

Job Creation Through Capital Donation



BrightStar
WISCONSIN

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

BrightStar's Job Creation Ecosystem



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



BrightStar Investments = Jobs!

as of June 5, 2014



FISHIDY



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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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