

PRESS RELEASE



FOR IMMEDIATE RELEASE

New North region to hold local, regional entrepreneurial pitch contests

*Local partners planning Startup Week events, leading up to December 4 regional event;
Deadline for entry by uploading pitch ideas is October 31*

NEW NORTH, October 1, 2024 – Continuing to support entrepreneurial activity in Northeast Wisconsin, New North Inc. is working with 12 of its local partners to hold pitch events during Startup Week in the state. The event winners will advance to a regional pitch event, scheduled for December 4 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 [WBD 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 and their ongoing support for entrepreneurs. We thank WBD Inc. for its sponsorship of the local and regional events, [Headway.io](#) for hosting the application website and [TiletownTech](#) for being the host location of 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:

Audible, *powered by the Greater Green Bay Chamber*

Date/Time: Tuesday, November 12, at 5 p.m.

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

Main contact: Lisa Jossart, ljossart@greatergbc.org

Accelerate Sheboygan County, *powered by Sheboygan County Economic Development Corp., Lakeland University, SBDC at UW-Green Bay*

Date/Time: Tuesday, November 12, at 5 p.m.

Location: Jake’s Café, 529 Ontario Ave., Sheboygan

Main contact: Ray York, york@sheboygancountyedc.com

Lighthouse Launch, *powered by Door County Economic Development, Kewaunee County Economic Development, UW Extension Kewaunee County*

Date/Time: Wednesday, November 13, at 5 p.m.

Location: Door County Maritime Museum, 120 N. Madison Ave., Sturgeon Bay

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

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Fast Pitch, powered by FVTC Venture Center, Oshkosh Chamber, UW-Madison Extension

Date/Time: Wednesday, November 13, at 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

LevelUp, powered by Progress Lakeshore

Date/Time: Thursday, November 14, at 5 p.m.

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

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

Envision This, powered by Envision Greater Fond du Lac

Date/Time: Monday, November 18, at 5 p.m.

Location: Fond du Lac County Highway Department, 1820 S. Hickory St., Fond du Lac

Main contact: Lisa McArthur, lmcarthur@envisiongreaterfdl.com

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 Wednesday, December 4, 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 on June 5, 2025, 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 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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