

# MILWAUKEE I-CORPS PROGRAM – WINTER ‘18 RESOURCE GUIDE

The Milwaukee I-Corps Site is designed to help researchers, scientists, students and entrepreneurs early in their entrepreneurial journey to learn important Lean Launch skills, including customer discovery. It is designed to help them get to a decision of go/no-go (or proceed/pivot).

The natural question for those who decide to proceed (or pivot) is – “what next?” The answer may differ, but fortunately there is a growing network of resources in the Milwaukee area to help. What follows is a partial list of resources. If you have questions or would benefit from an introduction, don’t hesitate to contact the I-Corps team.

This list is by nature, incomplete, evolving (and probably incorrect in some cases). For updates and corrections, please contact Brian Thompson, [briant@uwmrf.org](mailto:briant@uwmrf.org).



## MILWAUKEE I-CORPS SITE

The Milwaukee I-Corps Program is a joint project of the academic institutions in the Milwaukee region to accelerate ideas using the proven I-Corps methodology. Funded by the National Science Foundation (NSF) Innovation Corps Program, the Southeastern Wisconsin I-Corps Site will foster commercialization of applied academic research and faculty/student innovation; build an innovation/commercialization network that supports faculty and/or student ventures and broaden the pool of students and faculty fluent in Lean LaunchPad (LLP) methodology. The initiative brings together teams from MCW, MSOE, Marquette and Concordia, and UWM.

**Contact:** Ilya Avdeev ([avdeev@uwm.edu](mailto:avdeev@uwm.edu)); Brian Thompson ([briant@uwmrf.org](mailto:briant@uwmrf.org))

**Website:** <http://icorpsmilwaukee.org/>

## NATIONAL I-CORPS PROGRAM

The NSF Innovation Corps is a set of activities and programs that prepares scientists and engineers to extend their focus beyond the laboratory and broadens the impact of select, NSF-funded, basic-research projects. I-Corps is a public-private partnership program that teaches grantees to identify valuable product opportunities that can emerge from academic research, and offers entrepreneurship training to student participants.

**Website:** [http://www.nsf.gov/news/special\\_reports/i-corps/](http://www.nsf.gov/news/special_reports/i-corps/)

## SBIR/STTR PROGRAM

A highly competitive program that encourages small businesses to engage in Federal Research/Research and Development that has the potential for commercialization. SBIR enables small businesses to explore their technological potential and provides the incentive to profit from its commercialization through an award-based program.

**Website:** <https://www.sbir.gov/>

### *Regional Resources and Initiatives*

#### APP BREWERY

Mobile app development resource housed at UWM. Student developer take on real-world project for non-profits, student entrepreneurs (working with the UWM Student Startup Challenge) and other organizations.

**Contact:** Mark Jacobson ([markj@uwm.edu](mailto:markj@uwm.edu)); Dustin Hahn ([hahndj@uwm.edu](mailto:hahndj@uwm.edu))

#### BIONET

Quarterly networking event in the Milwaukee region organized by BioForward, the PICO group and other supporters to promote biosciences industry and networking among regional resources.

**Contact:** Michael Harrison ([mmharris@mcw.edu](mailto:mmharris@mcw.edu))

#### BIZSTARTS MILWAUKEE

A one-stop center that offers all the help and connections entrepreneurs need including: one-on-one meetings, market assessment, team assessment, financial preparation and more. BizStarts works with entrepreneurs, service providers, capital connections and other resources to help launch and grow new companies that will create sustainable jobs.

**Contact:** Dan Stieneger ([dsteinin@execpc.com](mailto:dsteinin@execpc.com)), Elizabeth Lundberg – Director of Operations ([Elizabeth@bizstarts.com](mailto:Elizabeth@bizstarts.com)); Brent Halfwassen - Entrepreneur Coach ([brent@bizstarts.com](mailto:brent@bizstarts.com))

**Website:** [bizstartsmilwaukee.org](http://bizstartsmilwaukee.org)

#### THE BREW

A project of the Water Council that provides grants supported by WEDC and training/support to early stage companies in the water industry. The program has attracted companies from other countries. Companies also may get access to space in the Global Water Accelerator.

**Contact:** Dean Amhaus, President & CEO of the Water Council – The Brew program coordinator to be updated

#### BRIDGE-TO-CURES

A non-profit that includes representatives from Concordia, MCW and UWM. Their goal is to help pharmaceutical and biotech companies get over the “valley of death.” Planning to offer grant support with matching funds from WEDC. Bridge-to-Cure is offering the Healthcare Innovation Pitch (described below).

**Contact:** Dan Sem ([Daniel.Sem@cuw.edu](mailto:Daniel.Sem@cuw.edu))

**Website:** <http://bridgetocures.com/>

### CENTER FOR TRANSLATIONAL SCIENCE INSTITUTE (CTSI)

An eight-member organization composed of the Medical College, Marquette University, The Milwaukee School of Engineering, The University of Wisconsin Madison, The Blood Center of Wisconsin, Children’s Hospital and Health System, Froedtert Hospital and the Clement J Zablocki VA Medical Center. Received a \$20 million dollar grant, which allows consortium members the opportunity to share each other’s research resources, technology, knowledge and expertise to work toward common goals in health care. Collaborators may seek adjunct faculty appointments at partnering colleges or universities.

**Contact:** Reza Shaker ([rshaker@mcw.edu](mailto:rshaker@mcw.edu))

**Website:** <https://ctsi.mcw.edu/>

### THE COMMONS

Multi-institutional collaboration to foster innovation and entrepreneurship across Milwaukee Academic Institutions. Programing includes a track to support entrepreneurs through a seed accelerator program and a corporate innovator track to link student teams with corporate innovation challenges.

**Contact:** Michael Hostad ([mhostad@gmconline.org](mailto:mhostad@gmconline.org)); Joe Poeschl ([joe@thecommonswi.com](mailto:joe@thecommonswi.com))

### THE CENTER FOR COMMUNITY-BASED LEARNING, LEADERSHIP AND RESEARCH (CCBLLR)

UWM has a strong and richly varied tradition of social entrepreneurship that manifests itself in the form of faculty research and student service learning, volunteerism, and community-based work-study programs -- all in partnership with Milwaukee’s non-profit and governmental sectors. This engagement occurs across all disciplines, builds future leaders and drives efforts toward sustainable change for the public good in the region. These efforts permeate the UWM campus, and are largely coordinated by the Center for Community-based Learning, Leadership and Research (CCBLLR), where over 50,000 hours of student engagement in the community are coordinated and tracked annually

**Contact:** Laurie Marks ([lmarks@uwm.edu](mailto:lmarks@uwm.edu))

**Website:** <http://uwm.edu/community/>

### CU LAUNCH

CU Launch is a Concordia University Wisconsin program aimed at helping students build businesses beyond its Mequon campus. Participants in CULaunch attend a nine-month program where they receive training and mentorship from experienced entrepreneurs. They will compete for \$1,000 of seed funding for their start-ups.

**Contact:** Dan Sem ([Daniel.Sem@cuw.edu](mailto:Daniel.Sem@cuw.edu))

**Website:** <https://cuw.edu/landingpages/culaunch/index.php?camp=radio>

### FIRST LOOK FORUM

Held annually by UWMRF (along with partners at MCW and other institutions), the First Look Forum showcases UWM technologies to an audience of investors and entrepreneurs; this has traditionally focused on faculty-based innovations and patented technologies that may be launched as faculty startup companies.

**Contact:** Jessica Silvaggi ([jsilvaggi@uwmfdn.org](mailto:jsilvaggi@uwmfdn.org))

### GATEWAY FAB LAB

Gateway's Industrial Design Fab Lab will deliver training for local businesses to encourage economic growth and spark innovation. The Fab Lab will serve as a regional hub where business can gain access to a variety of resources taking them from concept, to prototype, to finished product all in one place..

**Website:** <https://www.gtc.edu/business-workforce-solutions/fab-lab/business-industry>

### GBETA

gBETA is a free, six-week accelerator for pre-seed companies. Each program is capped at five teams, and requires no fees and no equity. Participating companies receive: access to a community of entrepreneurs including their fellow cohort members, as well as gener8tor and gBETA alumni; a formal relationship with at least 2-3 mentors with relevant expertise; introductions to the gener8tor network of successful entrepreneurs, angel investors, venture capitalists and technologists; Individualized coaching and mentorship from the experienced gener8tor team; and office space in our Madison and Milwaukee offices.

**Contact:** Ben Stanley ([ben@gener8tor.com](mailto:ben@gener8tor.com))

**Website:** <http://www.gener8tor.com/gbeta/>

### GENER8TOR

An accelerator program that provides structured program to explore customers and develop minimum viable product. Teams are selected competitively and receive cash support (~\$20k) in exchange for equity, facilities and intensive coaching over a 12 week period. Two cohorts of approximately six teams per year are selected through a competitive process (one in Madison and one in Milwaukee). Gener8tor is for-profit incubation program with an ultimate focus on saleable enterprises that will yield a financial return for the program backers.

**Contact:** Joe Kirgues ([joe@94labs.com](mailto:joe@94labs.com))

**Website:** <http://www.gener8tor.com/>

### GLOBAL WATER ACCELERATOR

A development in Milwaukee's 3<sup>rd</sup> Ward that is headquarters to the Water Council and includes research laboratories for UWM, corporate research laboratories for companies that include Badger Meter and A.O. Smith and incubator space for water industry companies.

**Contact:** Dean Amhaus ([DAmhaus@thewatercouncil.com](mailto:DAmhaus@thewatercouncil.com))

### HEALTHTECH MKE

Forming group of healthcare companies.

**Contact:** <https://www.facebook.com/groups/healthtechmke/>

### HUDSON BUSINESS LOUNGE

A co-working space located in the Third Ward. Scalable memberships for working spaces and offices. Offers a great networking experience and flexible spaces, which allow you to work efficiently and comfortably.

**Contact:** [concierge@thehudson.org](mailto:concierge@thehudson.org)

**Website:** <http://www.hudson-business-lounge.com/>

### INNOVATION COLLABORATORY

An initiative of Elmbrook High School to launch a high school student program focused on innovation/entrepreneurship strands. This Program would be modeled on CARS program in Kansas City with the hope to launch two “strands” in the fall of 2016. Several others schools would participate. Currently exploring for-credit options with UWM for freshman level entrepreneurship or elective credits.

### INNOVATION PROTOTYPING CENTER

Housed at the UWM Innovation Accelerator, the prototyping center will offer design services, rapid prototyping and other pilot manufacturing facilities to researchers at UWM and researchers/clinicians at partner institutions including the Medical College of Wisconsin and Children’s Hospital of Wisconsin. Services provided on a fee-basis and are delivered by professional operators/machinists,

**Contact:** Dave Gilbert ([dhg@uwmfdn.org](mailto:dhg@uwmfdn.org)), Kyle Jansson ([jansson@uwm.edu](mailto:jansson@uwm.edu))

### KOHLER CENTER FOR ENTREPRENEURSHIP AT MARQUETTE

The Kohler Center fosters new ventures, encourages innovation, and promotes entrepreneurship at Marquette University and in the Milwaukee area.

**Contact:** Megan Carver ([megan.carver@marquette.edu](mailto:megan.carver@marquette.edu))

### LEARN DEEP

Learn Deep Milwaukee is an independent non-profit working to accelerate the adoption of teaching practices that are effective in developing 21st century skills within Milwaukee area schools. The organization helps connections schools with local resources, support teachers and raises visibility for innovative practices.

**Contact:** Pete Reynolds ([pete.reynolds@learndeep.org](mailto:pete.reynolds@learndeep.org))

### LUBAR ENTREPRENEURSHIP CENTER AT UWM

The Lubar Center for Entrepreneurship at the University of Wisconsin-Milwaukee works to enhance the success of UWM students and the regions prosperity through entrepreneurship. Ideas challenge programming coordinated through the Center builds on strong curriculum at UWM, and the Center will ultimately be housed in a new facility on the UWM campus.

**Contact:** Brian Thompson ([briant@uwmrf.org](mailto:briant@uwmrf.org))

**Website:** <http://uwm.edu/lubar-entrepreneurship-center/lubar-center/>

### MARQUETTE LAW & ENTREPRENEURSHIP CLINIC

Legal services for student entrepreneurs provided by third year law students under the direction of a practicing attorney. Services include corporate formation, contracts, etc.

**Contact:** Nathan Hammons ([nathaniel.hammons@marquette.edu](mailto:nathaniel.hammons@marquette.edu))

**Website:** <https://www.law.marquette.edu>

### MID-WEST ENERGY

UWM is working with regional companies in the energy sector to develop research programs that support this industry through efforts that include the Mid-West Energy Research Consortium (WERC). UWM led efforts to establish this research consortium that includes Marquette University, the Milwaukee School of Engineering and UW-

## RESEARCH CONSORTIUM (M-WERC)

Madison along with regional energy companies, including Johnson Controls, Eaton Corporation, Rockwell Automation, We Energies and others.

**Contact:** Alan Perlstein ([aperlstein@m-werc.org](mailto:aperlstein@m-werc.org))  
**Website:** <http://m-werc.org/>

## MILWAUKEE METROPOLITAN ASSOCIATION OF COMMERCE (MMAC)

The Metropolitan Milwaukee Association of Commerce (MMAC) has been serving area businesses as a private, not-for-profit organization that is committed to increasing the economic vitality of the metro Milwaukee business community. Today MMAC represents approximately 1,800 member businesses with 300,000 employees in Milwaukee, Waukesha, Washington and Ozaukee counties and beyond.

**Contact:** [info@mmac.org](mailto:info@mmac.org)  
**Website:** <http://www.mmac.org/>

## MIKE

Milwaukee innovation initiative sponsored by the GMC with key corporate backers that include Kohls, Briggs & Stratton, and others. Events and programs including Flying Car and hack-a-thons give corporate partners a chance to connect with young talent in the city.

**Contact:** Michael Hostad ([mhostad@gmconline.org](mailto:mhostad@gmconline.org))

## MILWAUKEE 7 (M7)

The Milwaukee 7, launched in September 2005, was formed to create a regional, cooperative economic development platform for the seven counties of southeastern Wisconsin: Kenosha, Milwaukee, Ozaukee, Racine, Walworth, Washington and Waukesha. Its mission is to attract, retain and grow diverse businesses and talent.

**Contact:** Pat O'Brien ([pobrien@mke7.com](mailto:pobrien@mke7.com))  
**Website:** <http://mke7.com/>

## MILWAUKEE INSTITUTE FOR DRUG DISCOVERY

Center housed in UWM's Department of Chemistry and Biochemistry. The center dedicated to bridging between basic science and drug discovery process to bring drugs to market. Collaborations evolving with MCW, Children's and Concordia.

**Contact:** Doug Stafford ([dcstaff@uwm.edu](mailto:dcstaff@uwm.edu))  
**Website:** <http://www4.uwm.edu/drugdiscovery/>

## MILWAUKEE STARTUP WEEK

Launched in 2016, Milwaukee Startup Week is an annual entrepreneur-led event that brings entrepreneurs, investors, local leaders and startup enthusiasts together to build momentum and celebrate Southeast Wisconsin's unique entrepreneurial identity. The inaugural event which took place November 1 – 6, 2016 featured 25+ events hosted by 28+ community partners at various locations around Southeast Wisconsin.

**Contact:** Ed Javier ([emjavier@gmail.com](mailto:emjavier@gmail.com))  
**Website:** <http://startupmke.org/initiatives/startupweek/>

## MULTICULTURAL ENTREPRENEURS

The mission of the Multicultural Institute is to assist entrepreneurs to reach their business dream through education, consulting and technical assistance. Our vision is to foster economic wealth creation practices among all individuals wishing to realize their

<h3>INSTITUTE</h3>	<p>entrepreneurial dreams.</p> <p><b>Contact:</b> Nelson Sorel</p> <p><b>Website:</b> <a href="http://multiculturalinstitute.com/institute/">http://multiculturalinstitute.com/institute/</a></p>
<h3>POST-DOC INDUSTRY CONSULTING GROUP (PICO)</h3>	<p>Postdoctoral student at MCW offer pro-bono consulting services to regional biomedical companies. Services include market research and assessment. Engagements typically involve two post-doc’s working for a period of two to three months.</p> <p><b>Website:</b> <a href="http://www.mcw.edu/pico.htm">http://www.mcw.edu/pico.htm</a></p>
<h3>PRODUCT REALIZATION</h3>	<p>A senior level engineering class taught in UWM’s College of Engineering and Applied Sciences where industry sponsors are paired with a team of engineering and arts students who develop a prototype device over the course of a semester.</p> <p><b>Contact:</b> Ilya Avdeev (<a href="mailto:avdeev@uwm.edu">avdeev@uwm.edu</a>)</p>
<h3>SCALE-UP MILWAUKEE</h3>	<p>Sponsored by GMC, this program seeks to foster growth of companies in Milwaukee. Dan Eisenberg (Babson entrepreneurship professor) is among outside instructors brought in to help mid-sized companies scale up their businesses.</p> <p><b>Contact:</b> Elmer Moore (<a href="mailto:elmer@sumke.com">elmer@sumke.com</a>)</p> <p><b>Website:</b> <a href="http://scaleupmilwaukee.org/">http://scaleupmilwaukee.org/</a></p>
<h3>SCORE</h3>	<p>SCORE - Service Corps of Retired Executives provides free business consulting, business plan templates, business management training, financial planning, and areas drawing on members who been successful senior managers or business owner in areas that include– accounting, advertising, banking, human resources, marketing, manufacturing, restaurants, real estate, retail, sales, and wholesaling.</p> <p><b>Website:</b> <a href="http://www.scoresewisconsin.org/">http://www.scoresewisconsin.org/</a></p>
<h3>SMALL BUSINESS DEVELOPMENT CENTER</h3>	<p>The Wisconsin Small Business Development Center is 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.</p> <p><b>Contact:</b> David Linz (<a href="mailto:dglinz@uwm.edu">dglinz@uwm.edu</a>)</p> <p><b>Website:</b> <a href="http://uwm.edu/sce/program_area/small-business-development-center/">http://uwm.edu/sce/program_area/small-business-development-center/</a></p>
<h3>SOCIAL ENTREPRENEURSHIP, JUSTICE AND EQUITY COMPACT</h3>	<p>The Social Entrepreneurship, Justice and Equity Compact (SEJEC) is a UWM initiative to strengthen programs at UWM that catalyze social change in Milwaukee and beyond. The group is exploring pilot grants that will strength partnerships, and impact Milwaukee’s poorest neighborhoods.</p> <p><b>Contacts:</b> Scott Emmons (<a href="mailto:semm@uwm.edu">semm@uwm.edu</a>)</p>

<h3>STARTUP MKE</h3>	<p>Workshops and resources to help entrepreneurs launch and scale their businesses. Including a talent/staffing component focused on software/programming resources.</p> <p><b>Contact:</b> Matt Cordio (<a href="mailto:matt@startupmke.org">matt@startupmke.org</a>)  <b>Website:</b> <a href="http://startupmke.org">startupmke.org</a></p>
<h3>SUPPLY CHAIN MANAGEMENT INSTITUTE</h3>	<p>An industry-university partnership that examines supply chain challenges and practices within firms and across a variety of industrial sectors. Engages Lubar students in addressing real-world problems in supply chain management.</p> <p><b>Contact:</b> Anthony Ross (<a href="mailto:antross@uwm.edu">antross@uwm.edu</a>)  <b>Website:</b> <a href="http://uwm.edu/business/research/centers-institutes/supply-chain-management-institute/">http://uwm.edu/business/research/centers-institutes/supply-chain-management-institute/</a></p>
<h3>SYSSPARK</h3>	<p>A product development group that complements services provided by Sys Logic. This program is in launch phase as of 5/15 with development of internal products – eventually plan to offer the program more broadly to support innovations without the “overhead” of a startup company – moving products to launch or acquisition by another entity.</p> <p><b>Contact:</b> Tina Chang (<a href="mailto:Chang@SysLogicInc.com">Chang@SysLogicInc.com</a>)  <b>Website:</b> <a href="http://sysspark.com/">http://sysspark.com/</a></p>
<h3>TEENS GROW GREENS</h3>	<p>Teens grow greens engages high school students in environmental thinking in a year-long program that includes the development of their own business, allowing students to learn through the entrepreneurial experience.</p> <p><b>Contact:</b> Charlie Uihlein (<a href="mailto:cuihlein@wegrowgreens.org">cuihlein@wegrowgreens.org</a>)</p>
<h3>TRANSLATOR</h3>	<p>Agency supports business strategy, branding and marketing; every Tuesday and Thursday morning from 8-10 am “Open Lab Sessions” at Translator space located at 415 E. Menomonee St. provides a free forum for Milwaukeeans participate in conversation about everything from innovation and the definition of creativity to creating change in the community.</p> <p><b>Contact:</b> Cindy Thomas  <b>Website:</b> <a href="http://www.translatorsmke.com">www.translatorsmke.com</a></p>
<h3>UW-MADISON LAW &amp; ENTREPRENEURSHIP CLINIC</h3>	<p>Legal services for early stage enterprises provide by UW Madison law students under the direction of practicing attorneys. Services include legal formation, provisional patent filing, etc. Office hours are at the Global Water Center.</p> <p><b>Contact:</b> Jeff Glazer (<a href="mailto:jmglaizer@wisc.edu">jmglaizer@wisc.edu</a>)  <b>Website:</b> <a href="https://www.uwle.org/about-us/testimonials">https://www.uwle.org/about-us/testimonials</a></p>
<h3>WARD 4</h3>	<p>A start-up hub and co-working space in the Pritzlaff building complex south of downtown Milwaukee. Consists of 12,000 feet of space on the second floor of the Pritzlaff complex. The hub includes work stations in an open area and offices, along with</p>



a coffee shop, conference rooms, "huddle" rooms and an elevated area called the "treehouse" with a foosball or ping pong table. CSA Partners LLC, a venture capital fund backed by Chris Abele, is an anchor tenant in Ward4. Selected start-ups in the earliest stages and individual entrepreneurs are invited for the 66 work stations in Ward 4's common area for a modest annual membership fee.

**Website:** <http://ward4mke.com/>

### WATER COUNCIL

A Milwaukee-based non-profit whose mission is to align the regional fresh water research community and water-related industries to establish the Milwaukee region as the World Water Hub for water research, economic development, and education. Early stage water companies benefit from grant programs offered by the Water Council thanks for support from the Wisconsin Economic Development Corporation (see the Brew).

**Contact:** Dean Amhaus ([DAmhaus@thewatercouncil.com](mailto:DAmhaus@thewatercouncil.com))

**Website:** [www.thewatercouncil.com/](http://www.thewatercouncil.com/)

### WATER I/U CRC

UWM and Marquette are partnered with water industry companies under an Industry/University Cooperative Research Center focused on Water Equipment and Policy. Industry members (including Badger Meter, A.O. Smith, MMSD, Pentair,) set research directions and fund projects in return for rights as prescribed by the NSF model.

**Contact:** Deyang Qu ([qud@uwm.edu](mailto:qud@uwm.edu))

### WERC BENCH

An incubator program run by the Midwest Energy Research Consortium (M-WERC). The incubator program will provides grants to early stage enterprises and enter them in an 8-12 week program at the energy innovation center to help them develop their business. Program is targeted at hardware-based enterprise that can benefit from the working spaces offered at the Energy Innovation Center.

**Contact:** Jeff Anthony ([janthony@m-werc.org](mailto:janthony@m-werc.org))

**Website:** <http://wercbench.com/>

### WORKSPACE AT BISHOPS WOODS

Co-working space in Brookfield offering hot desks, dedicated desks and private office and support the services for growing enterprises

**Website:** <http://www.workspaces.us/>

## Statewide Resources

### BIOFORWARD

Statewide organization that promotes the Wisconsin bioscience industry, a state chapter of the national Biotechnology Industry Organization.

**Contact:** Lisa Johnson ([lisa.johnson@wedc.org](mailto:lisa.johnson@wedc.org)); Michael Harrison ([mharrison@bioforward.org](mailto:mharrison@bioforward.org))

**Website:** <http://www.bioforward.org/>

### CENTER FOR TECHNOLOGY COMMERCIALIZATION

The Center for Technology Commercialization assists early-stage emerging technology businesses in Wisconsin secure federal funding through the \$2.5 billion SBIR/STTR Seed Fund Program. Through one-on-one consulting, no-cost training events, programing, and seed grants, the Center for Technology Commercialization will help you in every step of your path to commercialize your innovation.

**Contact:** Margaret Ramey ([wisconsinctc@uwex.edu](mailto:wisconsinctc@uwex.edu))  
**Website:** <http://www.wisconsinsbir.org/>

### FAB WISCONSIN

FaB Wisconsin is the state's food and beverage industry cluster consortium. We are the makers, bakers, brewers, canners, bottlers, roasters, operators, artisans, innovators, leaders, owners, managers, professionals, scientists, growers, distributors, grocers, and restaurateurs that bring us, and the world, our food and drink.

**Contact:** Brad Rostowfske ([brostowfske@fabwisconsin.com](mailto:brostowfske@fabwisconsin.com))  
**Website:** <http://www.fabwisconsin.com/>

### IDEADVANCE PROGRAM

A grant for customer discovery with support from the Wisconsin Economic Development Corporation. Open to students and faculty of UW System schools.

**Contact:** Idella Yamben ([idella.yamben@uwex.edu](mailto:idella.yamben@uwex.edu))

### SBIR ADVANCE PROGRAM

Matching grants for SBIR awards of up to \$75k/\$250k for SBIR phase I/II awards.

**Contact:** Todd Strother ([todd.strother@uwex.edu](mailto:todd.strother@uwex.edu))  
**Website:** <https://wisconsinsbir.org/content/sbir-advance-matching-grant>

### WISCONSIN ANGEL NETWORK (WAN)

A project of the Wisconsin Technology Council, this group seeks to promote formation of angel networks in the state and help link entrepreneurs and investors.

**Website:** <http://www.wisconsinangelnetwork.com/>

### WISCONSIN BIG IDEA TOURNAMENT

Statewide program organized under UW Extension, available for any two or four year colleges. Winning students uses Lean Startup tools business ideas for a chance to win paid internships or \$25,000 dollars.

**Contact:** Idella Yamben ([idella.yamben@uwex.edu](mailto:idella.yamben@uwex.edu))  
**Website:** <http://wisconsinbigideatournament.com/index.html>

### WISCONSIN EARLY STAGE SYMPOSIUM

Sponsored by the Wisconsin Technology Council, this event complements the Entrepreneurs Conference with an event focused on early stage investment and features and elevator pitch Olympics, speakers and seminars.

**website:** <http://www.wisconsintechnologycouncil.com/events/earlystage/>

### WISCONSIN ENTREPRENEURS

Sponsored by the Wisconsin Technology Council this conference, held in June each year, features the finalists of the Governor's Business Plan contest, national speakers, educational seminars and networking opportunities.

### CONFERENCE

**Website:** [http://www.wisconsintechologycouncil.com/events/ent\\_conf/](http://www.wisconsintechologycouncil.com/events/ent_conf/)

### WISCONSIN HOUSING AND ECONOMIC DEVELOPMENT CORPORATION (WHEDA)

The Wisconsin Legislature created the Wisconsin Housing and Economic Development Authority (WHEDA) in 1972 to meet an increasing need for affordable housing financing. The Legislature broadened WHEDA’s purpose in 1983 to include financing for the expansion of business and agricultural activity in Wisconsin. WHEDA works closely with lenders, developers, local government, nonprofits, community groups and others to implement its low-cost financing programs.

**Website:** <http://www.wheda.com/>  
**Contact:** Wyman Winston ([wyman.winston@wheda.com](mailto:wyman.winston@wheda.com))

### WISCONSIN GOVERNOR’S BUSINESS PLAN CONTEST

An annual contest hosted by the Wisconsin Technology Council. The initial applications start in January and the staged process culminates in June with presentations at the Wisconsin Entrepreneurs Conference. Overall winners and category winners share in hundreds of thousands of dollars’ worth of prizes and services.

**Website:** <http://govsbizplancontest.com/>

### WISCONSIN INNOVATORS NETWORK (WIN)

Monthly meetings hosted by the Wisconsin Technology Council and regional chapters feature business leaders, entrepreneurs, panel discussions and networking. Milwaukee WIN meetings are hosted by UWM at the UWM Innovation Accelerator.

**Contact:** Maurice Cheeks ([mocheeks@wisconsintechologycouncil.com](mailto:mocheeks@wisconsintechologycouncil.com))  
**Website:** <http://www.wisconsintechologycouncil.com/win/>

### WISCONSIN WOMEN’S BUSINESS INITIATIVE CORP (WWBIC)

Statewide organization that promotes the Wisconsin bioscience industry, WWBIC works with both women and men by offering relevant business classes, business loans up to \$100,000, assistance with your personal financial management, and connections to people who can make things happen. A state chapter of the national Biotechnology Industry Organization.

**Website:** <https://www.wwbic.com/>

### Regional Early Stage Investment Groups

#### AMERICAN VENTURE FUND

Madison-based investment arm of American Family Insurance. With a focus on investing in data analytics, connected technology and innovation within the insurance industry.

**Website:** <http://www.amfamventures.com/>

#### AURORA VENTURES FUND

In Fall 2017, Aurora Healthcare announced a \$5 million investment fund targeted at healthcare companies.

#### BRIGHTSTAR WISCONSIN FOUNDATION

A non-profit investment network and non-profit investment network. They typically make co-investments alongside other angel groups or incubators such as Gener8tor.

**Contact:** Tom Shannon ([tshannon3657@gmail.com](mailto:tshannon3657@gmail.com)), Todd Sobotka ([tsobotka@brightstarwi.org](mailto:tsobotka@brightstarwi.org))

**Website:** <http://www.brightstarwi.org/>

#### CAPITAL MIDWEST

Capital Midwest Fund is a venture capital firm that invests primarily in areas where the Midwest spends most of its research dollars on life science and information technology.

**Contact:** Dan Einhorn ([deinhorn@einhornassociates.com](mailto:deinhorn@einhornassociates.com))

**Website:** <http://capitalmidwest.com/>

#### CSA PARTNERS

CSA Partners, LLC is a venture fund investing in early stage, high growth, companies in the Midwest, with particular focus in Wisconsin. They invest in startups that have a well-defined vision and bring elegant solutions to clearly articulated problems and are able to innovate and bring new business models to existing markets to achieve smarter solutions.

**Contact:** Brian Taffora ([brian@csapartners.com](mailto:brian@csapartners.com))

**Website:** <http://csapartners.com/>

#### FUND MILWAUKEE

Invests 10% of its annual investment dollars within greater Milwaukee, with a focus on investing in Milwaukee based enterprises that measure their success against all three pillars of the triple bottom line – economic, ecological and social.

**Contact:** [fundmilwaukee@gmail.com](mailto:fundmilwaukee@gmail.com)

**Website:** <http://fundmilwaukee.com/>

#### GENERATION GROWTH CAPITAL

Milwaukee based venture capital firm. Committed to growing best-in-class small businesses, and creating jobs in the community.

**Contact:** Cory Nettles ([cnettles@generationgrowth.com](mailto:cnettles@generationgrowth.com))

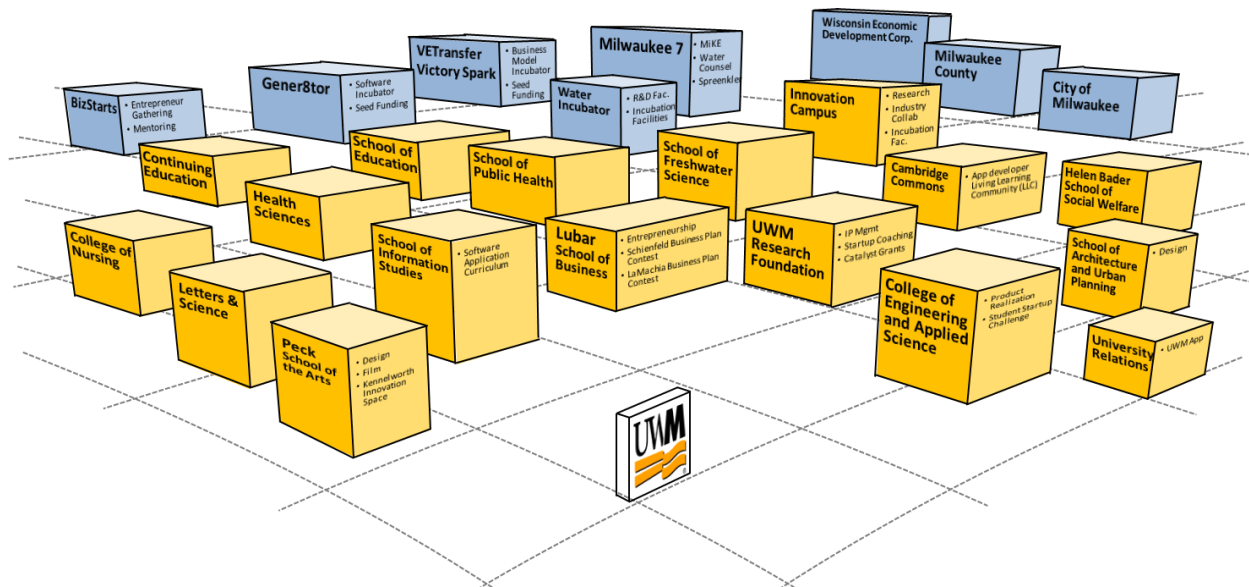
**Website:** <http://www.generationgrowth.com/>

#### GOLDEN ANGEL INVESTORS

An angel investment group with members being or have been founders, CEOs, venture capitalists and business leaders. They bring a track record of success and a willingness to assist entrepreneurs in building great companies.

	<p><b>Contact:</b> Tim Keane (<a href="mailto:tim@goldenangelsinvestors.com">tim@goldenangelsinvestors.com</a>)  <b>Website:</b> <a href="http://www.goldenangelsinvestors.com/">http://www.goldenangelsinvestors.com/</a></p>
<h2>NORTHWESTERN MUTUAL</h2>	<p>In Fall 2017, Northwestern Mutual announced a \$5 million investment fund targeted at financial technology companies.</p>
<h2>SILICON PASTURES</h2>	<p>Silicon Pastures is a group of angel investors who meet monthly to assess business plan proposals and share due diligence on possible transactions.</p> <p><b>Contact:</b> Teresa Esser (<a href="mailto:teresa@siliconpastures.com">teresa@siliconpastures.com</a>)  <b>Website:</b> <a href="http://siliconpastures.com/">http://siliconpastures.com/</a></p>
<h2>VENTURE INVESTORS</h2>	<p>Madison-based venture capital firm that invests in later stage companies.</p> <p><b>Website:</b> <a href="http://www.ventureinvestors.com/">http://www.ventureinvestors.com/</a></p>
<h2>WISCONSIN INVESTMENT PARTNERS</h2>	<p>Madison-based angel investment group who invest in early and later stage companies.</p> <p><b>Contact:</b> Nicholas Mischler (<a href="mailto:nicholas.mischler@gmail.com">nicholas.mischler@gmail.com</a>)  <b>Website:</b> <a href="http://wisinvpartners.com/">http://wisinvpartners.com/</a></p>
<h2>WISCONSIN SUPER ANGEL FUND</h2>	<p>The Wisconsin Super Angel Fund is a Milwaukee-based Venture Capital fund focused on identifying, capitalizing and actively mentoring early-stage, scalable, Wisconsin Companies.</p> <p><b>Contact:</b> Tom Shuster (<a href="mailto:Tom@wsafund.com">Tom@wsafund.com</a>)  <b>Website:</b> <a href="http://wsafund.com/">http://wsafund.com/</a></p>
<h2>4490 VENTURES</h2>	<p>A new \$30 million venture fund established by State of Wisconsin Investment Board (SWIB) and the Wisconsin Alumni Research Foundation (WARF) focusing primarily on software startups in Wisconsin.</p> <p><b>Contact:</b> Greg Robinson  <b>Website:</b> <a href="http://www.4490.ventures/">http://www.4490.ventures/</a></p>

## Additional UWM Resources



## UWM CURRICULAR BASED INITIATIVES

### LUBAR ENTREPRENEURSHIP CURRICULUM (UWM- LSB)

Lubar School of Business has entrepreneurship curriculum as outlined below as well as a related to certificate program.

**Contact:** Purushottam Papatla ([papatla@uwm.edu](mailto:papatla@uwm.edu))  
**Website:**

### NEW VENTURES CLASSES (UWM)

Included in the Lubar curriculum (above) classes focus on new venture development, customer discovery, venture finance and business planning (Lubar – Jim Hunter, Paul Stewart, EMBA – Thompson); other faculty involved in new ventures and entrepreneurship curriculum include Kanti Prasad, and Yoen-Choel Kim.

### LUBAR CERTIFICATE IN ENTREPRENEURSHIP (UNDERGRADUATE) (UWM-LSB)

Offers business students the opportunity to complement their major field of study with an additional concentration in entrepreneurship. Coursework includes: venture financing, business-to-business transactions, marketing, and a variety of topics relating to entrepreneurship.

### BOSTROM PROFESSOR OF ENTREPRENEURSHIP (UWM-LSB)

Bostrom Professor of Entrepreneurship (Lubar – Prasad) – V. Kanti Prasad serves at the Bostrom Professor in the Lubar School of Business and oversees the Bostrom Center for Business Competiveness, Innovation and Entrepreneurship.

<p><b>CERTIFICATE IN TECHNOLOGY ENTREPRENEURSHIP (UG &amp; G)</b> (UWM-LSB)</p>	<p>Certificate in Technology Entrepreneurship (Undergraduate and Graduate) – a newly developed online certificate program designed under the leadership of Dr. Satish Nambisan to fuse together engineering innovation and business acumen.</p> <p><b>Contact:</b> Satish Nambisan (<a href="mailto:nambisan@uwm.edu">nambisan@uwm.edu</a>)</p>
<p><b>APPLICATION DEVELOPMENT CURRICULUM</b> (UWM-SOIS)</p>	<p>Application Development Curriculum (SOIS – Chad Zhart) – 200 and 400 level classes in mobile app development; linked to app brewery.</p> <p><b>Contact:</b> Chad Zhart (<a href="mailto:zahrt@uwm.edu">zahrt@uwm.edu</a>)</p>
<p><b>DIGITAL CRAFT RESEARCH LAB (DCRL)</b> (UWM-PSOA)</p>	<p>Digital Craft Research Lab (PSOA – Flood) – design courses which engage students in additive manufacturing (by building a 3-D printer) and developing prototypes, including medical device prototypes.</p> <p><b>Contact:</b> To Be Determined</p>
<p><b>ENGINEERING CAPSTONE COURSES</b> (UWM-CEAS)</p>	<p>Engineering Capstone Courses (CEAS – Juli Pickering) – Engineering capstone courses in computer science, electrical engineering and other disciplines give students and opportunity to develop a concept in detail. Projects may come from industry sponsors, but students can also propose projects that could for the basis for a prototype product with commercial potential.</p> <p><b>Contact:</b> Juli Pickering (<a href="mailto:jlpicker@uwm.edu">jlpicker@uwm.edu</a>)</p>
<p><b>HUMAN FACTORS ENGINEERING</b> (UWM-CHS)</p>	<p>Human Factors Engineering (CHS – Kapellusch) - product design in occupational therapy field course offered in College of Health Sciences.</p> <p><b>Contact:</b> Jay Kapellusch (<a href="mailto:kap@uwm.edu">kap@uwm.edu</a>)</p>
<p><b>INFOPRENEURSHIP</b> (UWM-SOIS)</p>	<p>Infopreneurship (SOIS - Shana Poneis) – graduate level course in the School of Information Studies that introduces entrepreneurial concepts and practices in the library and information professions, examines alternative career options, and provides an opportunity to apply entrepreneurial methods and processes.</p> <p><b>Contact:</b> Shana Poneis (<a href="mailto:ponelis@uwm.edu">ponelis@uwm.edu</a>)</p>
<p><b>INNOVATION AND COMMERCIALIZATION CLASS</b> (UWM-CEAS)</p>	<p>Innovation and Commercialization Class – offered through CEAS, this course uses the business model canvas structure to guide student teams through the process of developing and validating a business model – projects include concepts from the Student Startup Challenge, technologies developed by UWM faculty researchers, and projects from the PSOA Design Showcase.</p> <p><b>Contact:</b> Brian Thompson (<a href="mailto:briant@uwmrf.org">briant@uwmrf.org</a>)</p>

<p><b>INTELLECTUAL PROPERTY CURRICULUM</b> (UWM-SOIS, UWMRF)</p>	<p>Intellectual Property Curriculum (SOIS – Lipinski) – developing undergraduate curriculum linked to the School of Information Studies including copyrights and patents; developed in conjunction with the UWM Research Foundation, Joseph Pfannes.</p> <p><b>Contact:</b> Tomas Lipinski (<a href="mailto:tlipinsk@uwm.edu">tlipinsk@uwm.edu</a>)</p>
<p><b>IDEAS CHALLENGE COURSES</b> (UWM)</p>	<p>In order to make the entrepreneurship activities broadly accessible across multiple units and develop a community of practice among faculty, the Lubar Center for Entrepreneurship team is leading an effort to brand existing courses as “Ideas Challenge” courses and develop new courses under the Ideas Challenge “brand.” These courses – offered in a variety of disciplines are experiential, linked and flipped.</p> <p><b>Contact:</b> Brian Thompson (<a href="mailto:briant@uwmrf.org">briant@uwmrf.org</a>)</p>
<p><b>LA MACCHIA ENTERPRISES ENTREPRENEUR INTERNSHIP PROGRAM</b> (UWM-LSB)</p>	<p>La Macchia Enterprises Entrepreneur Internship Program (Lubar – Prasad, Hunter) – Created in 2002, the Entrepreneur Internship Program has provides business students with opportunities for experiential learning through internships with entrepreneurs. Launched with a seed grant from the Ewing Marion Kauffman Foundation, the program is now supported by a major gift from La Macchia Enterprises, and additional gifts from Brady Corporation and private donors. The program is coordinated through Lubar’s Career Services office and students interview for paid internships working with entrepreneur; includes ongoing coaching by the entrepreneur and a final presentation by the student at the end of the semester-long program.</p>
<p><b>MASTERS IN DESIGN, INNOVATION AND ENTREPRENEURSHIP</b> (UWM-PSOA)</p>	<p>Peck School of the Arts (PSOA) is the Master of Arts in Art: Specialization in Design Entrepreneurship + Innovation; it is a 30-credit program wherein students will merge design thinking, innovation, theory and contemporary design practice to develop design solutions that affect positive social, economic and technological change.</p> <p><b>Contact:</b> Robert Grame (<a href="mailto:ggame@uwm.edu">ggame@uwm.edu</a>)</p>
<p><b>MASTER OF INFORMATION SCIENCE &amp; TECHNOLOGY (MSIST)</b> (SOIS)</p>	<p>The MSIST is a professional graduate degree program for those seeking advanced training to meet the ever increasing need for information technology professionals. The degree is composed of 36 credit hours and offers concentrations in Information Security, Web and Mobile Application Development, User Interaction &amp; Human Computer Interaction, and Data Science.</p> <p><b>Contact:</b> Rebecca Hall (<a href="mailto:rjhall@uwm.edu">rjhall@uwm.edu</a>)</p>
<p><b>MOBILE APP BREWERY</b> (UWM)</p>	<p>Mobile app development resource housed at UWM. Student developer take on real-world project for non-profits, student entrepreneurs (working with the UWM Student Startup Challenge) and other organizations.</p> <p><b>Contact:</b> Mark Jacobson (<a href="mailto:markj@uwm.edu">markj@uwm.edu</a>); Dustin Hahn (<a href="mailto:hahndj@uwm.edu">hahndj@uwm.edu</a>)</p>



### NONPROFIT (SOIS)

The nonprofit program provides non-profit organizations in the Milwaukee area with Information Technology support they would otherwise be unable to get. In return, UWM students gain real world experience working on teams and projects to provide technology solutions while developing a passion for service. Under the supervision and tutelage of academic and nonprofit staff, student teams work in unison with the nonprofit organization to assess their technology needs and goals as they develop, implement, and evaluate a customized strategic technology plan. Over the course of semester-long projects, teams provide their expertise in roles such as designer, programmer, database manager, business analyst, and project lead.

**Contact:** Rebecca Hall ([rjhall@uwm.edu](mailto:rjhall@uwm.edu))

### PSOA DESIGN CURRICULUM (UWM-PSOA)

PSOA Design Curriculum (PSOA – Beckmann, Decker, ... others) – classes include Design Methodologies where PSOA student develop a product concept, branding and related materials; culminates with the Design Entrepreneur Showcase twice per year where community, business leaders and others critique designs.

**Contact:** Kim Beckmann ([kbeckman@uwm.edu](mailto:kbeckman@uwm.edu))

### PATHWAYS FOR INNOVATION (UWM)

NCIIA Epicenter/Pathways for Innovation (CEAS-Avdeev) – Program supported by the National Collegiate Inventors and Innovators Alliance (NCIIA); UWM has been chosen to be one of 12 schools nationwide to pilot a program that seeks to develop engineering entrepreneurship curriculum; Ilya Avdeev leads the effort which is working to expand entrepreneurship education in College of Engineering and Applied Sciences as well as other schools and colleges. This program includes UWM Innovation Pathways Workshops hosted at Discovery World.

**Contact:** Ilya Avdeev ([avdeev@uwm.edu](mailto:avdeev@uwm.edu))

### PRODUCT REALIZATION COURSE (UWM-CEAS)

Product Realization Class (CEAS – Avdeev, PSOA – Stern/Flood) – corporate innovation, connecting companies to student talent, educating students with real-world problems; more than fifty projects have been completed for sponsors in variety of industries (and, recently, teams from the Student Startup Challenge); cross listed in PSOA and CEAS.

**Contact:** Ilya Avdeev ([avdeev@uwm.edu](mailto:avdeev@uwm.edu))

### RESEARCH EXPERIENCE FOR UNDERGRADUATES (UWM)

Research Experience for Undergrads (Nigel Rothfels) – The Research Experiences for Undergraduates (REU) program supports active research participation by undergraduate students in any of the areas of research funded by the National Science Foundation.

**Contact:** Nigel Rothfels ([rothfels@uwm.edu](mailto:rothfels@uwm.edu))

## UWM BUSINESS PLAN CONTESTS

### SCHEINFELD ENTREPRENEURIAL AWARDS COMPETITION (UWM-LSB)

Scheinfeld Entrepreneurial Awards Competition (Lubar – Kanti Prasad, Debbie Roy) provides seed capital of \$5k to \$15k for student ventures that include at least one Lubar student; business plans are judged on viability of venture, scalability, ability to attract follow on funding and launch readiness.

**Contact:** Debbie Roy ([royd@uwm.edu](mailto:royd@uwm.edu))

**Website:** <https://uwm.edu/business/academics/student-competitions/scheinfeld-entrepreneurial-awards-competition/>

### NEW VENTURE BUSINESS PLAN COMPETITION (UWM-LSB)

New Venture Business Plan Competition (Lubar – Kanti Prasad, Debbie Roy) All UWM undergraduate and graduate students, as well as recent alumni, have the opportunity to earn significant cash prizes and learn how to develop, write, and present an effective business plan to potential investors.

**Contact:** Debbie Roy ([royd@uwm.edu](mailto:royd@uwm.edu))

**Website:** <https://uwm.edu/business/academics/student-competitions/new-venture-business-plan/>

## UWM CO-CURRICULAR ENTREPRENEURSHIP

### STUDENT STARTUP CHALLENGE (UWM)

Student Startup Challenge (CEAS, PSOA, SOIS, UWMRF, Lubar ...) – Campus-wide co-curricular program where student pitch ideas and use existing design classes (in engineering and arts) to develop prototypes and new ventures classes (in business and engineering) to develop the business model. Student entrepreneurs also participate in boot camps and booster sessions that help them refine their business models, map a customer discovery strategy, and learn about intellectual property and venture finance. Now entering its fourth, the program has sponsored 21 teams and impacted hundreds students. Program has received support from the VentureWell (formerly National Collegiate Inventors and Innovators Alliance) as well as UW System and private donors.

**Contact:** Nathaniel Stern ([sternn@uwm.edu](mailto:sternn@uwm.edu))

**Website:** <http://uwm.edu/lubar-entrepreneurship-center/lubar-center/>

### UNIVERSITY INNOVATION FELLOWS (UWM)

In 2013, UWM was one of a dozen universities nationwide take part in a Pathways to Innovation Program sponsored by the EpiCenter program at Stanford University. Building on the EpiCenter program, UWM students were selected to be University Innovation Fellows. These UI Fellows take part in training with students from across the country and attend workshops in Silicon Valley companies such as Google and Apple. The UI Fellows are charged with becoming change agents on their campus. UWM now has more than ten UI Fellows. This group is organizing and delivering the Fresh Ideas program described below. In addition, they helped bring a 3-Day Startup event to campus that put students through an intense weekend where the proposed ideas, formed teams, talked with customers and presented their concepts to a panel of judges.

**Contact:** Ilya Avdeev ([avdeev@uwm.edu](mailto:avdeev@uwm.edu))

### FRESH IDEAS (UWM)

In the fall of 2015, UWM piloted “Fresh Ideas” programming. All incoming freshman will receive a challenge asking them to conceive of products and services that students will be using in 2025. The University Innovation Fellows will be conducted workshops in the Living Learning Communities in the freshman dormitories to engage students in this challenge and the winners will be awarded prizes from more than 100 entries

**Contact:** Nicole Green ([nicole@uwmrf.org](mailto:nicole@uwmrf.org))

### POP UP CLASSES (UWM)

As part of the Startup Challenge process, “pop-up” classes were created to address topics of interest to student entrepreneurs. These informal sessions are held in the evenings and feature business leaders, faculty resources and others who provide coaching to students and share their experience. These are now made broadly available to the student entrepreneur community. Topics include: elevator pitching, crowd funding, financial modeling, legal clinic, venture finance, and non-profit organizations.

**Contact:** Nicole Green ([nicole@uwmrf.org](mailto:nicole@uwmrf.org))

## *UWM ENTREPRENEUR SUPPORT/OUTREACH/EDUCATION*

### GOETZ DISTINGUISHED ENTREPRENEUR LECTURE SERIES (UWM-LSB)

Goetz Distinguished Entrepreneur Lecture Series (Lubar) – Designed to provide students with a forum to be inspired by prominent, successful entrepreneurs, the Distinguished Entrepreneur Lecture Series has featured Michael Cudahy, Co-Founder, Marquette Electronics; George Dalton, Founder of FiServ and Call\_Solutions; Nan Gardetto, President of Gardetto’s Snacks; David Lubar, Founder and Chairman of Lake Express; Craig Culter, Co-Founder of Culver’s Franchising System; and Roy Reiman, Founder of Reiman Publications.

### BOSTROM ENTREPRENEURS-IN-RESIDENCE (UWM-LSB)

Bostrom Entrepreneurs-in-Residence (Lubar – Prasad) – Three entrepreneurs enhance the entrepreneurship program by serving as instructors in entrepreneurship courses, advisors to students and to the student CEO chapter, and members of the advisory council. Their unique experiences as real-world entrepreneurs brings added value for students into the classroom. James Hunter, John Komives, and Paul Stewart currently serve in this capacity.

**Contact:** Kanti Prasad

### FIRST LOOK FORUM (UWMRF)

First Look Forum (UWMRF) – Held annually by UWMRF (along with partners at MCW and other institutions), the First Look Forum showcases UWM technologies to an audience of investors and entrepreneurs; this has traditionally focused on faculty-based innovations and patented technologies that may be launched as faculty startup companies.

**Contact:** Jessica Silvaggi ([jsilvaggi@uwmfdn.org](mailto:jsilvaggi@uwmfdn.org))

<b>FACULTY OUTREACH/ EDUCATION</b> (UWMRF)	<p>Faculty Outreach/Education (UWMRF) – Seminars on intellectual property, commercialization, SBIR grants scheduled separately or as invited lectures in classes in engineering, the arts and health sciences.</p> <p><b>Contact:</b> Jessica Silvaggi (<a href="mailto:jsilvaggi@uwmfdn.org">jsilvaggi@uwmfdn.org</a>)</p>
<b>BUSINESS MODEL COACHING</b> (UWMRF)	<p>Student/Faculty Business Model Canvas Coaching (UWMRF – Thompson, Pfannes, Reeves) – UWMRF conducts coaching sessions with faculty and students to explore business models; coaching for nearly a dozen opportunities this year.</p> <p><b>Contact:</b> Brian Thompson (<a href="mailto:briant@uwmrf.org">briant@uwmrf.org</a>)</p>
<b>HACK-A-THON</b> (UWM)	<p>Annual software hack-a-thon held at UWM’s Sandberg hall brings together students of various disciplines for an intense weekend of collaboration to develop new ideas – culminating in a pitch event with judging.</p> <p><b>Contact:</b> Jason Dietenberger (<a href="mailto:dietenbe@uwm.edu">dietenbe@uwm.edu</a>)</p>

### *UWM STUDENT ORGANIZATIONS*

<b>COLLEGIATE ENTREPRENEURS ORGANIZATION</b> (UWM-LSB)	<p>Collegiate Entrepreneurs Organization (Lubar –Jim Hunter) – student organization promotes entrepreneurship; events include annual elevator pitch contest leading students to the national program and entrepreneur of the year award.</p> <p><b>Contact:</b> Jim Hunter (<a href="mailto:jhhunter@uwm.edu">jhhunter@uwm.edu</a>)</p>
<b>AMERICAN MARKETING ASSOCIATION</b> (UWM-LSB)	<p>American Marketing Association (Lubar - Margarita Klikizos) – Student organization to promote marketing professionals; students seeking marketing experience perform projects for local businesses.</p>
<b>TEDx MILWAUKEE</b> (UWM)	<p>TEDx Milwaukee (Mike Sportellio) – Milwaukee event organized by UWM students to showcase innovative thinkers and ideas under the TEDx model.</p> <p><b>Contact:</b> Nathaniel Stern (faculty advisor)</p>
<b>GIRLS WHO CODE</b> (UWM)	<p>Girls Who Code is a national non-profit organization which aims to bridge the gender gap in technology. The Computer Science department at UWM started a chapter of Girls Who Code and holds classes from 6 to 8 p.m on Fridays.</p> <p><b>Website:</b> <a href="https://uwm.edu/engineering/our-people/community/girls-who-code-club/">https://uwm.edu/engineering/our-people/community/girls-who-code-club/</a></p>

### GOOGLE STUDENT AMBASSADOR TEAM (GSAT) (UWM)

Campus ambassador program promoting internship opportunities at Google and use of technologies for the educational experience.

**Contact:** Maximillion Frommelt ([frommel2@uwm.edu](mailto:frommel2@uwm.edu))

### *UWM RESEARCH/INNOVATION PROGRAMS*

### CATALYST GRANT PROGRAM (UWMRF)

Catalyst Grant Program/Gap Funds (UWMRF – Thompson, Silvaggi) – provides seed grants for UWM faculty researchers to foster commercialization of technology; program has awarded \$3.8 million to date and achieved \$14 million in follow on investments; typically graduate students participate as part of faculty funded research projects; some of these students have gone on to support commercialization of concepts developed by faculty members.

**Contact:** Audrey Salazar ([audrey@uwmrf.org](mailto:audrey@uwmrf.org))

### RESEARCH GROWTH INITIATIVE (UWM)

Research Growth Initiative (RGI) – (Graduate School – Harris) competitive awards to UWM faculty researchers across all disciplines to fund promising research with the potential to bring a return through other research funds (or commercialization of technologies).

**Contact:** Mark Harris

### *UWM CAMPUS INNOVATION SPACES*

### KULWICKI PIT STOP (UWM-CEAS)

Kulwicki Pit Stop (CEAS – EMS) – Reservable meeting space for student in the heart of the EMS building; typically used by student orgs and by UWMRF Entrepreneur in Residence to host “Entrepreneur Office Hours”; UWM University Innovation Fellows helped turn this into a “maker space” in the EMS lobby.

### ANSYS INSTITUTE FOR INDUSTRIAL INNOVATION (UWM-CEAS)

ANSYS Institute for Industrial Innovation (CEAS - EMS E173) – Facility available to students in Product Realization and Innovation and Commercialization on a 24 hour basis; includes design workstations with full CAD analysis tools, meeting space and lockers to store in-process projects

**Contact:** TBD

### *UWM SOCIAL INNOVATION AND ENTREPRENEURSHIP*

#### **THE CENTER FOR COMMUNITY-BASED LEARNING, LEADERSHIP AND RESEARCH (CCBLR) (UWM)**

UWM has a strong and richly varied tradition of social entrepreneurship that manifests itself in the form of faculty research and student service learning, volunteerism, and community-based work-study programs -- all in partnership with Milwaukee’s non-profit and governmental sectors. This engagement occurs across all disciplines, builds future leaders and drives efforts toward sustainable change for the public good in the region. These efforts permeate the UWM campus, and are largely coordinated by the Center for Community-based Learning, Leadership and Research (CCBLR), where over 50,000 hours of student engagement in the community are coordinated and tracked annually

**Contact:** Laurie Marks ([lmarks@uwm.edu](mailto:lmarks@uwm.edu))

**Website:** <http://uwm.edu/community/>

#### **COMMUNITY UNIVERSITY PARTNERSHIP (CUP) GRANTS (UWM)**

Since 1999, the Cultures & Communities program has awarded over 75 Community-University Partnership (CUP) grants to a variety of community organizations and UWM faculty and staff for projects that span the disciplines and reach into many of Milwaukee’s neighborhoods. UWM, through the CUP Grant Program, has invested nearly \$225,000 on a range of ideas in the Milwaukee community over that time. These ideas served as precursors to UWM’s current commitment to social entrepreneurship. CUP Grants support limited-term projects, events, and activities that promote partnerships between UWM and the diverse communities it serves. Our grants provide UWM students with unique opportunities for community involvement through service learning and other engagement activities, while positively impacting community residents. The partnership grants also encourage new forms of community-university cooperation that use innovative methods of teaching, research and learning to promote one or more of the following: Cross-cultural literacy, Local-global perspectives on social/artistic issues, The relationship of science to culture and society, Social justice through community development, Environmental initiatives, Gender issues, Immigration issues, Religious pluralism, Community health and well-being, and Integration of community and academic knowledge.

**Contacts:** TBD

#### **SOCIAL ENTREPRENEURSHIP, JUSTICE AND EQUITY COMPACT (UWM)**

The Social Entrepreneurship, Justice and Equity Compact (SEJEC) is a UWM initiative to strengthen programs at UWM that catalyze social change in Milwaukee and beyond. The group is exploring pilot grants that will strength partnerships, and impact Milwaukee’s poorest neighborhoods.

**Contacts:** Scott Emmons ([semm@uwm.edu](mailto:semm@uwm.edu))

## Regional Technology Transfer Groups/Initiatives

### UWM RESEARCH FOUNDATION (UWMRF)

The UWM Research Foundation was launched in 2006 to complement the UWM Foundation and support research and innovation at the University of Wisconsin-Milwaukee. The UWM Research Foundation is an independent non-profit corporation that exists thanks to the support of business and community partners in Milwaukee and throughout Wisconsin. UWMRF programs support research, innovation and entrepreneurship at UWM.

**Contact:** Brian Thompson ([briant@uwmrf.org](mailto:briant@uwmrf.org)), Jessica Silvaggi ([jessica@uwmrf.org](mailto:jessica@uwmrf.org))

**Website:** [www.uwmresearchfoundation.org](http://www.uwmresearchfoundation.org)

### UWMRF TECHNOLOGY TRANSFER INTERN PROGRAM (UWMRF)

Technology Transfer Entrepreneur Intern Program (UWMRF – Silvaggi) – UWMRF employs student interns in the process of assessing technologies, obtaining intellectual property and marketing technologies.

**Contact:** Jessica Silvaggi ([jessica@uwmrf.org](mailto:jessica@uwmrf.org))

### UWMRF AMBASSADORS PROGRAM (UWMRF)

UWMRF Ambassadors Program (UWMRF – Silvaggi) – UWMRF employs graduate students and post docs as part of outreach efforts to key faculty labs; ambassadors host programs, visit lab meetings – in addition UWMRF supports career panel discussions for graduate students exploring careers outside academia

**Contact:** Jessica Silvaggi ([jessica@uwmrf.org](mailto:jessica@uwmrf.org))

### REGIONAL TECHNOLOGY TRANSFER GROUP

Regional Technology Transfer Group – join effort among regional Tech Transfer organization (UWMRF, MCW, Marquette, MSOE, BloodCenter) to share best practices, develop faculty educational videos, share market analysis resources

**Contact:** Jessica Silvaggi ([jessica@uwmrf.org](mailto:jessica@uwmrf.org)), Laura Savatski ([Laura.Savatski@bcw.edu](mailto:Laura.Savatski@bcw.edu))

### MCW OFFICE OF TECHNOLOGY TRANSFER

The Medical College of Wisconsin Office of Technology Development (OTD), MCW’s “technology transfer” office, is responsible for managing the discoveries, inventions, and other intellectual property assets and advancing these discoveries from Patents to Patents®.

**Contact:** Kevin P. Boggs ([kpboggs@mcw.edu](mailto:kpboggs@mcw.edu))

**Website:** <http://www.mcw.edu/Technology-Development.htm>

### MARQUETTE UNIVERSITY TECHNOLOGY COMMERCIALIZATION

Marquette University’s technology commercialization is managed under the Office of Research and Sponsored Programs.

**Contact:** Kathy Durben ([katherine.durben@marquette.edu](mailto:katherine.durben@marquette.edu))

**Website:** <http://www.marquette.edu/orsp/TechnologyCommercialization.shtml>

#### **BLOODCENTER OF WISCONSIN TECHNOLOGY TRANSFER**

Located within BloodCenter’s Blood Research Institute, the Office of Research Administration provides services to faculty in the areas of Grants Administration, Human Subjects Protections (IRB), Exchange Visitor Program, Technology Transfer, Core Laboratory Management, and administrative support.

**Contact:** Laura Savatski (Laura.Savatski@bcw.edu)

#### **CONCORDIA UNIVERSITY TECHNOLOGY TRANSFER**

Concordia University’s technology transfer efforts are managed as part of the organizations Partnerships and Innovation Program which works to assist Concordia’s research community in securing funded research contract and industrial partnership opportunities governed by agreements with both private and public sponsors. The Unit facilitates and manages the transfer of knowledge stemming from research endeavors undertaken by Concordia faculty members.

**Contact:** Dan Sem ([Daniel.Sem@cuw.edu](mailto:Daniel.Sem@cuw.edu))

**Website:** <https://www.concordia.ca/research/for-researchers/partnerships-innovation.html#tab2>

#### **LICENSING EXECUTIVE SOCIETY (LES)**

For more than 50 years, LES has been the leading association for intellectual property, technology, and business development professionals to achieve professional and personal success. Local chapter supports education and networking events.

**Contact:** Local contact Ada Nielson ([acn53217@gmail.com](mailto:acn53217@gmail.com))

**Website:** <http://www.lesusacanada.org>

#### **ASSOCIATION OF UNIVERSITY TECHNOLOGY MANAGERS (AUTM)**

The Association of University Technology Managers is a nonprofit organization dedicated to bringing research to life by supporting and enhancing the global academic technology transfer profession through education, professional development, partnering and advocacy.

**Website:** [www.autm.net](http://www.autm.net)