Presentation to the UW Board of Regents
Research, Economic Development and Innovation (REDI) Committee

Thomas M. Shannon, President/CEO
Lorrie K. Heinemann, Vice President

www.brightstarwi.org
Today’s conversation

I. About BrightStar (Who, What, How)

II. BrightStar Companies & Job Creation (Outcomes)

III. Collaboration with UW Schools
An All-Star Team of Founding Donors

Tom Shannon
Jeff Harris
Jeff Rusinow
Mike Shannon

Susan Engeleiter
George Mosher
Mark Burish
Michael Drescher

www.brightstarwi.org
BrightStar’s Job Creation Ecosystem

Co-Investors
- Angels
- Early-Stage Funds
- WARF

Donors
- Wealthy Individuals
- Corporations
- Foundations

Wisconsin Early-Stage Companies
Wisconsin Philanthropic Donors
Wisconsin College Graduates

WISCONSIN JOBS
**BrightStar Investments**

1) Early stage, *job creating* companies in Wisconsin
   - Proof of concept (up to $250K)
   - Commercialization (up to $500K)
   - Revenue (up to $750K)

2) BrightStar co-invests (vs. leads) in deals

3) BrightStar companies are actively creating jobs

[www.brightstarwi.org](http://www.brightstarwi.org)
BrightStar Investments = Jobs!

as of June 5, 2014

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BrightStar & UW – Potential Collaboration

**UW Funds (Education)**
- UW Innovation and Entrepreneurship Funds at UW Campuses
- Provide grants, loans, seed equity to start ups (Ideadvance, WiSys, and Capital Catalyst Funds) for education, tech transfer, commercialization

**Brightstar WI Funds (Equity)**
- BrightStar WI Foundation Funds with Local Venture Philanthropy Partners (Donors)
- Recommend companies for co-investment
- Connect companies to local resources

**BrightStar WI Foundation**
- Investment Committee & Board Approval for Investments
- Connect to state / other resources
- Provide metrics – Companies funded, jobs created

High paying Wisconsin jobs!
Thank You Regents!

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