

FOR IMMEDIATE RELEASE

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Southeast Wisconsin Pitch Perfect Competition to Spotlight Region's Top Startups

KENOSHA, WI — The Southeast Wisconsin Pitch Perfect competition will bring the region's brightest entrepreneurial talent center stage on **November 12, 2025**, at the newly opened **Kenosha Innovation Center (KIC)**. This premier pitch event represents a collaborative effort by the economic development organizations of **Kenosha, Racine, and Walworth counties** to identify, elevate, and invest in promising startups fueling the future of Wisconsin's innovation economy.

- **Applications are open now** through **September 17, 2025, at 11:59 PM**, for early-stage companies ready to showcase their groundbreaking ideas. Selected finalists will be notified by **October 1**, followed by a multi-day workshop series October 13–17 to refine business models, sharpen pitches, and connect with experienced mentors and investors. Finalists will return to KIC for a **Pitch Practice Session** on **November 12, 2025, from 1–3 PM**, just hours before taking the stage. Participants must be a resident or work within Kenosha, Racine, or Walworth County; be 18 years of age and a U.S. citizen. Applications and more information can be found at www.kin-kenosha.org/pitchperfect.
- **Prize Breakdown**
 - First \$5,000
 - Second \$3000
 - Third \$1500
 - Audience Favorite \$500

The event is designed to be more than a competition—it's a launchpad.

QUOTES FROM PARTNERS:

Kelly Armstrong, Kenosha Innovation Neighborhood (KIN), said:

“Pitch Perfect is about spotlighting the next wave of visionary founders who are building the future right here in our backyard. The Kenosha Innovation Center is the ideal launchpad for bold ideas—and we're thrilled to host this regional platform that turns vision into velocity.”

Laura Million, Racine County Economic Development Corporation (RCEDC)

“We’re not just cheering on entrepreneurs—we’re supporting and connecting them with resources, guidance, and real capital. Pitch Perfect is a powerful signal that Southeast Wisconsin is all-in on innovation.”

Derek D’Auria, Executive Director of the Walworth County Economic Development Alliance (WCEDA), added:

“Startups need more than a stage—they need a community that sees their potential and helps them scale. That’s what Pitch Perfect is creating. We’re excited to lift up the game-changing talent across our three counties.”

Startups across all sectors are encouraged to apply—especially those building solutions in advanced manufacturing, biohealth, clean energy, and technology.

The Pitch Perfect competition is part of a broader regional strategy to grow a connected and collaborative innovation ecosystem throughout Southeast Wisconsin.

For full details and to apply, visit: <https://www.kin-kenosha.org/entrepreneurship>

This event is brought to you by Chase, Kenosha Area Business Alliance (KABA), Racine County Economic Development (RCEDC), Walworth County Economic Development Alliance, Inc., Kenosha Innovation Neighborhood, Tech-Prize, Gener8tor, UW Parkside, Gateway Technical College, and Carthage College.