



News advisory

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Gateway to hold Launch Box business pitch competition

With tools and skills gained through an intense, 12-week business mentoring program, entrepreneurs of five area businesses will compete for seed grants by making a 4-minute pitch to a panel of judges 9 a.m. to 11 a.m. Nov. 21 in the auditorium of the SC Johnson integrated Manufacturing and Engineering Technology Center, 2320 Renaissance Blvd.

The entrepreneurs are part of Gateway's Launch Box Accelerator Program, an effort to help them to start or grow their business. Wisconsin Economic Development Corporation awarded Gateway a grant to support the program.

The area entrepreneurs took part in the program to help them grow their business, such as working on revenue models, customer surveys, prototypes and working to make sure their business is profitable. Racine County and Educator's Credit Union provided matching funds for the effort.

Launch Box hosted the accelerator program and offered such resources as prototyping at the Fab Lab housed at Gateway's SC Johnson iMET Center in Sturtevant, connecting with area entrepreneurs and providing business space at its facility.

The entrepreneurs, and their businesses, who will compete are:

- Build-a-Bow, Alex Upendo
- CalmLet, Erin Magennis
- Mt. Sinai Gym, Alexander Ersing
- Muller Motors, Seth Muller
- Wings of Fire, Kristina Watanabe

The judging panel includes:

- Debbie Davidson, vice president, Gateway Business & Workforce Solutions division
- Kate Walker, director of operations – Gateway Business & Workforce Solutions division
- Elmer Moore, executive director, ScaleUp Milwaukee
- James Hauser, assistant vice president, Commercial Lending Tri City National Bank
- Robert Martin, UW-Parkside SBDC (retired)

Gateway Technical College collaborates with communities in Kenosha, Racine and Walworth counties to ensure economic growth and viability by providing education, training, leadership and technological resources to meet the changing needs of students, employers and communities.

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