

**FOR IMMEDIATE RELEASE:**

**DOYENNE SHOWCASE EVENT HIGHLIGHTS ENTREPRENEURS FROM OUR  
FALL 2022 TRIPLE THREAT VENTURE TRAINING COHORT**

*Hear pitches from each venture along with providing feedback & insight to secure success*

**Madison, WI — November 11, 2022**

Doyenne Group's Fall 2022 Triple Threat Venture Training cohort will be highlighted at our virtual Showcase event taking place on Tuesday, November 15, 4:30-6:30 PM CDT. Sponsored by WEDC, Associated Bank, and the American Family Institute for Corporate and Social Impact, this event allows attendees to listen to 5-minute pitches from each venture followed by 8-10 minutes of feedback within their Zoom Breakout Room before the entrepreneur switches breakout rooms to address a new audience with their pitch and receive feedback. All attendees will have an opportunity to hear from all 5 participating venture founders.

The Showcase is the capstone event of the [Doyenne Triple Threat Venture Training](#) (Entrepreneur & Venture overviews on next page). Over the course of the 20 week program, the participants have explored their business models, their personal skills & talents within their ventures, developed a strategic plan for the next 6-18 months, and are now ready for the community to come and support their success and future growth. Participants who complete all aspects of the program also will be awarded a \$2,500 unrestricted grant to support their continued success.

"All of the entrepreneurs in this cohort have big plans and are operating very scalable ventures across sectors," says Doyenne Executive Director Heather Wentler, "As we often say, it takes a community to support a venture's growth and success. The community continues to step up and support entrepreneurs who are part of Doyenne in a myriad of ways. The relationships the entrepreneurs have been able to form with each other, as well as with their dedicated Doyenne Coaches & Mentors who have worked with them over the course of the program has been extraordinary and reaches across the state of Wisconsin."

The Doyenne Triple Threat Venture Training Program works with outside partners for a holistic approach to launching, scaling, and day-to-day operating of an early-stage venture. Our partners include:

- [Step Up Equity Matters](#)
- [Relumed](#)
- [KOKORO](#)
- Numerous Doyenne Coaches & Mentors who volunteer their time in support of ventures based in Wisconsin

## Ventures presenting at the Showcase event:

- April A. (Madison, WI) [The Source](#)  
The Source is a place where people come to find hope, inspire them to love and be kind towards others and work towards a more equitable work that fosters an appreciation of the healing benefit of nature.
- Anna G. (Madison, WI) [The Rage Fund](#)  
The Rage Fund is a non-profit organization focused on persistent barriers to people with disabilities being able to move forward with their goals and thrive. While the organization is a two-prong approach to solving this problem, currently they are focused on addressing the caregiver shortage as well as the lack of clear information available about publicly funded services for people with disabilities.
- Wendy W. (Madison, WI) [Adventures in Wellness & Recovery](#)  
Adventures in Wellness & Recovery understands it is rare for couples, families, and those struggling with addiction to receive comprehensive supportive care, treatment, and group support from a positive light, and dare I say fun lens. We support individuals in leading happier & healthier lives as they recover from mental health and addiction issues through positive relationships and engaging frameworks.
- Teresa R (Wisconsin Dells, WI) [Access Abundance Inc](#)  
With over 25 years of experience working with people to break free of their scarcity-based mindset, Teresa is releasing a new product line focused on the Archetype of Scarcity and how it is not only the root cause of the individual scarcity people face, it's also the root cause of many (if not all) of the challenges our world is facing.
- Lana W (Madison, WI) [Parsley Solutions, PBC](#)  
Parsley helps users navigate "Benefits Cliffs", or the potential for net income loss as they grow in their careers and lose access to public benefits. It also helps employers address the needs of their employees through B2B tools for employee onboarding that gives greater access to compensation and benefit information to employers, and data for the employer to inform compensation structures.

All are welcome to attend the Showcase Event. Registration is free, with a \$10 suggested donation to support the non-profit to be able to continue to provide high-quality work throughout the Wisconsin entrepreneurial community to ensure women entrepreneurs from all backgrounds are able to thrive.

Registration link:

<https://doyennegroup.org/event/fall-2022-showcase-2022-11-15-2022-11-16-210/register>

Applications for the Spring 2023 Triple Threat Venture Training program is open until March 2023. All women and/or LGBTQIA+ led, scalable ventures who fit within the early-stage category of venture progress are encouraged and eligible to apply. Each program allows up to 8 ventures to participate based on program fit collected within the program's application. More information can be found at

<https://doyennegroup.org/programs/triplethreatventuretraining>

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**BE AUDACIOUS**

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## **About Doyenne**

Doyenne is a 501c3 non-profit founded in 2012 to address the gender gap within the entrepreneurial ecosystem across Wisconsin. Unlike other entrepreneur organizations, Doyenne takes an individualized, holistic approach in developing transformative entrepreneurial professional development learning opportunities. Our programming is focused on mobilizing a community for gender parity through our three pillars of success: Develop the Entrepreneur, Fund the Ventures, and Transform the Narrative. Ultimately, Doyenne is a movement to change the face of entrepreneurship across the nation. For more information please visit: <https://www.doyennegroup.org/>

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