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Startup World Cup collaboration adds spark to 2024 Wisconsin Early Stage Symposium

MADISON, Wis. – Through an agreement with Pegasus Tech Ventures and its “Startup World Cup” process, the [Nov. 13-14 Wisconsin Early Stage Symposium](#) will be a regional qualifying event for the 2025 world cup competition, conference sponsors announced Wednesday.

One company among the two-dozen or so selected to pitch in the Tech Council Investor Networks track will be picked to take part in the [Startup World Cup](#)’s 2025 conference, where the grand prize winner will take home a \$1-million investment.

Startup World Cup offers innovation and entrepreneurship opportunities for startup ecosystems around the world. This platform consists of a global series of startup conferences and competitions that bring together startups, venture capitalists and world-class tech executives.

Startup World Cup is organized by Pegasus Tech Ventures, which is dedicated to launching and advising the world’s next wave of leading entrepreneurs. Startup World Cup has partnered with the Wisconsin Technology Council to help make statewide startups available for this initiative.

Instructions for how to apply for all or a mix of the investor presentation opportunities can be found at [wisearlystage.com](https://www.wisearlystage.com) on the “[ESS Application](#)” tab.

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

To enhance greater access for entrepreneurs, our registration fees are affordable. At least one representative from each applicant company is required to register in advance at the newly discounted rate of **\$129**. Additional team members may register for **\$99** per person. Student discounts will continue to be offered for all students, including graduate students.

The registration fee includes two breakfasts, two lunches and a reception as well as getting your company summary and contact information in the investor-only conference booklets. Some young companies will be eligible for conference “scholarships” to help defray registration costs. Contact angela@wisconsintechcouncil.com after applying to learn about eligibility; early applicants will receive first consideration.

The deadline to apply online is **5 p.m. Friday, Oct. 4**. Here are the three company forums; companies may apply for one, two or all three opportunities to be seen, heard and make a splash!

Tech Council Investor Networks Track – Wednesday, Nov. 13:

These tracks will feature more than 20 companies from the Midwest representing an array of

industries, such as advanced manufacturing; biotechnology; health care therapeutics, diagnostics and devices; information technology; artificial intelligence; mobile application sectors.

Companies selected will have many opportunities to interest investors: a five-minute presentation as well as networking receptions. Selected companies will also be invited to participate in a pre-conference practice session with a group of mentors.

Elevator Pitch Olympics – Thursday, Nov. 14:

Companies or entrepreneurs selected for the Elevator Pitch Olympics will give a 90-second pitch in front of conference attendees and a panel of investors. The investors will score the presenter on a scale of 1 to 5, focusing on whether the pitch was compelling enough to arrange a follow-up meeting, and will offer immediate feedback. About 15 companies in early, often pre-revenue stages will be selected to pitch. There are crystal awards for the top presenters!

Investor Intros – Thursday, Nov. 14:

Companies selected for the popular Investor Intros will have the opportunity to meet one-on-one with investors from Wisconsin and beyond. These are pre-scheduled, strategic meetings between investors and emerging companies. This format will resemble a “speed dating” exercise, allowing both parties to learn more about each other and explore potential relationships. The conference will also feature:

- National keynote speakers and targeted panel discussions featuring leading entrepreneurs, investors and others tied to the tech sector making an impact nationwide.
- The 11th annual “Excellence in Entrepreneurial Education” award presentation and luncheon.
- Exhibit hall showcasing innovative Wisconsin companies.
- A Nov. 13 conference reception, two luncheons, two breakfasts and other networking opportunities, including an investors-only dinner.

The Tech Council produces the conference. Sponsors thus far include: [Advocate Aurora Health](#), [Amazon](#), [American Transmission Co.](#), [ark data centers](#), [Arrowhead Pharmaceuticals](#), [AT&T](#), [Baird Capital](#), [Baker Tilly](#), [BDO](#), [City of Fitchburg](#), [CLA \(CliftonLarsonAllen\)](#), [DeWitt](#), [EUA](#), [Exact Sciences](#), [Findorff](#), [First Business Bank](#), [Foley & Lardner](#), [gener8tor](#), [Godfrey & Kahn](#), [Google](#), [HealthX Ventures](#), [Husch Blackwell](#), [In Business Magazine](#), [Isthmus Project](#), [KW2](#), [Lost Boys Interactive](#), [M3 Insurance](#), [Madison Development Corp.](#), [Madison Gas & Electric](#), [Makin' Hey! Communications](#), [Marquette University](#), [Michael Best](#), [Neider & Boucher](#), [One City Schools](#), [Raven Software](#), [Reinhart Boerner Van Deuren](#), [RSM US](#), [Ruder Ware](#), [Sadoff E-Recycling & Data Destruction](#), [SustainableHR PEO](#), [State of Wisconsin Investment Board](#), [Technology Entrepreneurship Office at UW-Madison](#), [Technology Innovation Center – Milwaukee](#), [UMOS One Workforce – TechStars](#), [University Research Park](#), [UWM Research Foundation](#), [UW-Madison Center for Dairy Research](#), [UW-Madison Dept. of Computer Sciences](#), [UW-Madison Office of Business Engagement](#), [VC3](#), [Venture Investors](#), [von Briesen & Roper](#), [WIPFLi](#), [Wisconsin Academy of Sciences, Arts & Letters](#), [Wisconsin Alumni Research Foundation](#), [Wisconsin Counties Association](#), [Wisconsin Dept. of Financial Institutions](#), [Wisconsin Economic Development Corp.](#), [Wisconsin Energy Institute](#), [Wisconsin Historical Society](#), [Yahara Software](#) and [Ziegler Link-Age Funds](#).

To learn more about sponsorship information, please reach out to Angela Schlobohm at angela@wisconsintechcouncil.com.

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