



FOR IMMEDIATE RELEASE (March 23, 2017)

Contact: Tom Still or Cassidy Wartenweiler at 608-442-7557

To learn more online: www.wisconsintechcouncil.com

‘The Crucible’: How to (and not to) pitch to investors is April 13 Innovation Network-Northeast topic

GREEN BAY – Learn the “do’s” and “don’ts” of pitching to investors by watching a panel of seasoned investors critique an early stage company presentation during the **Thursday, April 13** meeting of the Tech Council Innovation Network in Green Bay.

The luncheon is in partnership with the Forum for Innovation, which will focus on high-growth companies in the region, and [NEW North](#), the regional economic development group. It will be held at [Lindquist Machine Corporation](#), 610 Baeten Road, Green Bay. Registration begins at 11:30 a.m., lunch at noon and the presentation at 12:30 p.m. The cost is \$10 for individual members and students, \$20 for general admission and included for Tech Council corporate members. [Click here to register](#).

“The Crucible” is a forum in which an early-stage, high-impact entrepreneur is invited to pitch a business plan to a reaction panel of investors and an audience of business leaders and other entrepreneurs. The presentation is the same as a company would make when seeking to raise funds. The investors will be just as tough on the presenting team as they would be in a private meeting and will offer constant feedback throughout the presentation.

The presenting entrepreneur is **Dave Franke**, founder and president of **Four Points Products**, which has developed a series of building products for use in residential and commercial construction. It uses its proprietary production equipment to enhance product performance, product features and to reduce product costs. Four Points has a working production prototype, multiple patents pending, manufacturing and distribution alliances, initial sales orders and commitments for one-third of new production machine’s capacity.

Investor panelists will be announced soon. **Mark Kaiser**, president and chief executive officer of [Lindquist Machine Corp.](#), will be on hand to describe his company’s efforts to support innovation in manufacturing through its accelerator and other regional efforts. Lindquist offers full-service custom machine-building services in a variety of industrial sectors.

The [Wisconsin Technology Council](#) is the independent, non-profit science and technology adviser to the governor and Legislature, with events, publications and outreach that contribute to Wisconsin’s tech-based economy. To join, go to www.wisconsintechcouncil.com or call 608-442-7557.

###