

Wisconsin's Entrepreneurial Ecosystem

The Role of Venture Capital in Driving Innovation

Quick Stats

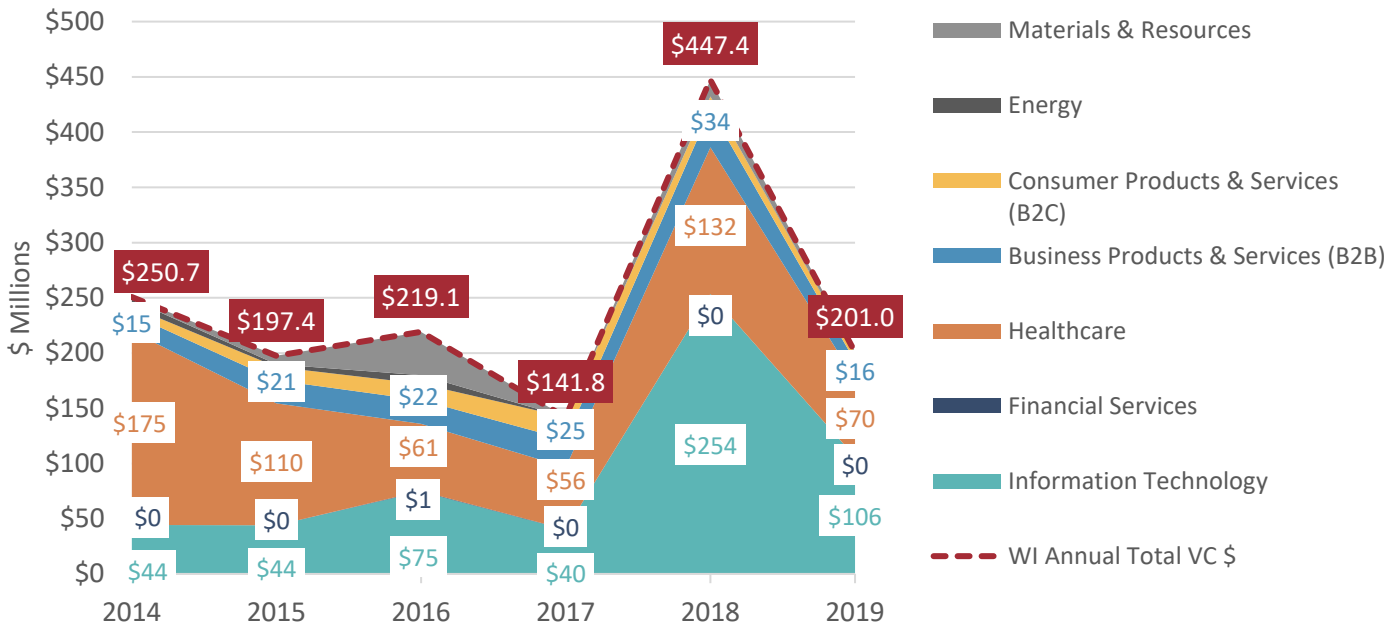
From 2014-2019,
288 WI-based startups
raised venture funding...

...and received **\$1.5 billion**
to fund their innovative ideas and
grow their businesses

WI venture activity in 2019:
69 companies (25th in U.S.)
raised
\$201 million (29th in U.S.)

Which sectors are receiving venture funding in Wisconsin?

Venture Investment (\$M) by Sector



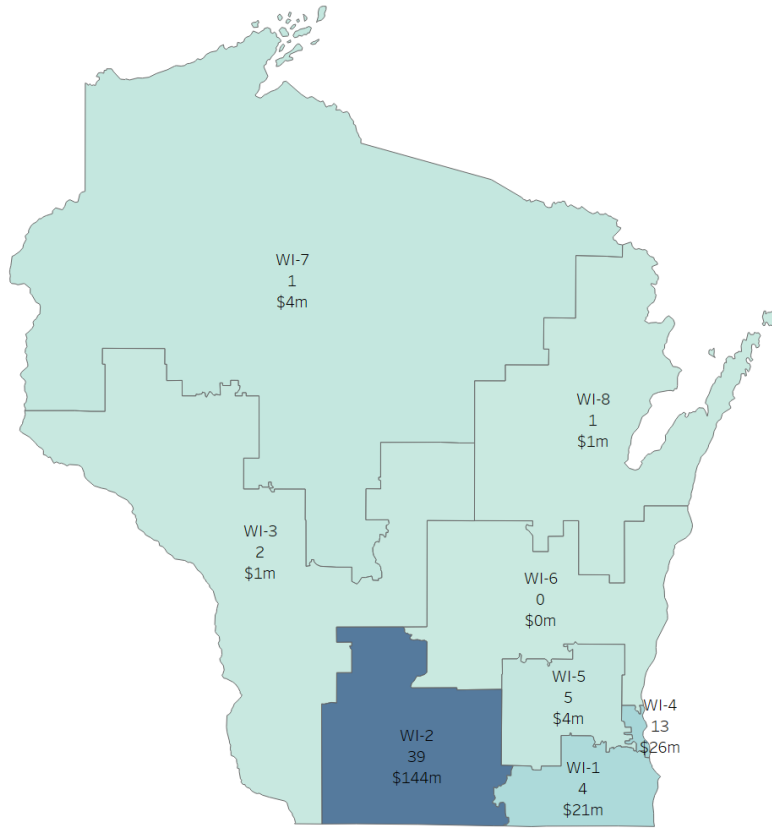
Startups in Wisconsin

Largest 2019 Venture Investments

Company	Location	Sector	Industry Group	Industry Code	Investment Size (\$M)
Fetch Rewards	Madison, WI	Consumer Products and Services (B2C)	Services (Non-Financial)	Other Services (B2C Non-Financial)	\$80
Redox Engine	Madison, WI	Information Technology	IT Services	Systems and Information Management	\$36
Moxe	Madison, WI	Healthcare	Healthcare Technology Systems	Medical Records Systems	\$36
Pegex	Fitchburg, WI	Information Technology	Software	Social/Platform Software	\$15
Bright Cellars	Milwaukee, WI	Information Technology	Software	Social/Platform Software	\$12
Nimble Therapeutics	Madison, WI	Healthcare	Pharmaceuticals and Biotechnology	Drug Discovery	\$10
Frontdesk	Milwaukee, WI	Business Products and Services (B2B)	Commercial Services	Media and Information Services (B2B)	\$7
DotCom Therapy	Madison, WI	Healthcare	Healthcare Services	Clinics/Outpatient Services	\$4
ImageMover	Madison, WI	Healthcare	Healthcare Technology Systems	Medical Records Systems	\$4
AIQ Solutions	Madison, WI	Healthcare	Healthcare Technology Systems	Decision/Risk Analysis	\$4

Geographic Breakout of Startups Across Wisconsin

Number of Companies Receiving Venture Funding in 2019, Amount Invested by Congressional District



Exact Congressional District and investment amounts not known for all companies.

Venture Firms Partnering with Startups in Wisconsin

Sampling of Most Active Investors in Wisconsin-based Startups

