



## On The Prowl: The Research Review

October 2023

### Programs & Events

#### UWM Engage Speed Mentoring

Do you have an innovative idea in need of objective and constructive feedback? Join us for the next UWM Engage Speed Mentoring session at the Lubar Entrepreneurship Center on November 20, 2023.

**How it works.** Depending on the number of mentees, each conversation lasts between eight and ten minutes. In the first two minutes, each mentee describes their product or company without divulging any confidential information. In the next 3-4 minutes the goal is to highlight key points and outline areas where they still need help. With the remaining time the experienced and diverse mentors can provide feedback and answer as many questions as possible. When time is up, mentees switch to a new mentor and repeat the process.

Event Time: Monday, November 20th, 5-6:30pm

Event Location: Lubar Entrepreneurship Center,  
1st floor American Family Dream Studio

Beverages and Snacks included.

[Register Here](#)



Mentees engage in conversations from experienced professionals at previous speed mentoring events.

#### Introduction to Copyrights

It is no surprise that UWM faculty create a wide variety of original works. But do you know how to protect these valuable works? On September 20th the UWMRF team joined with the expertise of Jeffrey D. Peterson and Laura Lamansky from the Law office of Michael Best to provide insights into the complexities of copyright and copyright licensing.

This hybrid gathering took place at the UWM Lubar Entrepreneurship Center in the Touchdown space over the lunch hour. The UWMRF team recorded the presentation for the continued innovation of UWM faculty.

[Video Link](#)

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## Learning how UWM collaborates with WisDOT

By Erin Puro, UWMRF Technology Commercialization Manager

On October 6th, I attended the [2023 Southeast Wisconsin Transportation Symposium](#). This event is co-hosted by UW-Milwaukee's [Institute for Physical Infrastructure and Transportation](#) and the Wisconsin Department of Transportation (WisDOT). The event showcased university fundamental research projects and how they translate into further projects, practices, and policies that have impact on our lives. The intersection of innovation in public and private sectors was captured in this well-rounded event.

[Read Full Story Here](#)

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## Healthcare Innovation Pitch Event

Congrats to Sanacor and JoyStik, the two winners of Wisconsin's annual Healthcare Innovation Pitch event (HIP). This event is hosted by **Bridge to Cures** in partnership with the **Clinical & Translational Science Institute's AMPDNR program** (Accelerating Medical Product Development through Networked Resources). Eight of the top Healthcare or HealthTech startups from regional universities and the community competed for \$20,000 in seed funds and investor exposure, a one-year membership to Milwaukee Venture Partners, and \$1,500 of healthcare for two employees through Tip a ScRxpt.

If you are a startup focused on healthcare or healthtech, be sure to check out the AMPD resources page or contact UWMRF President Jessica Silvaggi who is a member of the executive committee to learn more.

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## Events and Deadlines

### Early-Stage Symposium

November 8-9th

Monona Terrace Convention Center Madison

[More Information](#)



Wisconsin  
Technology  
Council

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*The UWM Engage presents:  
Financial Projections for Startups & Small Businesses*

*Wednesday, November 15th*

**Lubar Entrepreneurship Center (LEC)  
2nd Floor Touchdown & Launch Space  
12-1pm  
Hybrid Option**

**Register Here**

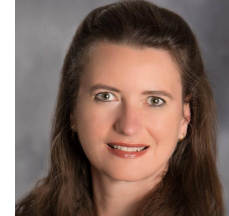
Entrepreneurs are often faced with the task of preparing financial projections in search of funding and analyzing financial statements in making important decisions. This discussion will feature financial perspectives from three panelists.



Karen Plunkett is a former series 7 licensed investment professional and a licensed architect. Most recently, she is a Founder and Managing Director for an Angel Investment Network, which vets and funds early stage, emerging market companies, mostly in the Midwest. When not working in finance she spends her time as President of a property management / incubator for underserved small business owners and also serves as the chairperson of a private foundation, focused on innovation and healthcare and local projects.



With over two decades of experience in the finance, lending and statistical fields, combined with an MBA education, Jasmine Mercado is a seasoned corporate professional and nonprofit leader. Her strong project management, relationship building, and critical analytical skills have enabled her to excel in her current role as a Business Development Officer Senior, VP at Huntington National Bank, where she oversees sixteen bank branch locations in the WI market.



Lucy Waldhuetter has more than 20 years of strategic business consulting, engineering, operational, financial and project management experience. Lucy is passionate about working with small and midsize businesses, and help them identify, analyze, and facilitate strategic opportunities and initiatives, assist with access to financing, improve organizational effectiveness and performance, inspire change, and assist with implementation innovative and strategic initiatives.

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