

WISCONSIN

2019 DEAL FLOW SNAPSHOT



Year-End Wisconsin Deal Flow Snapshot

	COMPANY COUNT	DEAL COUNT	MEDIAN CAPITAL INVESTED (MILLIONS)	TOTAL CAPITAL INVESTED (MILLIONS)
2019	60	70	\$0.99	\$308
2018	81	92	\$0.52	\$269

Source: Pitchbook

Investment in Wisconsin startups topped \$308 million in 2019, which was a \$39 million increase over 2018 and includes a total of 70 deals statewide, with 10 companies raising over \$10 million and six companies raising over \$20 million. These results, based on data from Pitchbook, indicate that Wisconsin's early-stage ecosystem continues to enable companies to attract funding and increase the total capital invested.

2019 had the highest total dollars invested, at \$308 million, and the second-highest amount of capital invested since 2000. The median capital invested has increased year-over-year and has almost doubled from 2018 to 2019. Also, companies are raising higher dollar amounts per round than in previous years.

Despite the lower number of deals, these numbers follow national trends and are an indicator that Wisconsin companies are able to attract more money from deeper-pocketed investors, often from out of state. Companies from across numerous industries are continuing to find the investment they need to drive innovation, launch products and grow their teams in Wisconsin.