

FOR IMMEDIATE RELEASE
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Let's Taco 'Bout Start-Ups Brings Big Wins, Bold Ideas, and Community Connections

SHEBOYGAN, WI- Innovation and entrepreneurial spirit were on full display last night at Let's Taco 'Bout Start-Ups, hosted April 3rd at 3 Sheeps Brewing in Sheboygan. Organized by the Sheboygan County Innovation Council, with support from Launch at Lakeland University and Active8, the event welcomed aspiring entrepreneurs, business leaders, and community supporters for an exciting evening of pitch competitions and networking.

The event was designed to help local start-ups accelerate their ideas and gain exposure, mentorship, and funding. Attendees were treated to an energizing evening filled with creative pitches, generous community support, and a surprise bonus, each guest received a free taco from local food truck Peja Vu. Special thanks go out to Chef Ryan Messner, whose delicious tacos helped fuel the crowd and set the perfect tone for the evening.

Justin Vannieuwenhoven, Chair of the Innovation Council, served as emcee for the night, keeping the energy high and the spotlight on the talented entrepreneurs who took the stage.

"We were blown away by the passion of the crowd and the ingenuity of the presenters," said Vannieuwenhoven. "Sheboygan has a rich culture of innovation, and this event shows how strong our community is when we come together to support the next generation of business leaders."

Three outstanding presenters took home prize money to help take their ventures to the next level.

Winners were determined by the audience:

- 3rd Place (\$200): Jacob Johnson, operator of a local craft coffee roaster called Silver Comet Coffee.
- 2nd Place (\$300): Marisa of Third Space Wellness, an event-based wellness company focusing on social wellness.

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· 1st Place (\$500): Lizzy, whose winning idea was Shopline, bringing personal shopping to the online world!

This Let's Taco 'Bout Start-Ups event is part of the broader Accelerate Sheboygan County initiative, powered by the Sheboygan County Innovation Council, to foster local business creation and empower the next generation of scalable start-ups.

To learn more about future events or to submit a business idea, visit www.accelsc.com. To learn more about Active8 and their future events please visit www.sheboygansoup.com.

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.