

Entrepreneurship Opportunities outside the classroom for *all* UWGB students

February 12, 2018



UNIVERSITY of WISCONSIN
GREEN BAY



National Conference & Pitch Contest
in Tampa, late October 2018

Midwest Entrepreneurship Conferences
in February & April 2019

The Collegiate Entrepreneurs' Organization
CREATING A WORLD OF OPPORTUNITIES

UWGB student organizations that focus on Entrepreneurship

Ryan Kauth, faculty advisor (KauthR@uwgb.edu)

State Career Development Conference
February 2019

International Conference
April 2019



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What is Digital Fertilizer?

Digital Fertilizer's mission is to strengthen the high-growth startup community of Northeast Wisconsin by connecting, educating, and empowering a network of entrepreneurs.

Sign Up To Get The Digital Dirt
Get a monthly recap of past events,
upcoming events, job postings, and area
startup news!

SIGN UP

WHAT DOES DIGITAL FERTILIZER DO?



Connect



Engage



Empower

JOIN US AT AN UPCOMING EVENT!

<https://www.meetup.com/digital-fertilizer/>



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ZUCKERBERG... WINFREY... JOBS... SKALETSKI?

Who knows? Maybe one day your name — or that of someone you know — will stand among the greatest entrepreneurs of all time. Tuning in to the second season of “Project Pitch It” is a great start.



Season 2

February 10

Saturdays at 6:30PM

Check Local Listings

WBAY Green Bay

WISC Madison

WKBT Lacrosse

WZAW/WSAW Wausau

“Project Pitch It” is the show where local entrepreneurs and their ideas are put to the ultimate test. Each week, three aspiring — and often inspiring — Wisconsin entrepreneurs get the chance to pitch their innovative new ideas to a panel of local business moguls. These successful self-made millionaires then pepper the entrepreneurs with questions, assess the potential of each idea and finally present awards with a total value of nearly \$30,000 designed to help each entrepreneur move their business to the next step. The awards range from free tuition, mentoring and office space at Cardinal Stritch University, a business dinner with potential advisors and investors from the Lubar Entrepreneurship Center or \$10,000 cash.

Whatever the outcome, it all adds up to one of the most exciting and entertaining local shows on TV. And who knows? We may even uncover or inspire the next great American success story.

Buy *“Get Unstuck”*



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MEET THE MOGULS



David Gruber



Tina Chang



Nancy Hernandez



Deb Allen



Jerry Jendusa



Jim Lindenberg



Peter Feigin

Select a mogul to learn more about them.

PITCH YOUR IDEA TO BE ON SEASON 3

1

Have a really cool idea.

2

Pull out your cellphone and shoot a short video of you telling us why your idea is so cool.

3

Upload your video to YouTube and send us the link.

4

Start thinking about how you'll be spending that \$10,000 Grand Prize.

[SEND VIDEO LINK](#)



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Welcome to Hatch!

Hatch is a community-based startup pitch platform to help develop “napkin” ideas into early-stage companies created and produced by BrightStar Wisconsin Foundation, along with NEWaukee. We don’t restrict the type of idea you can submit, but it’s important to remember we are looking for high-growth ideas that have scale.

In 2018, Hatch is expanding to include 3 regions across the state of Wisconsin. Hatch events will take place in each region during the months of May, July, and September with regional finales happening in November.

The rules are simple. At Hatch, presenters have five minutes to pitch in front of judges and a live audience for the chance to win \$2,000 and be selected as a semi-finalist for the Hatch regional finale. The audience has a chance to evaluate and vote for their favorite idea alongside the judges. Beyond the prize money, this is your chance to get the business idea that has been rattling around in your head, out in front of a supportive investors, businesses, and community members. Hatch events are fun, highly social and inspirational.

In each region, the Hatch finale will include all semi-finalists and they will pitch for the grand prize of \$5,000 and other business services for the most articulated and furthered business idea. There may also be one or two wildcard slots for presenters that have furthered their business idea.

2018 Timeline:

May | Hatch Regional Events

July | Hatch Regional Events

September | Hatch Regional Events

November | Hatch Regional Finales

Submissions for Hatch 2018 are now open!

hatch

Hatch 2018 Submission Form

Hatch is a community-based startup pitch platform to help develop "napkin" ideas into early-stage companies created and produced by BrightStar Wisconsin Foundation, along with NEWaukee. We don't restrict the type of idea you can submit, but it's important to remember we are looking for high-growth ideas that have scale.

The rules are simple. At Hatch presenters have five minutes to pitch in front of judges and a live audience for the chance to win a \$2,000 award and be selected as a semi finalist for the final Hatch. The audience has a chance to evaluate and vote for their favorite idea alongside the judges. Beyond the prize money, this is your chance to get the business idea that has been rattling around in your head, out in front of a supportive investors, businesses, and community members. Hatch events are fun, highly social and inspirational.

The winners from each regional Hatch event will pitch at the Hatch finale for \$5,000 cash and other business services.

April 4th, 2018 - Submissions are due for the first Hatch event in each region

April 6th, 2018 - Applicants are informed if they have been selected to pitch

April 6th, 2018 - Applicants are informed if they have not been chosen at this time

2018 Timeline:

May | Hatch Regional Events

July | Hatch Regional Events

September | Hatch Regional Events

November | Hatch Regional Finales

* If you have not been selected to pitch you do not need to reapply as you are still eligible for future events

* Due to the amount of submissions we will not be able to have individual conciliation with applicant



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YOUR CRASH COURSE IN INNOVATION

Get experience. Get connections. Get going.

JOIN OUR MARCH HACK-IT BRACKET

2018 cohorts
in Milwaukee

2019 cohorts
in Green Bay?



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The Commons' flagship 9-week "skills accelerator" gives highly-motivated and talented college students the training, connections, and experience needed to develop the skills necessary for the careers of tomorrow. We teach collaboration, communication, creativity and critical thinking through the exercise of entrepreneurship.

Earn
Internship
Credit

see
Ryan
Kauth
[KauthR@
uwgb.edu](mailto:KauthR@uwgb.edu)
for info



HACK-IT BRACKET

SATURDAY, MARCH 3

We're seeking motivated and talented college students from across the region to solve a big problem alongside one of the largest companies in Wisconsin. We'll give you a real challenge, run through a number of ideation exercises and watch great ideas rise through the ranks. This is the March Madness version of a hackathon: get ready to push your creative limits with other innovators.

Plus, there's great food, quality shirts and a bunch of prizes!





Program Dates

Spring 2018: February 22-April 19

APPLY: SPRING 2018

*** Application Due February 2**

gBETA Northeast Wisconsin Office Hours

Work with our team on your startup or idea, and learn more about the gBETA program. We hold office hours throughout the year to meet one-on-one with startups and anyone interested in getting involved.

Wednesday, January 17th | Oshkosh
Tuesday, January 23rd | Green Bay
Thursday, January 25th | Appleton
Friday, January 26th | Oshkosh
Tuesday, January 30th | Appleton
Thursday, February 1st | De Pere



is a free 7-week accelerator
for early-stage companies with local roots



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Innovation in Aging

now through February 23

2018 INNOVATION IN AGING student idea competition



HOW WOULD YOU IMPROVE QUALITY OF LIFE FOR AN AGING POPULATION?

Aging presents many challenges. In this competition, teams of 3-5 students will create an innovative solution to combat those challenges.



WHAT CAN A TEAM CREATE?

Teams create any innovation, such as a product, service, app, environmental redesign, invention, social approach, etc. to address their identified aging issue.



WHY SHOULD YOUR TEAM PARTICIPATE?

In addition to a \$500 prize for the winning team, all participants will have the opportunity to build their resumés and gain access to mentorship and networking.

**Plus: the 5 top scoring
student org solutions will
win \$100**



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Innovation in Aging now through February 23

**NOVEMBER 6 -
FEBRUARY 7**

Register for Innovation
in Aging at UW-Green
Bay on Facebook

**FEBRUARY 5,
3:30-4:30p OR
6:00-7:00p**

Kickoff meetings
University Union
Room 103

FEBRUARY 5-19

Team brainstorming
& presentation prep,
with mentoring
through Office Hours

**FEBRUARY 23,
1-4PM**

Innovation Day:
Final presentations
& award ceremony,
Christie Theater

For more information, visit the event Facebook page: www.facebook.com/groups/UWGBAging
or email Mads Gjefsen: mgjefsen@wisys.org



Hosted in partnership with the
UW-Green Bay Gerontology Center



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WBENC's Student Entrepreneur Program

[About](#)[Certification](#)[Opportunities](#)[Resources](#)[Engagement](#)[Corporate Members](#)[News & Events](#)

S T U D E N T E N T R E P R E N E U R P R O G R A M

[Opportunities Overview](#)[MatchMaker Series](#)[Dorothy B. Brothers Scholarship](#)[Tuck-WBENC Programs](#)[Summit & Salute](#)[National Conference & Business Fair](#)[Women Owned](#)[ACTIntentionally](#)[WBENC Energy Executive Program](#)[NextGen](#)[Student Entrepreneur Program](#)

2018 Student Entrepreneur Program Applications Now Open!

[Apply HERE](#)

All applications are due by February 23, 2018

Questions? Please contact wbencsep@wbenc.org

About the WBENC

**the Women's Business Enterprise
National Council (WBENC)**

is the largest third-party certifier of
businesses owned, controlled, and operated
by women
in the United States



WBENC's Student Entrepreneur Program

WBENC

About

Certification

Opportunities

Resources

Engagement

Corporate Members

Program Details:

Aspiring collegiate female entrepreneurs studying in STEAM (Science, Technology, Engineering, Arts, and Math) or Business receive mentoring from some of the most successful Women's Business Enterprises and America's largest Fortune 500 companies while also participating in a tailored entrepreneurial curriculum, a [pitch competition](#) awarding \$20,000 in seed capital and experiential learning through off-site visits to Women's Business Enterprises, corporate campuses, and accelerators.



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UWGB Student Business Idea Contest

5-8pm, Monday, February 26

contact Ryan Kauth (KauthR@uwgb.edu) to enter

- \$1,000 in cash prizes - \$500 first place
- win a scholarship to the European Innovation Academy in summer
- + eligible for The Pitch Wed Apr 11 at Fox Cities Stadium \$10,000!
- + eligible for the Wisconsin Big Idea Tournament \$2,500 + \$25,000!
- + eligible to attend European Innovation Academy in summer



our speaker is 11 year old entrepreneur & author
Alex Hart-Upendo of Build-a-Bow

April 2018

UW Alumni Now Eligible

Deadline to submit Stage 1 & 2 Ideadvance applications

[Guidelines Here](#)



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OUR MISSION

Great business ideas exist across our UW System ecosystem. That's the basis for the Ideadvance Seed Fund — a program combining early-stage grant funding with business mentoring to develop the innovative ideas and potential businesses from UW alumni and current faculty, staff and student entrepreneurs.

This program funded by UW System, WEDC and administered by UW-Extension's [Center for Technology Commercialization](#), aims to empower entrepreneurs to focus on key go-to-market activities. No more sitting for hours crafting a business plan that won't survive first contact with customers. Instead, the program gets you 'out of the building' to learn about your customer and business. Along the way, you receive grant dollars to advance the business based on the real needs of your customers.

The Ideadvance Seed fund wants to support great ideas no matter the discipline of origin. From arts to engineering, we want to help you accelerate the learning on your business model. To get started, [eligible applicants](#) should speak with the Ideadvance [New Idea Concierge](#) to learn about competitive proposal tactics. Awardees generally have a team, a competitive idea that could be scalable, and the ability to invest time on both the business AND the rigor of the [Lean Startup program](#). For faculty, the program is used to finding solutions aligning with your busy schedules. Applicants, let the [New Idea Concierge](#) help you find solutions so you can participate with your innovative idea.





Your Idea

You believe you have an innovative, scalable solution customers need, but you need some additional resources to move the idea along. Through the Ideadvance structure, we help you evaluate risks, understand market opportunities and discover strategic paths to commercialization. Whether your idea is new or you've been working on this for some time, the Ideadvance program helps entrepreneurs progress.



Your Seed Money

Grants help entrepreneurs add value to their idea during critical early-stages. Ideadvance Grants are non-dilutive funding that help you search for a business model that creates, delivers and captures value for your business.



Your Team

You'll present your idea in a confidential and supportive environment where you can explore and refine the value of your idea with experienced business consultants and entrepreneurs. We have a dedicated New Idea Concierge who helps you find resources and navigate the initial funding process. With Ideadvance funding, you'll also join a cohort of like-minded entrepreneurs that meet regularly to share successes, frustrations and best practices.



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Curious How Our Seed Fund Works?



What are the Funding Opportunities?

Ideadvance grants are intended to support *specific commercialization steps or milestones* that will reduce the business risk in your ideas and ultimately help make your business investor-ready.

Stage 1 – funds up to \$25,000 and focuses on helping you reduce the risk in your idea by determining what features will solve a real customer need

Stage 2 – funds up to \$50,000 and focuses on developing a business model that effectively delivers solutions to customers and prepares the idea for investment

Generally, only individuals completing Stage 1 are eligible for Stage 2 funding. Exceptions may be made on a case-by-case basis. **Stage 2 applicants must also demonstrate efforts to meet the 1:1 funding match of which 50% can be through in-kind matches.**



How are Proposals Evaluated?

Awards will be determined by an Investment Committee with representatives from [UW System](#), [WiSys Technology Foundation](#), [UW-Extension](#), [WEDC](#), and an entrepreneur affiliated with an eligible UW Campus. The Investment Committee selects competitive proposals that have described well the significance of the market problem, the strength of the proposed solution, and the learning needed to help reduce risks in their business model. The Committee also focuses on the skills of the team and how well prepared they are to tackle this learning.





What Are the Grant Deadlines Like?

Ideadvance accepts proposals annually in April for both Stage 1 and Stage 2 competitive proposals. All decisions are made in May with grants to begin in June of that same application year. **The next deadline is April 27, 2018** for both Stage 1 and Stage 2 applications with decisions made in May 2018. It is never too early to begin working with Ideadvance in preparing a competitive proposal! Contact the [New Idea Concierge](#).



How Do I Start?

Now is the time to look ahead to April 2018's deadline! Please read carefully through the Stage 1 or Stage 2 solicitation guidelines. Also, reach out to the [New Idea Concierge](#) to incorporate eligibility and application changes that may be new.

Current Solicitation Guidelines:

[Download the Stage 1 Application Guidelines and Proposal Instructions](#)

[Download the Stage 2 Application Guidelines and Proposal Instructions](#)

To learn more about preparing a competitive application, view our [Stage 1 Proposal Writing Tips Webinar](#) recorded December 2017 and download associated [Proposal Tips PowerPoint Slides](#). Finally, before you apply, reach out to [New Idea Concierge](#) via email or at 608.263.3315 to discuss your idea.



UNDERGRADUATE ENTREPRENEURS

**25 Finalist Teams
Will Be Selected**

April 12-14, 2018
Minneapolis MN



e-Fest® 2018

A THREE-DAY CELEBRATION of
Undergraduate Entrepreneurs

National Schulze Entrepreneurship Challenge



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contact Ryan Kauth (KauthR@uwgb.edu) to apply

Workshops | Innovation Challenge | Business Plan Competition | Networking

This competition is open to undergraduates at North American colleges and universities. Finalists will travel -- expenses paid! -- to Minneapolis in April to compete for over \$250,000 in cash prizes. Students in entrepreneurship or ANY major are encouraged to form teams and submit ventures!



e-FEST PARTICIPATION TIMELINE:

- Student teams form & choose an advisor from their school
- The advisor makes sure the school is registered for e-Fest
- Student teams submit online between Feb 1st and Feb 23rd
- Top 25 Finalists are announced on March 16th

e-Fest is a premiere undergraduate entrepreneurship event!

The team that wins the Schulze Entrepreneurship Challenge takes home \$75,000, with the potential for more based on winning the social impact and/or the global impact prize. The Pitch Competition will award \$17,500 in cash prizes and The Innovation Challenge will award \$40,000.



A **HEAD** for business. A *heart* for humanity.

[Click to learn more about the Values and Ventures Competition.](#)

TCU Richards Barrentine Values and Ventures® Competition

A unique annual competition for undergraduate students around the world to pitch plans for businesses, products or services that make a profit while also benefiting the environment, the community or a specific population. Presented by the Neeley Entrepreneurship Center.

Important Dates

October 2017	Intent to Compete Opens
February 28, 2018	Deadline for Application
March 5, 2018	Schools Selected/Notified
March 26, 2018	Deadline for Business Plans
April 6-7, 2018	Competition at TCU

[Click to Apply](#)



The Pitch

1pm, Wed, Apr 11 at Fox Cities Stadium in Appleton

\$20,000 in cash prizes (\$10,000 1st – 2nd & 3rd too!)

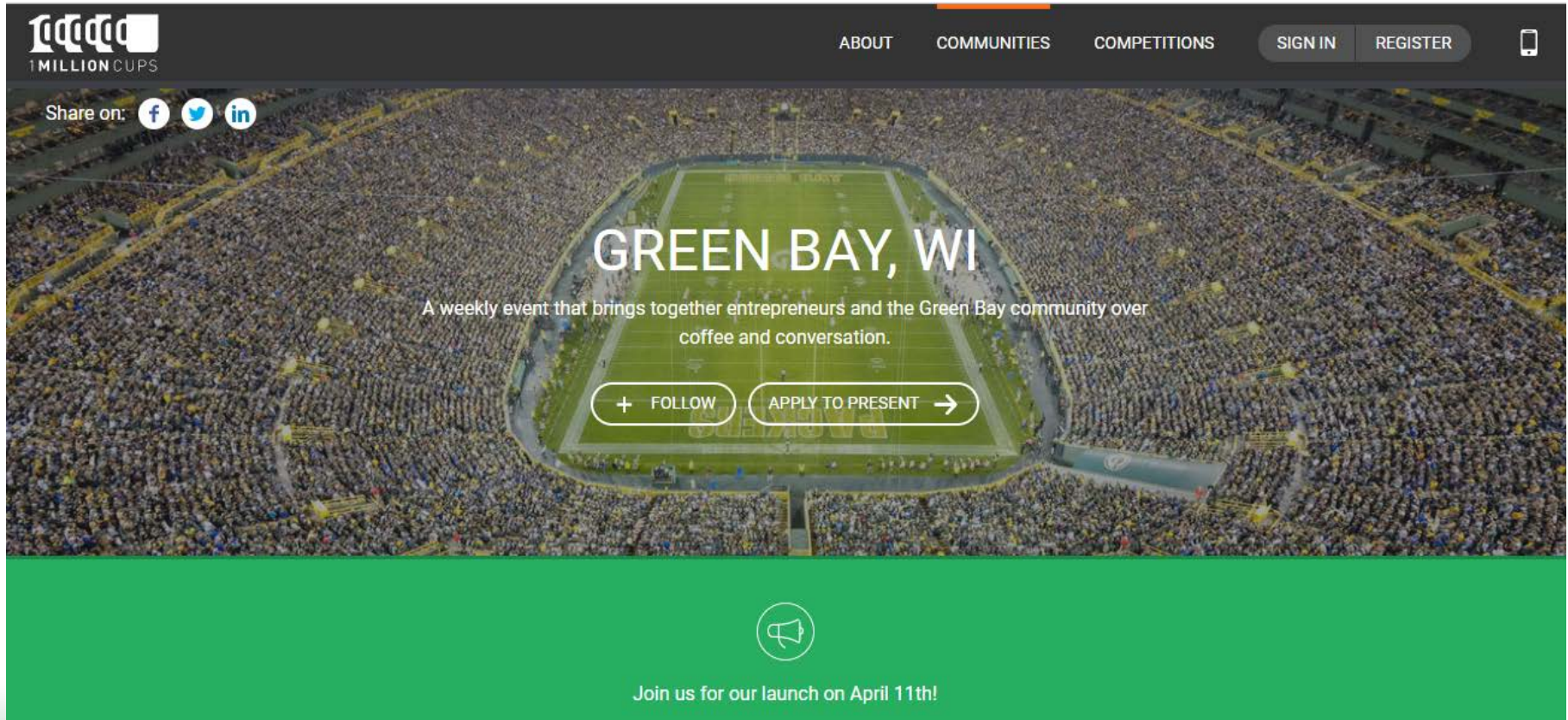
+ tens of thousands of \$ in in-kind services for startups



10 teams from 5 Northeast Wisconsin universities



1 Million Cups Green Bay



launches
Wednesday, April 11



Wisconsin Big Idea Tournament

Saturday, April 21 in Madison

\$2,500 first prize

+ eligibility for \$25,000 seed funding through



+ eligibility to attend the International Business Model Competition
in Provo, UT – May 10-11 (up to \$27,000 in cash prizes)

- open to undergraduate & graduate students attending any 2- or 4-year UW school (except UW-Madison)
- teaches Lean Startup
- provides business mentorship



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European Innovation Academy

Portugal, July 13 - Aug 4, 2018

faculty led, earn credit

Entrepreneurship program

From idea to a start-up in 15 days

July 15 - August 3, 2018
Cascais, Portugal

EUROPEAN
INNOVATION
ACADEMY

CASCAIS
The Charm of the Atlantic Coast

WEEK 1
CUSTOMER
DEVELOPMENT

WEEK 2
PROTOTYPE

WEEK 3
LAUNCH

CASCAIS
The Charm of the Atlantic Coast

Santander Totta

Berkeley
UNIVERSITY OF CALIFORNIA



Google

UNIVERSIDADE
NOVA
DE LISBOA

NOVA
UNIVERSITY OF NOVA
LISBOA

QATAR SCIENCE &
TECHNOLOGY PARK

DAIMLER

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see Ryan Kauth (KauthR@uwgb.edu) to inquire

it's back after a 4-year hiatus



the
Northeast
Wisconsin
Business Plan
Contest

starts
August
2018



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Coming in late 2018: Titledown Tech!

The two-story, 46,000-square foot facility will open in late 2018 in the Titledown District. It will house the TitledownTech Accelerator which will work with start-ups creating new digital products and services. They'll spend 18 weeks at the facility, working with advisers and mentors.



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attend Launch Wisconsin in October



AOL Founder & Venture Capitalist
Steve Case

RISE OF THE REST ROAD TRIP
WITH STEVE CASE

Launch Wisconsin 2017
Wisconsin's Premier Entrepreneur,
Innovation & Startup Conference

Startup Pitch Event: 2 Days • 2 Pitches • \$200,000
October 17 & 18, Lambeau Field Atrium, Green Bay, WI

The image is a promotional graphic for the 'Launch Wisconsin 2017' event. It features a portrait of Steve Case, AOL Founder & Venture Capitalist, on the left. To the right of the portrait is the 'RISE OF THE REST ROAD TRIP' logo, which includes a stylized upward arrow and the text 'WITH STEVE CASE'. Below the logo is the 'Launch Wisconsin 2017' logo, which consists of a green circle with a white network diagram inside. At the bottom of the graphic, the text 'Launch Wisconsin 2017' is followed by 'Wisconsin's Premier Entrepreneur, Innovation & Startup Conference'. At the very bottom, a black banner contains the text 'Startup Pitch Event: 2 Days • 2 Pitches • \$200,000' and 'October 17 & 18, Lambeau Field Atrium, Green Bay, WI'.



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Wisconsin Business Plan Contest

CONTEST TIMELINE

Phase 1: Idea Abstract

November 27, 2017 – January 31, 2018, 5 p.m.

The Phase 1 idea abstract submission is due by 5 p.m. CST on January 31, 2018. Entries should be roughly 250 words (or no more than 2,000 characters – including spaces) and must fall into one of four categories: Advanced Manufacturing; Life Sciences; Information Technology or Business Services.

Phase 2: Executive Summary

February 19, 2018 – March 12, 2018, 5 p.m.

The Top 50 entries, plus ties, will submit an Executive Summary. The Phase 2 submission is due by March 12, 2018 at 5 p.m. CST. Entries should be no more than 1,000 words (or no more than 8,000 characters – including spaces).

A business plan boot camp for Phase 2 participants will be held in early March.

Phase 3: Business Plan

April 2, 2018 – April 23, 2018, 5 p.m.

The Top 20 entries, plus ties, will submit 15- to 20-page Business Plans. The Phase 3 submission is due by April 23, 2018 at 5 p.m. CST. Judges will review the plans and pick three finalists from each category who will advance to the final phase of the competition.

Final Phase: “Diligent Dozen”

The “Diligent Dozen” will square-off with oral presentations at the Wisconsin Entrepreneurs’ Conference, to be held June 5-6, 2018 in Madison at UW-Madison’s Union South. Live judging will help determine the category winners and the Grand Prize winner.

BPC Awards Ceremony & Luncheon

All winners will be announced at the Awards Luncheon on June 6, as part of the 2018 Wisconsin Entrepreneurs’ Conference in Madison.

Annual
deadline is
January 31

\$100,000+ in
cash & prizes

finalists
present at the
Wisconsin
Entrepreneurs’
Conference in
June in
Madison



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Green Bay

Serving Brown, Door, Kewaunee, Manitowoc, Marinette and Oconto counties in Wisconsin

[FIND A MENTOR](#)[TAKE A WORKSHOP](#)[BROWSE THE LIBRARY](#)[SUCCESS STORIES](#) [ABOUT US](#)

Welcome to the Green Bay Chapter of SCORE

We're here to help with FREE business advice and mentoring!

Learn more about SCORE! In the U.S., we have helped create 54,000 new businesses in 2016. Our Green Bay chapter has mentored over 500 business in the last year.

[Get Started, Find Your Mentor! ▶](#)[View Upcoming Events ▶](#)

Connect with Green Bay SCORE



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(920) 222-2167
GreenBaySCORE@gmail.com

SMALL BUSINESS DEVELOPMENT CENTER

at UW-Green Bay

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Wisconsin Small Business Development Center at UW-Green Bay

Working to support your success.

The Wisconsin Small Business Development Center at UW-Green Bay is part of a statewide network supporting entrepreneurs and business owners through no-cost, confidential consulting and targeted educational programs. Regional SBDC experts facilitate improvement and growth for small and emerging mid-size companies and help launch successful new enterprises. A program of UW-Extension providing business outreach through UW System universities statewide, the Wisconsin SBDC Network provides education, referrals, sophisticated tools and resources to help businesses evolve.

Visit wisconsinsbdc.org to see how the Wisconsin SBDC Network helps clients START | MANAGE | GROW companies. The Wisconsin SBDC Network serves businesses at all stages.

Access the power of your university with Wisconsin SBDC Network professional business consultants. Get knowledge, tools and connections that work for you. Identify market opportunities and make informed decisions so you can build wealth.

- No-cost consulting
- Business education
- Customized solutions
- Regional expertise

