

WISCONSIN

2018 DEAL FLOW SNAPSHOT



	COMPANY COUNT	DEAL COUNT	MEDIAN CAPITAL INVESTED (Millions)	TOTAL CAPITAL INVESTED (Millions)
2018	79	84	\$0.8	\$252.5
2017	74	74	\$0.4	\$133.7
2016	71	79	\$0.6	\$215.2

Source: Pitchbook

Investments in Wisconsin startups topped \$252 million in 2018, with a total of 84 deals statewide—amounting to a \$119 million increase over 2017 and a \$37 million increase over 2016. These results, based on data from Pitchbook, indicate that Wisconsin’s early-stage ecosystem continues to see increases in companies attracting funding, the number of deals and the total capital invested. The year-to-year variation is likely influenced by companies maturing and raising larger rounds that carry them for multi-year periods, in some cases effectively “skipping over” 2017.

The results in 2018 were dominated by multiple companies maturing and raising significant funds. The progress these companies made is just one sign of a maturing ecosystem with quality companies attracting significant capital. Wisconsin’s startup environment remains strong, with many significant deals taking place, as well as an overall healthy investment volume, which is an indicator that Wisconsin companies are producing promising technologies and products.