



MARK R. HOGAN
Secretary and CEO

Dear entrepreneurship supporter,

I invite you to join with the Wisconsin Economic Development Corporation to support the startup companies from across the state participating in the Governor's Business Plan Contest. These new and emerging companies are a key component of our state's future economic prosperity and maintaining Wisconsin's ability to compete on the world stage.

The courageous and creative entrepreneurs behind these companies are pouring an immense amount of talent and effort into their ideas in order to turn them into reality. While they may have an abundance of drive, commitment, and insight, these are big ideas that require a lot of resources to successfully develop—even more so when the companies are developing big, game-changing ideas. These inspiring companies offer a lot of promise, yet even the most intrepid of investors will prove cautious when the company is untested and at the beginning of a long journey. Your support can help provide the resources necessary to prove the concept, test the market or validate the assumption that lands that key investor, partner or customer.

Not only are the prizes valuable for the winners, but many companies get their first public exposure through the Governor's Business Plan Contest. The connections made through the contest can result in attracting investors, customers and valuable team members. Even those companies that may not make it to the final rounds or pitch stage can gain valuable feedback and come away with a better plan and strategy for moving their idea forward.

I invite you to join us in our longstanding support of these inspiring companies from more than 300 Wisconsin communities. It is only by working together that today's startups will become the industry leaders and success stories of tomorrow.

Sincerely,

A handwritten signature in dark blue ink that reads 'Mark R. Hogan'. The signature is fluid and cursive, with the first letters of each name being capitalized and prominent.

Mark R. Hogan

