

# ENTREPRENEURSHIP AND INNOVATION IN WISCONSIN: Report on 2020 Program Activity

In 2020, the Wisconsin Economic Development Corporation's (WEDC's) direct assistance programs in the entrepreneurship and innovation area helped 262 businesses. A total of 446 companies that have received support from WEDC startup programs reported 2020 activity of nearly **\$565 million** in new funding and generated over **\$319 million** in revenue for a total of over **\$884 million** in new capital generation. These companies supported 2,232 full-time jobs and 1,952 part-time jobs in Wisconsin and pay an estimated **\$163 million** in annual wages. In addition, WEDC's partners assisted 1,474 companies to create more than 417 new jobs and retain an additional 742 jobs through their own programs supporting entrepreneurship and innovation.\*

## WEDC's entrepreneurship and innovation initiatives and programs include:

- The **Qualified New Business Venture Program**, which helps startups headquartered in Wisconsin raise the capital they need to grow by offering tax credits to investors
- The **Technology Development Loan Program**, which assists companies with the funding necessary to develop and launch high-tech or innovative products and services
- The **Seed Accelerator Program**, which helps support cohort-based lean startup programs throughout the state to help founder teams get the answers critical to moving a new company forward
- The **Capital Catalyst Program**, which helps organizations or communities develop seed funds to invest in early-stage and innovative small businesses that operate in their region, industry or other constituency
- **Entrepreneurship Support Grants**, which help to strengthen entrepreneurial communities by supporting new, unique entrepreneurship programs that would otherwise not be able to move forward
- The **SBIR Advance Program**, administered by UW-Extension's Center for Technology Commercialization (CTC), which aims to fill critical funding gaps for activities that are restricted under federal grant awards, such as market research, customer validation, patent development, business model development and regulatory assessment
- **Entrepreneurial Micro-grants**, administered by the CTC, which help companies develop business plans and competitive proposals for federal Small Business Innovation Research (SBIR) and Small Business Technology Transfer (STTR) grants
- **Partnerships** through which WEDC engages organizations that are well connected in entrepreneurial communities to better target resources to the populations they are intended to help

\* Due to the different conventions used in reports required for the various programs, data for the SBIR/STTR Advance Program and Entrepreneurial Micro-grant programs is given on a fiscal year basis; data for all other programs is given on a calendar year basis.

Companies report to WEDC for a minimum of three years following an award. After completion of the reporting requirements, the company's numbers are no longer included in the annual totals.

## Totals represent the impact of four WEDC programs combined:

Qualified New Business Venture Program, Technology Development Loan Program, Seed Accelerator Program and Capital Catalyst Programs

### 2020 BUSINESSES ASSISTED

340

### BUSINESSES REPORTING

446

### TOTAL JOBS

4,443

### NEW CAPITAL GENERATION

\$884 M

### TOTAL PAYROLL

\$163M

# CAPITAL CATALYST PROGRAM

In 2020, WEDC provided **\$1.6 million** to communities through the Capital Catalyst Program, resulting in \$940,111 in additional investment to 24 businesses, allowing them to generate \$2.9 million in revenue.

## 2020 BUSINESS IMPACT

(61 active awards)

TOTAL JOBS (full time and part time)

**273**

TOTAL SALARIES

**\$7.6M**

ADDITIONAL FUNDING

(includes grants, equity RBF, and loans)

**\$7.6M**

TOTAL BUSINESSES  
ASSISTED 2012-2020



**230**

## ADDITIONAL BUSINESS FUNDING 2012-2020

(all awards)

GRANTS

**\$4.8M**

LOANS

**\$14.9M**

INVESTMENT FUNDING

**\$14.2M**

TOTAL FUNDING

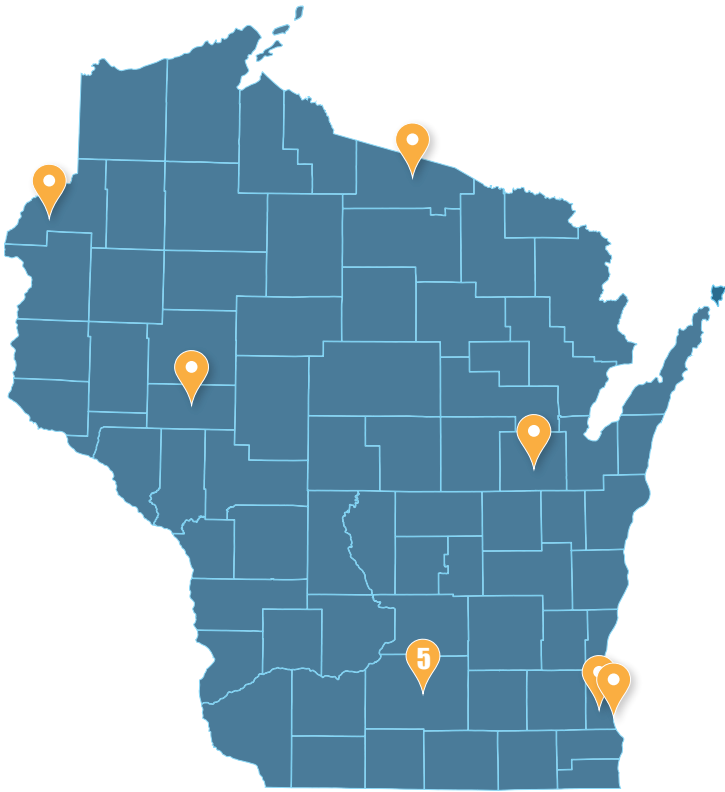
**\$33.9M**

TOTAL REVENUE

**\$150.5M**

# ENTREPRENEURSHIP SUPPORT GRANT

In 2020, 13 projects received a total of \$750,000 in funding to assist approximately 886 businesses, entrepreneurs, and innovators in Wisconsin.



## 2020 IMPACT

NUMBER OF PROJECTS

**13**

TOTAL FUNDING

**\$750k**

TOTAL BUSINESSES/ENTREPRENEURS ASSISTED

**886**

# ENTREPRENEURIAL MICRO-GRANT

Entrepreneurial Micro-grants supported 179 entrepreneurs, with 208 clients receiving support for entrepreneurial training coursework and SBIR application assistance. Because of this program, entrepreneurs were able to move their businesses forward and companies were able to attract **\$17.6 million** in federal grant funding in 2020. This return on WEDC's investment contributes not only to the success of the companies in question, but also to the health of the Wisconsin's overall entrepreneurial ecosystem.

## FY20 ACTIVITY

ENTREPRENEURS

**179**

BUSINESSES ASSISTED

**208**

FEDERAL FUNDING

**\$17.6M**

# QUALIFIED NEW BUSINESS VENTURE

## 2020 BUSINESS IMPACT

TOTAL NEW FUNDING SECURED BY PARTICIPATING COMPANIES

**\$540.4M**

Includes qualifying investments, other private investments, debt and grant funding

TOTAL CREDITS ISSUED

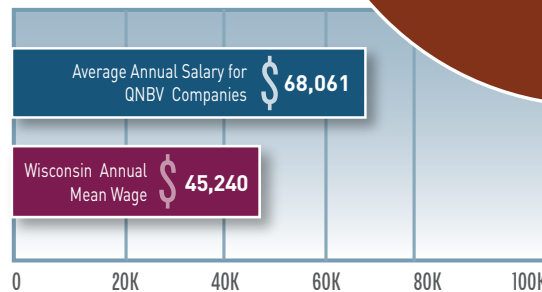
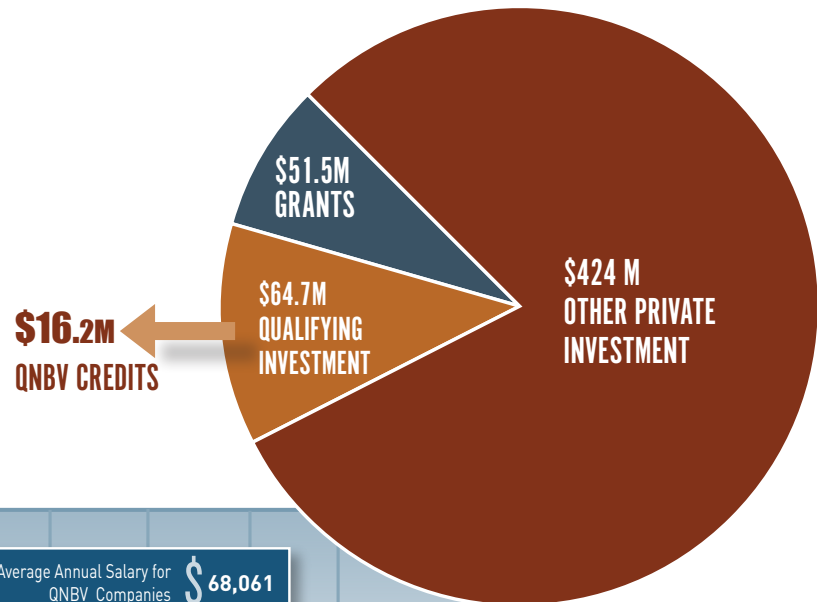
**\$16.2M**

Total tax credits provided in 2020 for investments in certified businesses

NEW QNBV CERTIFICATIONS

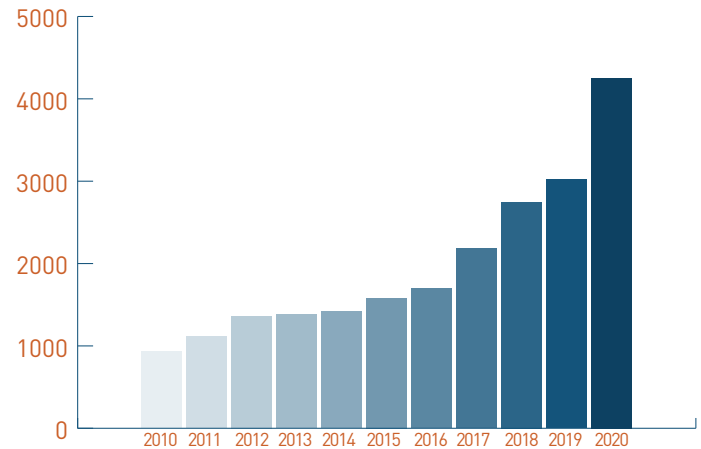
**42**

## FUNDING RECEIVED BY QNBV-CERTIFIED COMPANIES



## TOTAL JOBS AT QNBV-CERTIFIED COMPANIES

As more companies become QNBV-certified, the total number of jobs has grown. These companies are responsible for creating high-paying, high-skilled jobs throughout Wisconsin, demonstrating the program's expanding impact on the state's economy.



## 2020 ANNUAL RESULTS

Angel investments .....	<b>\$44,534,800</b>
Early-stage investments.....	<b>\$20,195,886</b>
Total credits .....	<b>\$16,182,671</b>
Other financing .....	<b>\$424,082,097</b>
Grants .....	<b>\$51,538,757</b>
<b>TOTAL .....</b>	<b>\$540,351,539</b>

Source: Reporting from QNBV-certified companies

Certified companies.....	<b>242</b>
Net new Wisconsin jobs.....	<b>425</b>
Wisconsin full-time jobs.....	<b>2,177</b>
Wisconsin part-time jobs .....	<b>1,952</b>
Total jobs (includes outside Wisconsin) .....	<b>5,472</b>
Full-time average salary .....	<b>\$68,061</b>

Source: Reporting from QNBV-certified companies

# SEED ACCELERATOR

In 2020, accelerators supported by WEDC assisted 31 businesses, providing \$296,500 in funding.

## 2020 BUSINESS IMPACT

(123 active awards)

TOTAL JOBS

**383**

TOTAL SALARIES

**\$11.2M**

ADDITIONAL FUNDING

**\$16.2M**

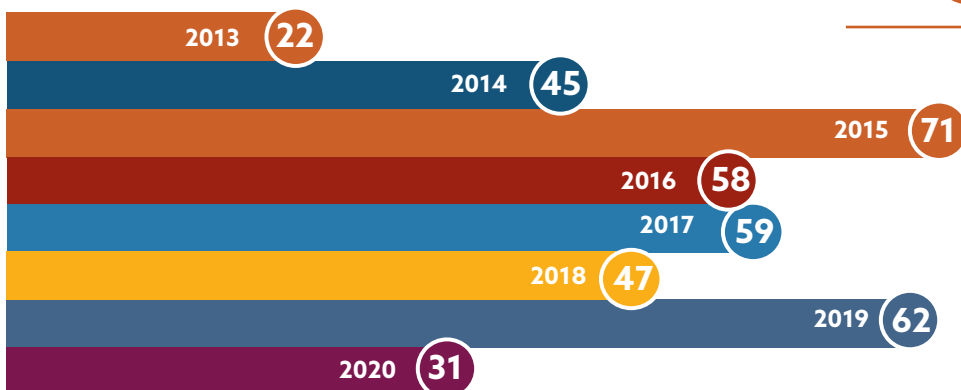
TOTAL BUSINESSES  
ASSISTED 2012-2020

**399**

TOTAL PASS-THROUGH GRANTS

**\$4.5M+**

## BUSINESSES ASSISTED PER YEAR



## ADDITIONAL BUSINESS FUNDING 2012-2020

GRANTS

**\$12.5M**

LOANS

**\$16.8M**

INVESTMENT FUNDING

**\$37.5M**

TOTAL FUNDING

**\$66.8M**

TOTAL REVENUE

**\$98M**

# TECHNOLOGY DEVELOPMENT LOANS

## 2020 PORTFOLIO IMPACT

2020 NEW LOANS

**9**

TOTALING

**\$2.1M**

ACTIVE LOANS

**100**

TOTAL COMPANIES

**67**

NEW FUNDING

**\$74.3M**

REVENUE GENERATED

**\$222M**

TOTAL TDL COMPANY EMPLOYEES

**1,094**

AVERAGE ANNUAL SALARY

**\$57,075**

## SBIR/STTR MATCHING GRANT

### FISCAL YEAR 2020

NEW AWARDS

**17**

INITIAL FEDERAL SBIR FUNDS

**\$1.5M**

TOTAL JOBS

**92**

### FISCAL YEAR 2020

TOTAL SALARIES

**\$4.5M**

\*\*NEW FUNDING SECURED BY RECIPIENTS

**\$6.7M**

### SBIR/STTR PROGRAM FY15-FY20

WEDC funding per award ..... **\$88K**

Businesses assisted ..... **\*103**

Total WEDC funding ..... **\$8M**

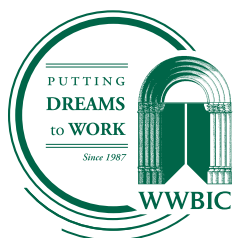
Total leverage generated ..... **\*\*\$97.4M**

\*Some businesses received assistance in more than one year

\*\* Does not include initial federal funds



**UW-Extension's Center for Technology Commercialization (CTC)**, which administers the Entrepreneurial Micro-grant, IDeaVance and SBIR Advance programs, in FY19 provided counseling to 474 distinct business clients—activity that assisted in the creation of 54 new jobs and the retention of an additional 29.



*Education • Lending • Coaching  
Entrepreneurship  
Financial Impact*

**The Wisconsin Women's Business Initiative Corporation (WWBIC)** provides micro-loan assistance, quality business education and hands-on consultation to entrepreneurs, with an emphasis on women, people of color and lower-income individuals. In FY19, WWBIC provided 1,084 clients with counseling services, and WWBIC's micro-loan program provided \$7.3 million in loan financing to small businesses, including 52 startups. WWBIC's assistance is expected to facilitate the creation of 310 new jobs and the retention of 251 positions.



The **BrightStar Wisconsin Foundation** is a 501(c)3-designated nonprofit foundation that manages an equity investment fund capitalized by private donations. BrightStar invests primarily in technology-based, high-growth, early-stage businesses to facilitate job creation and increase economic activity statewide. In FY19, BrightStar made investments totaling nearly \$150,000 in 1 early-stage company, and in calendar 2019, supported a total of 7 jobs.



The **Wisconsin Technology Council (WTC)** contributes to the state's high-tech and entrepreneurial economy through its policy work, hands-on work with investors and companies, educational forums and networking events. In 2019, more than 262 entrepreneurs benefitted from key WTC events and from assistance delivered by WTC's Wisconsin Angel Network, receiving training, guidance and unique opportunities to advance their ventures.

# ENTREPRENEURSHIP TEAM

For more information about the programs in this report, please contact:

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The Wisconsin Economic Development Corporation (WEDC) leads economic development efforts for the state by advancing and maximizing opportunities in Wisconsin for businesses, communities and people to thrive in a globally competitive environment. WEDC provides resources, operational support and financial assistance to companies, partners and communities in Wisconsin. Working with more than 600 regional and local partners, WEDC develops and delivers solutions representative of a highly responsive and coordinated economic development network.



**WISCONSIN ECONOMIC  
DEVELOPMENT CORPORATION**

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