TECHNOLOGY DEVELOPMENT LOAN PROGRAM

WISCONSIN ECONOMIC DEVELOPMENT

VENTURE DEBT TO ACCELERATE INNOVATION FROM CONCEPT TO MARKET

Early-stage innovation rarely fits traditional financing models. From concept development and prototyping to commercialization and market analysis, startups often face a critical funding gap before financing becomes widely available. Recognizing the need to provide early-stage capital to help more companies launch, the Wisconsin Economic Development Corporation (WEDC) provides venture debt financing for companies developing innovative, technology-driven products or services with significant market potential.

How it works

Companies that provide high-tech or innovative solutions with national or global market potential are eligible for WEDC **Technology Development Loans**, which are tailored to the evolving needs businesses face as they move through their development cycle.

Structured to complement—not replace—equity, TDL supports:

- Concept and product development
- Prototyping and technical validation
- Market research and early commercialization
- Milestone achievement that unlocks future equity rounds

WEDC financing is available for up to 20% of an investment round, structured as a set loan term with warrants.

Eligibility criteria

Investment decisions are based on:

- Demonstrated funding gap and need for venture debt
- Ability to leverage private investment capital alongside TDL
- Strength and experience of the management team
- Clear path to commercialization and scale
- Potential for long-term economic impact in Wisconsin

APPLYING FOR A TECHNOLOGY DEVELOPMENT LOAN

For more information about loan programs and requirements or to obtain an application, contact:

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Please be prepared to submit an up-to-date business plan or executive summary.