

**For Immediate Release**

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**NEW Launch Alliance formed with WEDC grant**



*Organization is designed to support business discoveries, idea creators in Northeast Wisconsin*

NEW NORTH, March 4, 2020 – New North Inc. today was announced as one of nine local organizations receiving grants from the Wisconsin Economic Development Corporation (WEDC) to help develop or expand programs aimed at advancing the climate for entrepreneurship throughout the state.

The announcement was made by Missy Hughes, Secretary and CEO of WEDC, the lead economic development organization of Wisconsin, along with Dept. of Administration Secretary Joel Brennan. An update on TitletownTech also was provided by Managing Partner Craig Dickman; Michelle Schuler, manager of Microsoft’s TechSpark Wisconsin; and the Green Bay Packers’ Aaron Popkey.

With its grant, New North Inc. will form the NEW Launch Alliance, which will create a more connected and resourceful entrepreneurial ecosystem. Among the goals of the NEW Launch Alliance is to grow entrepreneurial density; to identify and secure capital and other resources; to highlight innovative practices within existing companies; and to lead the implementation of a web-based platform called ‘Start in Wisconsin.’

“As an entrepreneur moves from idea to operations to success and growth, their needs for services and expertise change dramatically, and therefore there is a need to move about a well-connected and capable ecosystem,” says Tim Feldhausen, senior attorney with Davis & Kuelthau and chair of the NEW Launch Alliance.

“The New North region has a number of excellent organizations, programs and resources focused on supporting entrepreneurs. The role of the NEW Launch Alliance will be to connect, scale and further develop these and other initiatives,” says New North Inc. Executive Director Barb LaMue. “A common mission to grow the entrepreneurial community will benefit everyone by providing more program participants, more investment opportunities and more source points for innovation and talent.”

Those interested in involvement or additional information can contact LaMue at [barb.lamue@thenewnorth.com](mailto:barb.lamue@thenewnorth.com).

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*New North, Inc., is a 501(c)3 non-profit, regional marketing and 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. To find out more information about New North, Inc., please visit our website at [www.thenewnorth.com](http://www.thenewnorth.com).*