

Tech Council: Viral marketing pro, entrepreneur Jacques joins 2020 Early Stage Symposium line-up

Posted on Wednesday, Sep 23, 2020

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MADISON, Wis. – With the COVID-19 pandemic crimping most forms of face-to-face business marketing, entrepreneur Jon Jacques will offer his expertise as a social media influencer for clients large and small during the **2020 Wisconsin Early Stage Symposium #ESSWI**, to be held **Nov. 9-11** on a virtual platform.

With more than 1 million followers and 100 million social media views, Jacques has worked with firms such as Disney, Kate Spade, Sony, Starwood, AT&T and Anheuser-Busch to increase revenues. He has been featured by The Ellen DeGeneres Show, BuzzFeed, TechCrunch, Mashable, and more.

Through his [online courses](#) and [presentations](#), Jacques has taught more than 20,000 entrepreneurs and small business owners how to leverage social media to bolster their personal brands and businesses.

“Jon Jacques is a captivating speaker and teacher who helps companies of all sizes expand their marketing reach, including emerging firms,” said Tom Still, president of the Wisconsin Technology Council. “Jon will set the stage for company leaders and investors alike by helping them to think strategically about their online marketing.”

The **2020 format** for the Early Stage Symposium includes two pitch opportunities – the **Tech Council Investor Networks** track (five-minute presentations) and the

popular **Elevator Pitch Olympics** – as well as **“Investor Intros,”** which will allow pre-selected companies brief, one-on-one meetings with targeted angel and venture investors. Companies may apply for one, two or all three opportunities to be seen, heard and make a splash! The deadline to apply online is **5 p.m. Friday, Sept. 25. [Click here!](#)**

To date, these groups will be participating: **4490 Ventures, Atlene, Baird Capital, Bascom Ventures, Bold Coast Capital, BrightStar WI Foundation, Capital Innovators, Chippewa Valley Angel Investment Network, Cream City Capital, Dundee VC, Golden Angels Investors, Great North Labs, HealthX Ventures, Hyde Park Ventures, Idea Fund of La Crosse, Inventure Capital, Iron Forge, Lancaster Investments, Lewis & Clark Ventures, Lightbank, M25 Capital, Madison Development Corporation, MaSa Partners, Matchstick Ventures, Midwest Wealth Ventures, N29 Capital, Plymouth Growth Partners, Rock River Capital Partners, Sandalphon Capital, Silicon Pastures, Stateline Angels, TASC Ventures, The Ardent Group, Tundra Angels, Venture Investors, WARF, Winnebago Capital Partners, Winnow Fund, WISC Partners, Wisconn Valley Ventures, Wisconsin Economic Development Corp., Wisconsin Investment Partners and Ziegler.**

As a special offer to all applicants, we have partnered with [AirDeck](#) to build your presentation deck. AirDeck creates online narrated presentations for sales pitches, online courses and webinars. Its unique features include the ability to quickly customize presentations while adding voice or video narration. We encourage narration of your decks and sharing it with attendees during the conference. *AirDeck presentations will be required for TCIN presentations and optional for other applicants.* You may also include it as part of your executive summary; as a bonus, you'll have an extended free trial through the conference.

Instructions for how to apply for all or a mix of the investor presentation opportunities can be found at wisearlystage.com on the **“ESS applications”** tab.

[General registration is also now open by clicking here!](#)

The conference will also feature:

- A variety of insightful keynote speakers and targeted panel discussions featuring leading entrepreneurs, investors and others tied to the tech sector making an impact nationwide.
- The 7th annual “**Excellence in Entrepreneurial Education**” award presentation
- Virtual sponsor exhibit hall showcasing more than 40 innovative Wisconsin companies.

The Tech Council produces the conference. Sponsors so far include: [Aberdean](#), [Alliant Energy](#), [American Family Insurance](#), [American Transmission Co.](#), [AT&T](#), [Aurora Health Care](#), [Baker Tilly](#), [Baird Capital](#), [Baker Tilly](#), [BDO](#), [C.D. Smith Construction](#), [City of Fitchburg](#), [Concordia University Wisconsin](#), [CUNA Mutual](#), [Dane County Regional Airport](#), [Dedicated Computing](#), [DeWitt](#), [Exact Sciences](#), [Findorff](#), [First Business Bank](#), [Fluno Center](#), [Godfrey & Kahn](#), [Google](#), [HealthX Ventures](#), [Husch Blackwell](#), [Idea Fund of La Crosse](#), [Kimberly-Clark](#), [KW2](#), [M3 Insurance](#), [Madison Gas & Electric](#), [Makin' Hey Communications](#), [Michael Best](#), [Morgridge Institute](#), [N29 Capital Partners](#), [Neider & Boucher](#), [One City Schools](#), [Oshkosh Corp.](#), [Quarles & Brady](#), [Reinhart Boerner Van Deuren](#), [RSM US](#), [Signature Bank](#), [Skyward](#), [State of Wisconsin Investment Board](#), [Summit Credit Union](#), board member Susan Healy, [TASC](#), [University Research Park](#), [UWM Research Foundation](#), [UW-Madison Computer Sciences](#), [UW-Madison Office of Business Engagement](#), [Venture Investors](#), [Versiti](#), [Wisconsin Alumni Research Foundation](#), [Wisconsin Center for Manufacturing Productivity](#), [Wisconsin Economic Development Corp.](#), [Whitewater University Technology Park](#), [WIPFLi](#), [Zeroology](#) and [Ziegler](#).