

# Wisconsin Technology Council: 'Launch' panels focus on startups June 1 at Wisconsin Entrepreneurs' Conference

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MILWAUKEE, Wis. – Finding resources you need to launch your company and learning more about industry sectors that have drawn the attention of the National Science Foundation will be part of the “Launch” panel discussion track at the June 1 Wisconsin Entrepreneurs’ Conference.

The conference at the Italian Community Center returns to the “Cream City” to celebrate the region’s rise as a startup and scale-up hub within the Midwest. Registration is open at [witrepsconference.com](http://witrepsconference.com) or [linked here](#).

The “**LAUNCH**” track is one of three conference tracks open to all attendees at the 21<sup>st</sup> annual conference. Panel discussions in the “Launch” track are:

## **10 a.m. June 1 - Wisconsin technologies to watch: Learn more about the state’s hot industries**

Our Midwest state isn’t a “one-trick badger” when it comes to industries that leverage technology. From life sciences to ag-tech, and from water-tech to energy, learn about sectors that are among those that set Wisconsin apart from others. This will include a look at two “Regional Innovation Engine” grants out of 44 nationally awarded this month by the National Science Foundation.

Moderated by **Jessica Silvaggi**, UWM Research Foundation. Panelists: **Amy Jensen**, The Water Council; **John Lucey**, UW-Madison Center for Dairy Research; and **Adhira Sunkara**, WiSys

## **2 p.m. June 1 - Core services for growing your company: Strategic steps around accounting, banking, HR, and legal needs**

Questions often come much earlier than you think as you grow your business. Dive into strategy around accounting, banking, compensating team members, and managing assets as your venture prepares for growth and investment.

Moderated by **Scott Brunner**, Husch Blackwell. Panelists: **Scott Hess**, CLA (CliftonLarsonAllen); **Bill Stone**, Wintrust; and **Stephanie Timmers**, Lauber Business Partners & Timmers

Four other panels in the “Grow” and “Succeed” tracks will be announced soon. Attendees may attend all or parts of any track.

**“Crossroads of innovation”** is the theme of the 21<sup>st</sup> annual conference, where entrepreneurs from around the state will showcase their ideas, services and technologies. Seven panel tracks formed under three unique stages of “launch,” “grow” and “succeed” will appeal to entrepreneurs in all stages. Detailed panel information is posted at [witrepsconference.com](http://witrepsconference.com).

Produced by the Tech Council, the Entrepreneurs’ Conference is among the largest and affordable events for entrepreneurs and early stage investors in the Upper Midwest. Other highlights will include:

- **“Diligent (Baker’s) Dozen:** Top 13 finalists from the Governor’s Business Plan Contest square off on the afternoon of May 31
- **Charles Ross**, Milwaukee native and chief executive officer of International Business Innovation Accelerator, to keynote morning of June 1
- **Plenary panel** including angels and venture capitalists on how to pitch to investors when the industry is puckering up, mid-morning June 1
- **Deb Carey, co-founder of New Glarus Brewing Co. to accept 2023 ‘Seize the Day’ award** over lunch on June 1
- **Governor’s Business Plan Contest “Diligent (Baker’s) Dozen”** awards announcements June 1
- **Innovation Showcase** featuring exhibits from Wisconsin companies
- Plenty of chances to **network** with seasoned entrepreneurs and investors over food and refreshments, including a May 31 reception at the Italian Community Center

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