

# Wisconsin Technology Council: 'Diligent (Baker's) Dozen' to present live May 31 at Entrepreneurs' Conference in Milwaukee

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Finalists representing diverse tech-based sectors in Wisconsin's early-stage economy will present live to judges and others **Wednesday, May 31**, in Milwaukee as part of the 20<sup>th</sup> annual Wisconsin Governor's Business Plan Contest. The presentations at the Italian Community Center will be followed immediately by the opening reception for the Wisconsin Entrepreneurs' Conference.

The 13 contestants emerged from three rounds of judging in the contest organized through the Wisconsin Technology Council, which produces the contest and conference with its partners and sponsors. The competition began in late January with nearly 150 entries; more than 4,600 entries have been received since the contest began in 2004.

This year's finalists will deliver seven-minute pitches on their business ideas beginning **3 p.m. Wednesday, May 31**. Winners will be announced June 1 at the close the Entrepreneurs' Conference. To register for the conference at The Italian Community Center in Milwaukee, visit: [WiTrepsConference.com](http://WiTrepsConference.com).

Entries were submitted in four categories: Advanced Manufacturing, Business Services, Information Technology and Life Sciences.

**Advanced manufacturing** ideas include a lower-cost, patented biogas upgrading purification system that produces renewable natural gas; a battery that utilizes organic salts dissolved in benign water to store energy; and a startup on a mission

to enable next-generation, high-performance electronics based on aligned carbon nanotubes.

Entries focused on **business services** include an affordable franchise model designed for the handy entrepreneur and “non-handy” home owner; a high-tech, cutting-edge education experience in central Wisconsin that facilitates classes, activities, camps, clubs and events tailored to K-6 grade school students; and a company that connects restaurant and hospitality businesses with available talent to fill open shifts while also helping talented people enhance their skills and abilities over time.

**Information technology** plans include a web-based app designed to make workplaces inclusive through the use of relationship-building content; a cloud-based enterprise resource planning service for the construction industry; a user-friendly clinical decision support software, integrated to the electronic health records, that eases oncologists’ cognitive burden in the clinic.

**Life sciences** plans include revolutionizing pet care with its groundbreaking at-home therapy for dogs that have ingested chocolate; a cloud-based solution that supports assisted living facilities in determining if new admissions are appropriate for the clinical capabilities offered at the facility and provide recommendations for staffing to the facility’s average acuity levels; a handheld syringe adapter that allows medical professionals throughout healthcare and pharmacy to perform strenuous and precision syringe tasks with greater accuracy, sterility, productivity and comfort; a company that can provide solutions to the physically challenged through user-inspired design, innovation and technology.

Finalists submitted a 15-minute video pitch deck for review by a panel of about 70 judges and their scores on those video pitches will be a part of the final scoring. Each plan describes the core product or service, defines the customer base, estimates the size of the market, identifies competition, describes the management team, and provides key financial data.

Sponsors are contributing cash, office space, legal assistance, accounting, information technology consulting, marketing and more. About \$2.6 million in cash and in-kind prizes have been awarded since the inception of the contest in 2004. The [Wisconsin Economic Development Corp.](#) is a major sponsor.

Additional lead sponsors of the 2023 contest thus far include [AT&T](#); [The Creative](#)

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