

PRESS RELEASE



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New North, Inc.
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Six entrepreneurs advance to Dec. 3 NEW Launch Alliance HATCH event

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

NEW NORTH, November 24, 2020 – Six entrepreneurial pitch winners – two each from three local events that were hosted by a collaboration of several local partners – will vie for additional prize money at a regional pitch competition hosted by New North Inc. The NEW Launch Alliance HATCH Event will take place virtually on December 3 at 4 p.m., with participants having the chance for broader investor attention along with prize money of \$3,000 for first place and \$2,000 for second place.

The top winners will be invited to pitch again at the New North Summit, March 11, 2021, at Lambeau Field in Green Bay. Last year's Summit winners also will give an update as to the status of launching their companies.

"We were excited by the wide range of creative business ideas shown at these local pitch events," says Barb LaMue, president and CEO of New North Inc. "It demonstrates the vibrancy of the entrepreneurial community across the New North region."

The three local events were held virtually during 2020 Startup Week in Wisconsin, November 11-18. First-place winners received \$1,000 cash, while second-place finishers were given \$500.

In all 21 entrepreneurial pitches were made during the local qualifying events. Details of the six winning presenters are as follows:

Brown, Door and Marinette Counties; hosted by the Startup Hub of the Greater Green Bay Chamber, the Door County Economic Development Corporation and inVenture North (Nov. 11)

(1st place) Experienced Associates LLC, presented by Chad Hendricks

Experienced Associates works with trucking companies to hire international truck drivers with a minimum of 10 years of experience, using employer-sponsored visas.

(2nd place) Lovin The Skin I'm In, presented by Rhonda Chandler

Lovin The Skin I'm In is a community organization with the goal of empowering and uplifting girls of color (ages 7-18) in Northeast Wisconsin while developing their talents, gifts and leadership skills.

Outagamie, Winnebago and Fond du Lac Counties; hosted by FVTC Venture Center, Oshkosh Chamber of Commerce and Envision Greater Fond du Lac (Nov. 17)

(1st place) Pure and Complete Phonics LLC, presented by Dr. Shawn A. Robinson

"Doctor Dyslexia Dude" is developing an engaging, game-based spelling and reading application for students with dyslexia that is authentic, realistic and culturally responsive.

(2nd place) Tempo, presented by Alex Hunt

Tempo serves high-risk patients that need laboratory specimens collected in the comfort and security of their homes, then delivers the collection to a lab of their ordering provider's choice, ensuring fast results.

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Sheboygan and Manitowoc Counties; hosted by Sheboygan County Economic Development Corp. and Progress Lakeshore/Biz Starts (Nov. 18)

(1st place) Debtle, presented by Stephanie Hoskins

Debtle is tackling the consumer debt crisis by helping companies and their customers negotiate and settle overdue invoices through a cloud-based platform, scalable to any size business, that automates, improves and simplifies the negotiation of bad debt accounts.

(2nd place) Sheboatin' Manufacturing, presented by Justin Vannieuwenhoven

Sheboatin' Manufacturing creates and manufactures innovative and affordable pedal tavern boats for entrepreneurs who want to bring more fun to their community, no matter its size.

"The qualifying pitch events would not have been possible without the tireless support of our local partners," LaMue adds. "Their input and collaboration have been invaluable to making a successful competition."

Partner organizations include the Startup Hub of the Greater Green Bay Chamber; the Door County Economic Development Corporation; Envision Greater Fond du Lac; Progress Lakeshore and Biz Starts; inVenture North; the Venture Center at Fox Valley Technical College; the Oshkosh Chamber of Commerce; the Sheboygan County Economic Development Corp.; Small Business Development Centers of UW-Green Bay and UW Oshkosh; and the Austin E. Cofrin School of Business at UW-Green Bay.

Sponsorship has been provided by New North Inc., the BrightStar Wisconsin Foundation and Wisconsin Business Development (WBD).

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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 the BrightStar Wisconsin Foundation, Inc.

BrightStar is a 501(c)3 non-profit foundation created to facilitate job creation and increase Wisconsin's economic activity by deploying donated funds into equity stakes in early-stage, rapid growth companies. This unique approach is enabling the formation of new investment capital in Wisconsin through charitable donations to the foundation. Contributions to BrightStar are tax deductible. www.brightstarwi.org

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 their Service Company and SBA's 540 loan products. www.wbd.org

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