



## **WEDC/Wi2 Seed Fund**

### **FAQ's**

#### **1.) What is the Wisconsin Technology Innovation Initiative (Wi2) (pronounced *Wee-Two*)?**

Wi2 is a 501(c)(3) corporation aligned with UW-Madison for charitable, scientific and education purposes, including:

- Support the mission of the University of Wisconsin-Madison School of Medicine and Public Health (SMPH) to improve human and animal health by alleviating the effects of disease,
- Enhance the ability of the University of Wisconsin (UW) to educate students in the process of medical product development,
- Provide increased opportunities for outreach by faculty and staff of SMPH to use their skills in the product development process, and
- Support the transition into the marketplace of useful technology developed at the UW and other research institutions.

#### **2.) What is the Capital Catalyst Program?**

The Capital Catalyst program provides grants to communities and other entities to capitalize a seed fund that provides capital to high-growth startup and emerging growth companies. The grant from WEDC must be matched on a 1:1 basis by the community/entity. The seed fund created by Capital Catalyst dollars and the required match is managed and administered by the community/entity to provide capital to eligible businesses in the form of grants, loans or investments (equity or royalty-based). No amount of the Capital Catalyst or matching funds may be used for administrative expenses.

#### **3. What is the Wisconsin Alzheimer's Institute (WAI)?**

The Wisconsin Alzheimer's Institute (WAI) was established in 1998 as a center within the University of Wisconsin School of Medicine and Public Health. WAI is a public/private partnership with a vision of collaboration with state and local partners to provide service, outreach, education and research that improve the lives of the people of Wisconsin.

The WAI receives core funding from the State of Wisconsin, research funding from the National Institute of Health and program funding from the Helen Bader Foundation. These funds are used for research in Alzheimer's disease prevention and programs and services that support persons and families affected by the disease.

#### **4.) Who is eligible for funding from the Seed Fund?**

Applicants for funding will be invited to submit a pre-proposal. Initial investments will be focused on the SMPH at UW-Madison. Projects that have already collected the majority of useful data, have a plausible rationale for commercial application, and are suitable for commercial bridge investment will be given highest priority.

#### **5.) How will awards be determined?**

Investment decisions will be made by an investment committee with representatives from Wi2 and WEDC, along with two content experts.

#### **6.) What are the potential benefits of this Seed Fund for Wisconsin?**

The benefits of these investments include the creation of new businesses, retention of UW System school graduates in the state, advancement of technologies that improve human health and welfare.

#### **7.) What is the relationship between Wi2 and the Wisconsin Alumni Research Foundation (WARF)?**

WARF advances scientific research at UW-Madison by patenting technologies from the university and licensing the inventions to companies or investors. The role of Wi2 is to actively develop technologies to the point that intellectual property (IP) protection is merited.

#### **8.) How is Wi2 different than the Discovery to Product program at UW-Madison?**

Discovery to Product (D2P) is an *internal* program at the UW designed to provide UW faculty, staff and students with resources to help transform ideas and discovery into companies and products. Wi2 is a private, *external* 501(c)(3) corporation aligned with UW, designed to develop innovative technologies by leveraging relationships and resources both inside and outside of the university. Technologies developed by Wi2 will generally be considerably later-stage than those selected by D2P. Also, for the time being, Wi2 is focusing exclusively on medical technologies.

#### **9.) Where can I get more information?**

Speak with Kurt J. Zimmerman, Chief Financial Officer, Wi2 (email: [Zimmerman\\_kurt@aol.com](mailto:Zimmerman_kurt@aol.com); phone: 608-219-6425) or Lisa Johnson, Vice President of Entrepreneurship and Innovation at WEDC. (email: [lisa.johnson@wedc.org](mailto:lisa.johnson@wedc.org); phone: 608-210-6828)