Transmission Co.](#), [AT&T](#), [Aurora Health Care](#), [Baird Capital](#), [Baker Tilly](#), [BDO](#), [BloodCenter of Wisconsin](#), [BMO Harris Bank](#), [Boardman & Clark](#), [Bunker Labs Madison](#), [Carroll University](#), [Center for Technology Commercialization](#), [City of Fitchburg](#), [Concordia University](#), [Cresa](#), [CUNA Mutual](#), [Dane County Regional Airport](#), [Dedicated Computing](#), [DXC Technology](#), [Enbridge](#), [Findorff](#), [First Business Bank](#), [Fluno Center](#), [Functional Biosciences](#), [Godfrey & Khan](#), [HealthX Ventures](#), [Holiday Inn Express & Suites – Madison Central](#), [Husch Blackwell](#), [Madison College](#), [Madison Gas & Electric](#), [Makin’ HEY! Communications](#), [Marquette University](#), [Marshfield Clinic Health System](#), [Medical College of Wisconsin](#), [Michael Best](#), [Midwest Prototyping](#), [Technology Innovation Center – Milwaukee](#), [Morgridge Institute](#), [Murphy Desmond](#), [N29 Capital Partners](#), [Neider & Boucher](#), [Northwestern Mutual](#), [Omni Resources](#), [Perkins Coie](#), [Promega](#), [Red Arrow Productions](#), [Reinhart Boerner Van Deuren](#), [River Valley Bank](#), [Skyward](#), [Smith & Gesteland](#), [Square 1 Bank](#), [Susan Healy \(Tech Council board member\)](#), [SWIB](#), [TASC](#), [University Research Park](#), [UW-Green Bay](#), [UWM Research Foundation](#), [UW-Madison Center for Research on the Wisconsin Economy](#), [UW-Madison Office of Corporate Relations](#), [Venture Investors](#), [WCMP](#), [Wisconsin Alumni Research Foundation](#), [Wisconsin Economic Development Corp.](#), [WERCBench Labs](#), [Whitewater University Technology Park](#), [WIPFLi](#), [Wisconsin Health and Educational Facilities Authority](#), [Wisconsin Hospital Association](#) and [Ziegler](#).

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