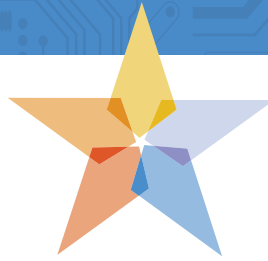


Visit [www.brightstarwi.org](http://www.brightstarwi.org) to learn more.



**BrightStar**  
WISCONSIN

Job Creation Through Capital Donation

**BrightStar Wisconsin Foundation** is committed to getting capital to the most efficient and effective creators of jobs, talent, innovation, and value that our state has—*our incredible Wisconsin entrepreneurs*. The proven model is simple: we accept donations and then use those funds to make needed equity investments into Wisconsin early-stage tech companies. When these investments are successful, returns are re-deployed into more entrepreneurs in our state.

**70+**

tech startups investments

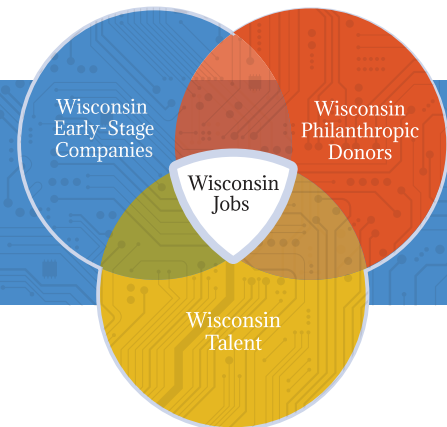
**\$1.5B+**

follow-on capital received by portfolio companies after BrightStar investment

**1,500+**

jobs created by portfolio companies

Our founders and donors believe in the power of business and entrepreneurship to transform lives, communities, and economic regions. Unleashing this power by providing capital is the core of **BrightStar Wisconsin Foundation, Inc.**'s mission as a 501(c)(3).



“It’s not too strong a statement to say that the kind of State that Wisconsin becomes will depend upon efforts such as BrightStar.”

— *Journal/Sentinel Editorial Board* ★

“My BrightStar ROI is seeing dozens of innovative Wisconsin start-ups get funded and creating thousands of quality jobs throughout our state .... exactly what BrightStar promised 10 years ago.”

— *Ted Kellner, Donor* ★

Since 2013, BrightStar Wisconsin has worked with angel groups, venture funds, government, educational institutions, and charitable organizations to identify, invest in, and promote fast growing early-stage companies to create technology-based jobs in Wisconsin.

“We grew from an idea to the largest rewards app in the country and employ over 800 incredibly skilled people in under 10 years. I believe that Fetch’s founders, employees, and investors will start and fund dozens of new tech businesses in Wisconsin following the company’s success. This is how ecosystems develop and BrightStar will be there to help seed these new businesses like they were for us.”

— *Wes Schroll, CEO, Fetch Rewards* ★

Believe in Wisconsin.



Be a part of the legacy.

Because investment earnings are reinvested again and again, each donation truly lives forever.

"Brightstar invests wisely, operates with integrity, and adds tremendous value to startups as well as investors."

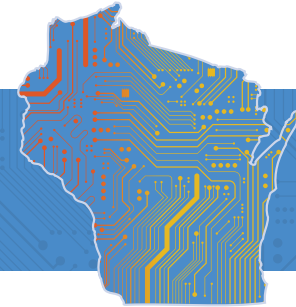
— Matthew Kee, Manager, Tundra Angels ★

"When we provide an incredible outcome for our investors and employees, I can without hesitation say BrightStar played a key role in that success."

— Michael Barbouche, CEO, Forward Health Group ★

"I am proud BrightStar is on our cap table and excited to know that the financial returns we provide them will get right back into the hands of innovative Wisconsin entrepreneurs with game changing ideas, and the investors that support them. When we have a liquidity event, **I will be a donor!**"

— Greg Piefer, CEO, SHINE Technologies ★



Our mission is "to serve as an efficient philanthropic conduit for keeping our best and brightest in Wisconsin by creating high paying jobs that will help our state compete, prosper and thrive."

"BrightStar was the first investment group to support us with capital. We showed proof of concept and then were able to raise over \$1.5MM in new investment, build out a lab, advance exciting corporate relationships, and take the team to over 10 skilled employees. We intend to make Wisconsin the hub for domestically sourced sustainable battery materials in the U.S. and are appreciative of BrightStar's efforts in the beginning to help make it happen."

— Carol Hirschmugl, CEO, COnovate ★

"I have seen firsthand how BrightStar leverages its venture philanthropy model to launch businesses and create tech jobs throughout the state. As the President of the Judd S. Alexander Foundation and an active participant in business development in Central Wisconsin, I can say that we are a proud donor and supporter of BrightStar Wisconsin and its mission. BrightStar is an incredible asset for our state!"

— Gary Freels, Donor ★



## Creating Jobs....Developing and Retaining Talent

In collaboration with Midpoint Ventures, BrightStar has launched a venture studio that helps early-stage founders build software products to attract funding and launch new tech companies in Wisconsin. The studio offers a full-stack development team and is designed to fill product-build and AI talent gaps in the Wisconsin ecosystem working with entrepreneurs, accelerators, investors, higher education, and our corporate citizenry.

"This was the perfect organization for Midpoint to partner with as we hoped to launch a product build studio focused on machine learning and artificial intelligence in Wisconsin. Just in the beginning stages of working together, we have imported startup talent from the East Coast and established new, unique corporate engagements."

— Israel Squires - Midpoint Ventures ★

"BrightStar is an amazing asset in our state. Donated capital is invested in startups to advance the tech economy. Their track record in job creation and talent retention is impressive. BrightStar Wisconsin is a key ally in our mission to inclusively grow the tech ecosystem in Southeastern Wisconsin."

— Kathy Henrich, CEO, MKE Tech Hub Coalition ★

