

PRESS RELEASE



FOR IMMEDIATE RELEASE

New North to hold local, regional entrepreneurial pitch contests *Local partners planning Startup Week events, leading up to Dec. 1 regional event; Deadline for entry by uploading pitch ideas is October 31*

NEW NORTH, October 5, 2022 – New North Inc., as part of its efforts to support entrepreneurship in the region, is working with nine of its local partners to hold pitch events during Startup Week in Wisconsin, November 14-18, with winners advancing to a regional pitch event in early December.

Entrepreneurs within the New North who are interested in participating in the qualifying, local pitch events are asked to upload their pitch ideas at <https://www.greatergbc.org/northeast-wi-pitch-contests>. The deadline to do so is October 31. Those registering will be asked to select the **one** local pitch event that is closest to them.

The local and regional entrepreneurial pitch contests are supported by the NEW Launch Alliance of New North Inc., along with [Wisconsin Business Development Inc.](#) The [NEW Launch Alliance](#) was formed to create a more robust and productive entrepreneurial ecosystem across the 18 counties of the New North region, connecting entrepreneurs, mentors, investors, educators, accelerators and other resources.

“New North believes that a strong entrepreneurial ecosystem is vital to the success of our regional economy,” says Barb LaMue, president and CEO of New North Inc., the economic development corporation fostering collaboration among the 18 counties of Northeast Wisconsin. “We appreciate the efforts of our partners who join us to provide an opportunity for creative business ideas to be shared through the local pitch competitions.

“We thank Wisconsin Business Development Inc., for its sponsorship of the local and regional events and the Greater Green Bay Chamber for hosting the application website.”

The local contests are open to all residents located in Northeast Wisconsin or those who 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 of Greater Green Bay Chamber – Audible Pitch Event

Date: Tuesday, November 15

Time: 5:30-7:30 p.m.

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

Contact: Ron Franklin, rfranklin@greatergbc.org

Door County – Door County Economic Development Corp. – Peninsula Pitch

Date: Wednesday, November 16

Time: 6:00 p.m.

Location: Door County Economic Development Corp., 185 East Walnut St., Sturgeon Bay

Contact: Michelle Lawrie, michelle@doorcountybusiness.com

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

Date: Wednesday, November 16

Time: 4:30-6:30 p.m.

Location: Jake’s - A Lakeland Community, 529 Ontario Ave., Sheboygan

Contact: Ray York, york@sheboygancountyedc.com

—more—

PAGE TWO

Outagamie, Winnebago and Fond du Lac counties – Fast Pitch Event

FVTC Venture Center, Oshkosh Chamber of Commerce, Envision Greater Fond du Lac, UW Oshkosh SBDC, UW Extension-Madison | Outagamie | Winnebago

Date: Thursday, November 17

Time: 4-7 p.m.

Location: The Fox Club at Wisconsin Timber Rattlers' Fox Cities Stadium, 2400 N. Casaloma Dr., Appleton

Contacts: Amy Pietsch, pietsch@fvtc.edu; Rob Kleman, rob@oshkoshchamber.com; Raina Lyman, rlyman@envisiongreaterfdl.com; Dan Brosman, brosmand@uwosh.edu; Mia Ljung, mia.ljung@wisc.edu

Manitowoc County – Progress Lakeshore – LevelUp Pitch Contest

Date: Thursday, November 17

Time: 5-6:30 p.m.

Location: Wisconsin Maritime Museum, 75 Maritime Dr., Manitowoc

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

Pre-pitch workshops will be held for all applicants.

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 Pitch Event on Thursday, December 1, where they will compete for additional funding for their business ideas and broad investor attention. Prize money at the regional event is \$2,000 for first place, \$1,000 for second place and \$500 for third place.

The winners also will be invited to give an update at the New North Summit, set for June 8, 2023, at Lambeau Field in Green Bay.

The High Lift LLC, a business idea of young entrepreneur Emilee Rysticken, was the winner of the 2022 NEW Launch Alliance Pitch Event.

More information about the entrepreneurial pitch contest is available at the New North website, www.thenewnorth.com.

###

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 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 its Service Company and SBA 540 loan products. www.wbd.org

Media Contact: Jeff Blumb, 920.328.5454 or media@blumbcc.com