

PRESS RELEASE



FOR IMMEDIATE RELEASE

New North region to hold local, regional entrepreneurial pitch contests

*Local partners planning Startup Week events, leading up to November 30 regional event;
Deadline for entry by uploading pitch ideas is October 31*

NEW NORTH, October 3, 2023 – New North Inc., as part of its efforts to support entrepreneurship in the region, is working with 10 of its local partners to hold pitch events during Startup Week in Wisconsin. The event winners will advance to a regional pitch event, scheduled for November 30 at TiletownTech in Green Bay.

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.startupwi.org/new-north>. 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 or where their business is/will be located.

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 strong efforts of our partners who join us to provide an opportunity for creative business ideas to be shared through the local pitch competitions and their ongoing support for entrepreneurs. We thank Wisconsin Business Development Inc. for its sponsorship of the local and regional events, Headway for hosting the application website and TiletownTech for being the host location for the regional pitch event.”

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 no more than \$300,000 in annual revenue or capital raised. Winners from the last two years are not eligible to receive award money.

The six local pitch events, in order of their occurrence, are:

Envision This, Powered by Envision Greater Fond du Lac

Date: Monday, November 13, 2023

Start time: 5 p.m.

Location: Horace Mann High School Performing Arts Center, 325 McKinley St., North Fond du Lac

Main contact: Raina Lyman, rlyman@envisiongreaterfdl.com

AccelSC, Powered by Sheboygan County Economic Development Corporation

Date: Tuesday, November 14, 2023

Start time: 4:30 p.m.

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

Main contact: Ray York, york@sheboygancountyedc.com

Lighthouse Launch, Powered by Door County Economic Development Corp. and Kewaunee County Economic Development Corporation

Date: Wednesday, November 15, 2023

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Start time: 6 p.m.

Location: TBD

Main contacts: Michelle Lawrie, michelle@doorcountybusiness.com; and Ben Nelson, ben.nelson@kcedc.org

Audible, Powered by the Greater Green Bay Chamber

Date: Thursday, November 16, 2023

Start time: 5:30 p.m.

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

Main contact: Ron Franklin, rfranklin@greatergbc.org

LevelUp, Powered by Progress Lakeshore

Date: Thursday, November 16, 2023

Start time: 5 p.m.

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

Main contact: Ann Flad-Jesion, ann@progresslakeshore.org

Fast Pitch, Powered by FVTC Venture Center, Oshkosh Chamber, UW Extension, UW Oshkosh SBDC

Date: Tuesday, November 21, 2023

Start time: 5 p.m.

Location: Fox Cities Stadium Fox Den, 2400 N. Casaloma Dr., Appleton

Main contacts: Amy Pietsch, amy.pietsch4369@fvtc.edu; and Mia Ljung, mia.ljung@wisc.edu

Pre-pitch workshops are available for 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, November 30, 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.

Regional winners also will be invited to give an update at the New North Summit in June 2024 at Lambeau Field in Green Bay.

More information about the entrepreneurial pitch contest is available at 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 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

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