

PRESS RELEASE



FOR IMMEDIATE RELEASE

Twelve local entrepreneurial pitch contest winners advance to Dec. 4 NEW Launch Alliance regional pitch competition at TitledownTech

Local contest winners demonstrate variety of creative business ideas in New North region

NEW NORTH, Nov. 20, 2024 – Twelve entrepreneurial pitch winners who advanced from local pitch competitions hosted by collaborative local partners will vie for additional prize money at a regional pitch competition hosted by New North Inc. The NEW Launch Alliance Pitch Event will take place on Dec. 4 at TitledownTech in Green Bay.

The 12 participants will have a chance for broader investor attention, along with prize money of \$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 to an even wider investor/business audience during the New North Summit on June 5, 2025, at Lambeau Field.

While there is no charge to attend the NEW Launch Alliance Pitch Event, registration is requested and available at <https://tinyurl.com/NEWLaunchAlliancePitch2024>.

“Congratulations to our 12 local winners,” says Barb LaMue, president and CEO of New North Inc. “A vibrant entrepreneurial ecosystem is a vital pillar in the success of a regional economy. We look forward to showcasing these entrepreneurs and their business ideas. The local winners include cutting-edge AI-based concepts and creative food products, among others. We are excited to give them this platform.”

Twelve local partnering organizations hosted six different pitch events during Startup Week in Wisconsin. First-place winners at the local events received \$1,000 cash, while second-place finishers were given \$500 each.

In all, 31 entrepreneurial pitches were made during the local qualifying events in collaboration with 12 local partners. These events – Accelerate Sheboygan County, Audible, Envision This, Fast Pitch, LevelUp and Lighthouse Launch – were hosted by the Sheboygan County Economic Development Corp., Lakeland University, SBDC at UW-Green Bay, Greater Green Bay Chamber, Door County Economic Development, Kewaunee County Economic Development, UW Extension Kewaunee County, FVTC Venture Center, Oshkosh Chamber, UW-Madison Extension, Progress Lakeshore and Envision Greater Fond du Lac.

Both the local and regional entrepreneurial pitch contests are being supported by the NEW Launch Alliance of New North Inc., along with [WBD Inc.](#) The [NEW Launch Alliance](#) was formed to support business discoveries and idea creators in Northeast Wisconsin, connecting entrepreneurs, mentors, investors, educators, accelerators and other resources. Appreciation is extended to [Headway.ai](#), [CLA](#) and [TitledownTech](#) for application and venue support.

Details of the 12 companies that advanced are as follows:

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 Hesed 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.thehesedproject.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

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Hillbilly Acres Signs & Designs, presented by Michele Ploor: 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

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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 Brown, Calumet, Door, Florence, Fond du Lac, Green Lake, Kewaunee, Manitowoc, Marinette, Marquette, Menominee, Oconto, Outagamie, Shawano, Sheboygan, Waupaca, Waushara and Winnebago. www.thenewnorth.com

About WBD Inc.

WBD Inc. helps businesses finance owner-occupied commercial real estate, utilizing the SBA 504 loan program, and reinvests in economic development activities in line with its mission to grow businesses, create jobs and build communities. It serves all of Wisconsin, Minnesota and a portion of Michigan's Upper Peninsula with a portfolio of more than \$1 billion. www.wbd.org

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