Global Entrepreneurship Event Comes to Wisconsin
First “Startup Weekend Madison” To Be Held April 27-29 at Madison College

Madison, WI (April 5, 2012) – Wisconsin’s first “Startup Weekend Madison” is coming to Madison April 27-29. A joint effort of UW-Madison, Madison College, Edgewood College, Capital Entrepreneurs, and Sector67, the goal of Startup Weekend Madison is to bring together entrepreneurial minds from Southern Wisconsin to encourage collaboration on innovative projects and form new startup companies. The event will be held at Madison College’s West Campus, 302 South Gammon Road, Madison.

The weekend-long, hands-on experience affords an opportunity for entrepreneurs and aspiring entrepreneurs to learn if their startup ideas are viable. Nearly 500 Startup Weekends have taken place around the globe and 200 more are being planned. Developers, designers, marketers, product managers and startup enthusiasts come together to share ideas, form teams, build products, launch startups and compete for prizes during the 54-hour workshop. Though all entrepreneurs are welcome to participate, the experience is especially useful to entrepreneurs who are interested in receiving feedback on an idea, seek a co-founder, or wish to learn new skills.

Lorin Toepper is the Executive Director of Economic and Workforce Development -Southwest Region at Madison College and chairs the Startup Weekend Madison Committee. “Startup Weekends are risk-free environments where everyone is expected to roll up their sleeves and dive into the exhilarating world of startups,” says Toepper. “This is an intensive, fun and high-energy opportunity to create something new with a team of innovative thinkers. We’re proud to be bringing it to Wisconsin.”

Startup Weekend Madison is one of the signature bookend events of Capital Entrepreneurs Week, which will feature a series of experiential, educational, and social opportunities for entrepreneurs. The events kick off on Wednesday, April 25, with the Capital Entrepreneurs Open Social and finish with “3-Day Startup Madison,” a weekend event for pre-registered teams of student entrepreneurs. For a complete event listing with details, visit http://www.capitalentrepreneurs.com/week/.

Registration for the event, which covers the cost of instruction, mentorship, seven locally prepared meals, and a Startup Weekend Madison T-shirt and water bottle, is now being accepted. Participants who register by April 13 will receive an early bird discount and student discounts are also available. The cost ranges from $49-$99 for the full weekend. Accommodations are not included in the registration fee. To register or for more information, go to http://madison.startupweekend.org/.

Startup Weekend Madison is sponsored by Google, Earth Information Technologies, Gener8tor, and Neider & Boucher.

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