

The Froedtert & the Medical College of Wisconsin health network and Northwestern Mutual Partner to Host Reverse Pitch MKE during Startup Milwaukee Week

Entrepreneurs will compete to earn two seed investments up to \$90,000

The Froedtert & the Medical College of Wisconsin (MCW) health network and Northwestern Mutual today announced the companies will host a virtual [Reverse Pitch MKE](#) during Startup Milwaukee Week. On November 11, executives from the companies will pitch to entrepreneurs, each outlining two business challenges they are looking to explore and solve. Select entrepreneurs will be invited to pitch back their proposed solutions in February 2021, for a chance to earn a \$10,000 prize subject to standard terms and conditions, and a seed investment up to \$90,000 from either Inception Health, the innovation arm of Froedtert Health, or Northwestern Mutual's Cream City Venture Capital.

Reverse Pitch MKE is open to all innovators, startups and creatives, and this year's event is focused on increasing the number of diverse entrepreneur participants to help them build and grow their businesses in Milwaukee. In addition to funding, entrepreneurs will receive access to corporate mentors and networks, co-locating space, and up to \$2,000 in legal services provided by Godfrey & Kahn, S.C.

Reverse Pitch MKE is one of the many Startup Milwaukee Week events building momentum in the region's startup community and connecting entrepreneurs with the resources they need to keep their ideas and businesses growing.

"The Froedtert & the Medical College of Wisconsin health network believes in driving innovation by successfully collaborating with innovative companies and individuals to solve key health care problems, develop new ideas, and scale those solutions across the health network," said Mike Anderes, chief digital officer for Froedtert Health and the president of Inception Health. "We're extremely excited to collaborate with Northwestern Mutual on this initiative in an effort to continue to advance the tech and innovation ecosystem here in Southeast Wisconsin."

At the virtual Reverse Pitch MKE event, the Froedtert & the MCW health network will share challenges related to addressing the impact of social isolation and loneliness on health, given the recent impacts of COVID-19, and supporting individuals with challenges that inhibit engagement with digital health services. Northwestern Mutual will present challenges related to developing an innovative approach to creating a diverse talent pool, as well as building financial security for the next generation.

"Events like Reverse Pitch MKE allow us to connect with startups in new ways and develop technologies to solve real business needs," said Abim Kolawole, vice president of digital innovation at Northwestern Mutual. "This year, Reverse Pitch MKE will provide an important opportunity to support diverse entrepreneurs in our community. We welcome and encourage diversity of thought and experiences at Northwestern Mutual and are excited to partner with the Froedtert & the MCW health network to reach even more diverse entrepreneurs in our community."

Individuals and teams interested in pitching solutions to the challenges are encouraged to register with their intent to apply by December 2, which will provide them with access to additional information about the challenges and resources to help them prepare to pitch back. To learn more about Reverse Pitch MKE and to register to attend on November 11, please visit <https://mketech.org/reversepitchmke/>.

Startup Milwaukee Week connects high-growth entrepreneurs with the resources they need to launch and scale high-growth tech companies in the Milwaukee region. The 5th annual event is taking place virtually, November 11 - 18, 2020 and is supported by Husch Blackwell, Northwestern Mutual, the Wisconsin Economic Development Corporation and Skills Pipeline. To view the full calendar of events, visit StartupWI.org.

About Froedtert & the Medical College of Wisconsin

The Froedtert & the Medical College of Wisconsin regional health network is a partnership between Froedtert Health and the Medical College of Wisconsin supporting a shared mission of patient care, innovation, medical research and education. Our health network operates eastern Wisconsin's only academic medical center and adult Level I Trauma Center at Froedtert Hospital, Milwaukee, an internationally recognized training and research center engaged in thousands of clinical trials and studies. The Froedtert & MCW health network, which includes five hospitals, nearly 2,000 physicians and more than 40 health centers and clinics, draws patients

from throughout the Midwest and the nation. In our most recent fiscal year, outpatient visits exceeded 1.3 million, inpatient admissions to our hospitals were 52,855 and visits to our network physicians totaled 1,059,268. For more information, visit froedtert.com.

About Northwestern Mutual

Northwestern Mutual has been helping people and businesses achieve financial security for more than 160 years. Through a holistic planning approach, Northwestern Mutual combines the expertise of its financial professionals with a personalized digital experience and industry-leading products to help its clients plan for what's most important. With \$290.3 billion in total assets, \$29.9 billion in revenues, and \$1.9 trillion worth of life insurance protection in force, Northwestern Mutual delivers financial security to more than 4.6 million people with life, disability income and long-term care insurance, annuities, and brokerage and advisory services. The company manages more than \$161 billion of investments owned by its clients and held or managed through its wealth management and investment services businesses. Northwestern Mutual ranks 102 on the 2020 FORTUNE 500 and is recognized by FORTUNE® as one of the "World's Most Admired" life insurance companies in 2020.

Northwestern Mutual is the marketing name for The Northwestern Mutual Life Insurance Company (NM) (life and disability insurance, annuities, and life insurance with long-term care benefits) and its subsidiaries in Milwaukee, WI. Subsidiaries include **Northwestern Mutual Investment Services, LLC** (investment brokerage services), broker-dealer, registered investment adviser, member FINRA and SIPC; the Northwestern Mutual Wealth Management Company® (investment advisory and trust services), a federal savings bank; and Northwestern Long Term Care Insurance Company.

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