



Wisconsin Patriot Boot Camp Madison, WI - September 2014

www.techstars.com/patriotbootcamp

Patriot Boot Camp, presented by Techstars

Scheduled for September 26-28 at Wisconsin Institutes for Discovery & gener8tor

The early-decision application deadline for the Wisconsin Patriot Boot Camp (PBC), presented by Techstars, is today, Friday, August 29th. We encourage all interested candidates to apply now at: techstars.com/patriotbootcamp

PBC's mission is to engage, inspire, and mentor military veterans to start, innovate, and scale the next generation of high-growth companies. All veterans and direct family members throughout the U.S. are encouraged to apply and special consideration is made for active duty service members who are deployed that anticipate a career transition. While one dozen applicants will soon be notified of early-decision selection on the rolling admissions process, the final deadline for applications has been extended from Friday, September 5, 2014, to Friday, September 12, 2014, "based on feedback from some applicants and event partners, to make sure we reach as many veterans as we can to give them the chance to participate," said Michael Ertmer, Director, Wisconsin Patriot Boot Camp. As an incentive for veterans to apply before the deadline, Michael Maher at Benjamin's Desk in Philadelphia is offering \$100 to each of the next 10 accepted applicants that need to travel to the event to help cover their costs.

The September 26–28, 2014, event will be held in Madison, WI, and is the only "Midwest" regional event currently planned this year. Techstars is expanding its national PBC program from previous, annual events in Washington, DC (2012 & 2013) and New York City (2014) in favor of ~quarterly, regional events to engage and impact more entrepreneurs who are military veterans, spouses of veterans, or direct family members. The first two days, Friday & Saturday, will be at the Wisconsin Institutes for Discovery on the UW-Madison campus, at 330 North Orchard Street, Madison, WI 53715. Sunday will be held at gener8tor Madison, 30 West Mifflin Street, Madison, WI 53703, a member of the Global Accelerator Network (GAN). Techstars launched GAN in January 2011. gener8tor Madison will offer the veterans the opportunity to work directly with a leading startup accelerator and enjoy a tailgate to watch the Packers-Bears football game to end the weekend. The tailgate will be open to the entire startup community.

While PBC is free for veterans and all participants, the regional approach makes it less expensive for veterans to travel and offers more calendar opportunities to fit their schedule. It also allows the PBC to focus on producing useful and impactful programming led by Techstars alumni, military veteran entrepreneurs, and regional business leaders that will help each entrepreneur make meaningful progress to help them get accepted into a startup accelerator, get a referral to their first customer, improve their ability to attract investment capital, or whatever they need to make the next step towards success.

"A key metric of the PBC's success is measured by the alumni that were selected for a Techstars accelerator, and other Global Accelerator Network (GAN) programs, like gener8tor" said Taylor McLemore, Founder and Director, Patriot Boot Camp, Techstars. Troy Henikoff, Managing Director, Techstars Chicago will speak and mentor at the event. Gregory Coleman (Lt.Col, USAF Reserve), President and COO of Nexercise, and Commander, 113th Force Support Squadron, Joint Base Andrews, MD, is also scheduled to speak and mentor. Coleman graduated from PBC 2012 and his company was selected for the inaugural Techstars Chicago 2013 class.



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"Every mentor we have contacted has leapt the chance to participate and we're proud to announce Open Prairie Ventures as the first sponsor of the event. Several other potential sponsors are interested and we appreciate the enthusiasm and generous support of gener8tor" said Ertmer. SoftLayer is also a returning sponsor from each previous PBC. The event is led and run by Michael Ertmer (Captain, U.S. Army, ret.), a private equity and startup executive, and Christopher Johnson (U.S. Air Force, ret.), Ph.D., Wisconsin PBC Program Manager, and Associate Lecturer and Director of Flight Simulation Research, Department of Industrial & Systems Engineering, University of Wisconsin – Madison. Both are alumni of Techstars PBC 2013 in Washington, DC; Ertmer also attended PBC 2014 hosted by Goldman Sachs in New York City.

The Patriot Boot Camp in Madison will be the first program organized and led by PBC alumni, partnering with local military veteran entrepreneurs, and other Wisconsin business leaders and sponsors. The PBC event has a high success rate helping veterans get selected for startup accelerators, including Techstars, and secure angel/venture investments, by connecting them directly with some of the most successful CEOs and startup mentors in the country.

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Patriot Boot Camp is part of Techstars' Risingstars program and offers an intense, 3-day program focused on our nations' veterans and their families, intended to be the catalyst to spark a company, find a co-founder, or connect with business and startup mentors.

Over the course of the event, Patriot Boot Camp leverages the Techstars network to provide entrepreneurial education and mentoring that helps participants solidify a business idea, improve their fundraising pitch, and demonstrate progress along their entrepreneurial and employment path.

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