

FOR IMMEDIATE RELEASE:

DOYENNE SHOWCASE EVENT HIGHLIGHTS ENTREPRENEURS FROM OUR FALL 2024 TRIPLE THREAT VENTURE TRAINING COHORT

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

Madison, WI — November 4, 2024

Doyenne Group's Fall 2024 Triple Threat Venture Training cohort will be highlighted at our virtual Showcase event taking place on Tuesday, November 12, 4:30-6:00 PM CDT. Sponsored by WEDC, MG&E, Laura Gmeinder Coaching & Consulting, and Associated Bank, this event allows attendees to listen to 5-minute pitches from each venture followed by feedback from attendees. All attendees will have an opportunity to hear from all 8 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.

“This is our 8th cohort of the program, and every time I’m always amazed by the innovation and impact within communities the entrepreneurs are accomplishing within their early-stage businesses.” says Doyenne Executive Director Heather Wentler, “All are welcome to attend the Showcase event, not just those who are part of the entrepreneur community. You never know who you’ll meet and how you can support these businesses through your talents and your network to help expand their reach and success.”

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

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 entrepreneurs from all backgrounds are able to thrive.

Registration link:

<https://doyennegroup.org/event/fall-2024-showcase-2024-11-12-2024-11-13-260/register>

Ventures presenting at the Showcase event:

- **Jay Care Transportation (Milwaukee, WI)**
At Jay Care Transportation, LLC our mission is to provide reliable, safe and trustworthy non-emergency medical transportation to those in need.
We believe that laying a solid foundation is crucial for delivering exceptional transportation services. With that being said, we are committed to transforming the way people move. With a customer first approach and dedication to sustainability, I'm pleased to revolutionize transportation in our community and beyond.
- **Tree-HR (Fitchburg, WI)**
Tree-HR understands what matters most, PEOPLE. Our talent solutions help organizations reduce turnover and increase efficiency in recruitment. When the people thrive the organization thrives. At Tree-HR we offer staff and leadership training, HR coaching, employee retention assessments, policy and procedure reviews, and customized talent solutions. We have over 20 years of HR experience in a variety of industries. However, our HR experience is second to our understanding of people, our creativity in solutions, and our ability to make connections with people and business strategy.
- **Shoreline Plantings (Amery, WI)**
Shoreline Plantings provides native plant solutions for residential and commercial projects. These include erosion control, water mitigation, pollinator habitats, and aesthetic design solutions. Excelling in client communication and liaison work between county shoreline violators and zoning staff, Shoreline Plantings provides collaborative and educational services to clients.
- **LymeAlert (Halifax, MAI)**
Lyme Disease is the most common vector borne disease in the US. It has not been diagnosed in all 50 states and 65 countries. Testing is notoriously inaccurate and misses up to 65% of early stage cases. Our goal is to democratize access to testing by empowering users to test at home. Improving access to testing and speeding up time to diagnosis will reduce the effects of chronic Lyme disease which can have severe, lifetime consequences. We are on a mission to make medical testing affordable and accessible.
- **Shea Strategy LLC (Verona, WI)**
Shea Strategy realizes that hiring a marketing professional as a new employee can be expensive and time-consuming, yet faith-based organizations are in dire need of support. Shea Strategy addresses these challenges by offering all in one marketing, design, and communications services; grant friendly service structures and fair transparent pricing; expertise in both small organization support and large institutional partnerships; and local growth focus with deep community understanding.
- **An Amazing Journey Birthing and Family Services, LLC (Janesville, WI)**
An Amazing Journey Birthing and Family Services aims to address the disproportionate birth outcomes and improve access to culturally competent mental wellness care.

(profiles continue on next page)

- MainStreet Thrive (Janesville, WI)
MainStreet Thrive's workbook and group coaching program is an affordable way for business owners and professionals to find new ways to obtain customers, market their business and save money on operations.
- Kesichev Farm (New Glarus, WI)
We raise goats in a small town called New Glarus in southern Wisconsin. We have a tiny herd of Mini Nubian goats who provide the milk we use in our handmade soap. We aim to serve the community by providing a high quality product appreciated by many local folks.

The application for the Spring 2025 Triple Threat Venture Training program will open soon with the program starting April 2025. Entrepreneurs who identify as women, non-binary, LGBTQIA+, and/or BIPOC+ leading scalable ventures who fit within the early-stage category of venture progress are encouraged and eligible to apply. Each program allows 6-8 ventures to participate based on program fit collected within the program's application. More information can be found at <https://doyennegroup.org/programs/triplethreatventuretraining>

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 leading 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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