

FOR IMMEDIATE RELEASE
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Accelerate Sheboygan County
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Sourcer AI Rates High at Accelerate Sheboygan County Pitch Competition

SHEBOYGAN, WI- One of the objectives of Accelerate Sheboygan County (AccelSC) is to stimulate entrepreneurship in Sheboygan County. AccelSC partnered with Sheboygan County Economic Development (SCEDC), Sheboygan County Innovation Council, and New North to bring the AccelSC Pitch Competition, an idea pitch contest, to Sheboygan County. The event was held Tuesday November 12, at Jakes, a Lakeland Community, located in Sheboygan.

Congratulations to Alex Suscha for placing first with his idea for ‘Sourcer AI’! Alex is a UW-Stevens Point College Student and Sheboygan County native who has launched a AI SaaS platform that empowers you to see the facts beyond the headlines with this powerful software. Alex has participated in many pitch competitions and debates in the past; his experience gave him an opportunity to rate high and earn the \$3,000 1st place prize money.

Tyler Heilberger took the \$1,500 second place slot for his unique ‘Rosebud’ idea. Tyler from Plymouth, WI showcased his family travel software that will help families find unique experiences customized to personal preferences.

“We are fortunate to have talent like Alex and Tyler in Sheboygan County,” said Don Hammond, Chair of the SCEDC. “We have the best, brightest, and most industrious workforce in the state, and Alex and Tyler represent the incredible talent that is right in our backyard. Their innovation is a prime example of how Sheboygan County competes on a global scale, and how we continue to recruit and retain talent.”

The competition provided an opportunity for six groups to share their ideas. “It was great to see the diverse group of contestants and ideas,” stated David, a member of the audience. “It was really great to see the approach these entrepreneurs took to solve really world problems and turn that into an opportunity to launch a business.”

The winner of “The People’s Choice” award of \$500 for the competition was Tyler Rezachek who pitched his start up business called Hi-Ho Soda. Hi-Ho Soda, which boast sodas made from real sugar, and no artificial coloring or flavorings has gone through their initial launch and is able to distribute products throughout Wisconsin.

AccelSC encourages all to attend the NEW Launch Alliance Regional Pitch on Wednesday, December 4th to cheer on Sheboygan County’s winning pitchers, Alex and Tyler, who will be competing against other local winners at Titledown Tech in Green Bay.

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AccelSC would like to thank our financial sponsors, Wells Fargo, Associated Bank, Carbliss, and WBD, for their assistance with the AccelSC Pitch. Also, thank you to Lakeland University for providing the venue and hors d'oeuvres for our guests. Lastly, thank you to our judges, Adam Kroener, Dave TeLindert and Mark Mauer, and Master of Ceremonies Gary Dulmes for volunteering their time in our efforts; we are fortunate to have these individuals, and their unique skillset, in Sheboygan County driving entrepreneurship forward.

Sheboygan County benefits from a strong entrepreneurial ecosystem. Partnering with community organizations provided another option for area entrepreneurs to get their ideas in front of resources that could help launch their business idea. AccelSC and its community partners will continue to be a resource for local entrepreneurs that work with businesses throughout all stages, from ideation, to planning, to financing strategies while helping drive execution and positive results. Opportunity is a landmark of economic success and when Sheboygan County works together, we drive more success in our communities!

For more information about AccelSC entrepreneurial services please email or call at York@SheboyganCountyEDC.com or call (920)452-2479

The Sheboygan County Economic Development Corporation (SCEDC) is a public-private partnership leading economic, community, and workforce development efforts in Sheboygan County to improve the well-being and long-term prosperity of businesses, residents, and communities. Through technical assistance, the SCEDC leverages a variety of tools to encourage business growth, startups, investment, skill development, and talent attraction. By applying the appropriate resources, the SCEDC helps fulfill Sheboygan County's growing economic and business needs.

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