



Our Mission

Wisconsin is home to one of the world's great research universities, a byproduct of which is a deep, well-trained, and very capable pool of talent, ambition, and potential. This setting presents a tremendous opportunity for investors, entrepreneurs, and the state as a whole.

Wisconsin Investment and Strategic Capital Partners, known as WISC Partners, is committed to building wealth by providing Strategic Operating Capital to entrepreneurs who have the potential to build great companies that solve important customer problems.

We do so by applying expertise gained from our experiences and successes in Silicon Valley to promising ventures in Wisconsin. And we tap into our worldwide network of Wisconsin associated connections for additional knowhow, business development opportunities, and capital to further boost our efforts.

We refer to this as Strategic Operating Capital, which could not be more different than traditional, more passive investment. It is highly engaged, finely tuned, and directed at accelerating growth and value for both investors and entrepreneurs.

We are not seeking to replicate Silicon Valley, but instead to build a community of investors and entrepreneurs that is uniquely Wisconsin and highly successful. We know that the characteristics and potential for this success are here, so our mission at WISC Partners is to simply to develop and deliver on it for the good of all.

Our Team

- Mike Splinter, Chairman of Applied Materials
- David Guinther, CEO of Threadian and of XY Wellness
- Chris Wheeler, CEO of Corporate Labs
- Cameron Ackbury, Managing Director of DaggerFoil Group
- Allen Dines, University of WI Office of Corporate Relations
- Craig Johnson, VP Sales of Connexed Technologies

Our Approach

We feel that comparable early stage companies are frequently over-valued in places like Silicon Valley and frequently under-valued in places like Wisconsin. This discrepancy presents an opportunity to investors, particularly when the underlying causes of initial under-valuation are then directly addressed post-investment.

How do we address the underlying causes? By providing our investment portfolio with far more than funding.

Once again, our mission at WISC Partners is to create wealth by helping a portfolio of well-chosen entrepreneurs build great companies that solve important customer problems. Our approach to accomplishing this is to deliver Strategic Operating Capital to these investments, and this is part of what makes us so unique.

Our Strategic Operating Capital couples funding with company building experience, product and market expertise, corporate and business development networks, and highly engaged executive support. Our approach is to give our investment portfolio every possible advantage and opportunity to be highly successful.

Our team brings to our investors and investments a perspective and track record honed in Silicon Valley. As entrepreneurs, we know how to build great companies. As investors, we know how to identify promising ideas, products, market opportunities, and management teams. As executives, we know how to effectively deliver as promised.

And our team is an extended one in that we tap into our worldwide network of executive contacts and their expertise in order to ensure that we provide the ideal mix of insights and hands-on support to each venture.

We seek to lead investment rounds and look for high potential, capital efficient investment opportunities for which our Strategic Operating Capital will effectively accelerate their growth and value. We then develop a customized Plan A2, which by becoming an extension and amplification of a company's existing Plan delivers an important strategic advantage.

Simply put, our approach at WISC Partners is to put well-chosen ventures in the best possible position to achieve our shared goal of growth and wealth creation. We believe in Wisconsin and its future, and we are committed to delivering impressive returns to our investors, our entrepreneurs, and our state as a whole.

For More Information

Please visit and contact us at www.wiscpartners.com.