



GREATER MADISON  
CHAMBER of COMMERCE

# NEWS

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## **Chamber Accepting Applications for Eighth Annual Pressure Chamber Competition** *Region's apex live pitch contest returns in-person on Aug. 18*

MADISON – The Greater Madison Chamber of Commerce announced today it is accepting applications for this year's Pressure Chamber startup initiative, which returns, in-person, on Aug. 18 during Forward Festival, Wisconsin's largest technology and entrepreneurship festival. The popular program includes participation and support from active regional investment firms, as well as the State of Wisconsin Investment Board, Wisconsin Alumni Research Foundation, Wisconsin Economic Development Corporation.

Applicants for Pressure Chamber go through a screening process that may include presentations with prominent Wisconsin investors. From there, a select number of companies will be chosen to pitch to a panel of out-of-state investors, business executives and a live audience during Forward Fest. In addition to receiving the coveted "golden suitcase," the winning company will also get a reserved spot in the Chamber's exclusive Greater Madison startup meetings with top Silicon Valley investment firms this fall.

"Pressure Chamber provides a valuable platform for emerging companies to connect with potential investors and for us to continue to amplify our economic opportunities to audiences beyond Greater Madison," said Chamber President Zach Brandon. "National data sources from Bloomberg to the Brookings Institution have highlighted Greater Madison as an economic bright spot for the nation's recovery, and we are accelerating into that opportunity. We are looking forward to getting back to in-person programming, especially with the coastal part of the initiative, to offer more meaningful engagement for entrepreneurs."

Past Pressure Chamber winners have credited the initiative for helping their company close successful funding rounds. Additionally, Pressure Chamber has been recognized by both the International Economic Development Council and Steve Case's Rise of the Rest Summit as an entrepreneurship and economic development best practice. Collectively, participating Pressure Chamber companies have gone on to raise more than \$500 million from investors.

Pressure Chamber is open to any industry, as long as the company meets the following requirements:

- ✓ Must be a member of the Greater Madison Chamber of Commerce (startup memberships available) or support local entrepreneurial partner organizations
- ✓ Must be located in Dane County or plan to locate to Dane County by Aug. 18, 2021
- ✓ Must have raised at least \$25,000, excluding personal investment by company founders
- ✓ Application must be received by 8 a.m. on Monday, July 19, 2021

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The full application can be accessed at: [bit.ly/Pressure21](https://bit.ly/Pressure21)

Pressure Chamber is presented by the Greater Madison Chamber of Commerce and Michael Best & Friedrich, with support from the State of Wisconsin Investment Board, Wisconsin Alumni Research Foundation, Wisconsin Economic Development Corporation, American Family Ventures, Baird Capital, 4490 Ventures, HealthX Ventures and Rock River Capital Partners.

For more information about Forward Fest, visit [forwardfest.org](https://forwardfest.org).

***About the Greater Madison Chamber of Commerce:***

The Greater Madison Chamber of Commerce is the voice of business with more than 1,200 organizations – ranging from one-person shops to corporations with more than 10,000 employees – working to bring the Greater Madison area to its full potential. The Greater Madison region is a leader in innovation. From cutting-edge technologies to distinctive retail shops to inventive services and products, our members vary greatly but are united by the region’s entrepreneurial spirit. More information can be found at [madisonbiz.com](https://madisonbiz.com).

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