

Local Pitch Contest Partners



Extension
UNIVERSITY OF WISCONSIN-MADISON



Thank you to
Location Host



TITLETOWNTech

JUDGES

Lexi Hanson, CLA
Kyle Kuntz, WBD
Stephen Pounds, Vadar Alpha
Sabrina Robins, Abaxent
Anna Steinfest, AFF Research

NEW LAUNCH ALLIANCE PITCH EVENT

Wednesday, December 4, 2024 | 4:30 - 8pm



AGENDA

- 4:30 pm **Networking & Registration**
- 5:15 pm **Program Starts**
 - Welcome: Cordero Barkley, TitledTownTech
 - Business Services: Chris Handrick, CLA
 - Business Idea Support Funding: Kyle Kuntz, WBD
 - Judges & Founders Intro: Tim Feldhausen, Amundsen Davis
- 5:30 pm **Pitch Presentations**
- 7:00 pm **Networking Reception & Winners Announced**
- 8:00 pm **Event Concludes**

SPONSORS



TITLETOWNTech



NEW Launch Alliance Contestants

AppEase, Inc., presented by *Nicole Tilot*: Digital platform that exchanges digital health data to streamline insurance underwriting and claims processing, using AI analytics and predictive modeling to produce summarized health data for rapid decision-making. www.appease.ai

Becoming Us/The Hessed Project, presented by *Judy Kouene-Brown*: Provides presentations and retreats based on concepts from the founder's book, *Becoming Us*, to lead people to greater unity in their own lives and relationships. www.thehessedproject.com/becoming-us

Creative Crusts Pizza, presented by *Shawn Brokaw*: Proprietary chicken-based pizza crust designed for those who haven't been able to enjoy traditional pizza due to health or dietary restrictions, including IBS and lactose or yeast intolerance. www.creativecrustswi.com

Hillbilly Acres Signs & Designs, presented by *Michele Floor*: Design services and vinyl products for use on vehicles and merchandise, providing a cost-effective, eco-friendly creative marketing solution for business and individuals. www.facebook.com/hillbillyacrescrafts

Kristin's Kitchen Bakery, presented by *Kristin Lambrecht*: Rural bakery and community venue whose owner learned to bake in her grandma's kitchen as a child, later creating treats for family and friends before realizing her dream of opening her own bakery. www.kristinskitchen.shop

Offpaths Innovations LLC (dba Card Poppers), presented by *Ken Manninen*: A patent-pending, user-friendly system to organize and display collectible trading cards on a customized universal wall. www.cardpoppers.com

Peggy Bakes, presented by *Peggy Sonnenburg*: Producer of "clean" granola, free of refined sugars and gluten-friendly, using high-quality, nutrient-dense ingredients and natural sweeteners without artificial additives. www.peggybakes.com

Rosebud, presented by *Tyler Heilberger*: Travel platform for families that leverages human experience with Artificial Intelligence to provide real-time, trustworthy and tailored recommendations.

Sourcer AI, presented by *Alex Suscha*: An AI-powered extension tool that summarizes and fact-checks news articles, providing the fastest and easiest way to find news insight and determine if an article is biased or credible. www.sourcerai.co

Sunshine and Sass Creations, presented by *Jessica Wegener*: Producer of elderberry syrup kits that offer an affordable and convenient option to those who want a natural way to boost their immune system. www.sunshinesasscreations.com

The Kind Body Co., presented by *Tiffany Dufek and Megan Srnka*: Personal health company created to be a beacon of holistic health and wellness, combining Pilates and massage, mindful movement and therapeutic touch for wellness and relaxation, along with mental and physical health. www.thekindbodyco.com

UnBar, presented by *Ayden Fowler*: A triple-butter soap infused with essential oils that is crafted for mental wellness, sustainability and community, delivered monthly to subscribers, along with exclusive mental-wellness resources and a community committed to authenticity and growth. www.myunbar.com

RULES

Participants advanced from local pitch contests:

AccelSC Fast Pitch
Audible Level-Up
Envision This Lighthouse Launch

Presenters have up to 4 minutes for their pitch presentations, followed by up to 2 minutes for Q&A from the judges.

PRIZES

1st Place: \$2,000
2nd Place: \$1,000
3rd Place: \$500

All winners will have the opportunity to connect with mentors, potential investors, and provide an update on their companies at the New North Summit on June 5, 2025 at Lambeau Field.