



12/16/2015

City of Madison Economic Development Division
Attn: Ruth Rohlich
PO Box 2983
Madison, WI 53701-2983

Dear Ruth:

I am pleased to lend my support, and the support of Madison Development Corporation (MDC) for Doyenne Group's application to receive the Entrepreneurship & Small Business Development Resource Fund (RFP # 8452-0-2015-RR).

I strongly believe MDC's collaboration with Doyenne Group, Inc. is vital to the entrepreneurial and small business community within Madison and will create a broader more integrated and economically robust city focused on improving number of firms created, increase number of jobs available, and add additional revenues towards economic prosperity within Madison. Madison already has many entrepreneurs and early-stage businesses on the verge of taking it to the next level of success. Through Doyenne Group, Inc.'s securing of funding from the Entrepreneurship & Small Business Development Resource Fund they will be able to support these businesses get there.

MDC now funds 6 to 10 technology businesses annually. Collaboration between MDC and Doyenne Group can leverage our respective financing. MDC does not provide technical assistance to these businesses. Support from Doyenne Group can increase the success for early-stage businesses, and increase the success rate of disadvantaged business owners in accessing MDC financing.

Working together, we can make Madison a nationally recognized top city for women & minority business owners as a place to launch, be received by a community of support for entrepreneurs, and increase economic prosperity amongst all citizens of Madison. I strongly hope you will support this application.

Sincerely,

Frank Staniszewski,
President
Madison Development Corporation



BrightStar
WISCONSIN

710 North Plankinton Suite 340
Milwaukee, WI 53203

Ph: (414) 224-6000
BrightStarwi.org

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Board of Directors*

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THOMAS SHANNON

our Staff

THOMAS SHANNON
President & CEO

LORRIE HEINEMANN
Vice President

FRED RAASCH
Business Manager

TODD SOBOTKA
Portfolio Manager

Job Creation Through Capital Donation

December 11, 2015

Re: City of Madison Seed Fund – Doyenne Application

Dear Ms. Rohlich:

As a Doyenne Group supporter I am personally pleased to lend my strong support for Doyenne's application to the Entrepreneurship & Small Business Development Resource Fund (RFP # 8452-0-2015-RR).

The opportunity for BrightStar Wisconsin Foundation to receive potential investment deals from the Doyenne Group brings value to the greater Madison area in 2 ways:

1. It expands our sources of potential job creating companies to invest in
2. It gives us a new Resource to send companies to for funding

Our collaborative efforts are vital to Madison's entrepreneurial and small business community. The Doyenne mission is focused on enhancing business creation, increasing job opportunities and generating revenues that will build economic prosperity throughout the region.

Madison is already home to businesses ready to scale to the next level. Many of them woman or minority owned, including several in our BrightStar portfolio. Financial support from the Entrepreneurship & Small Business Development Resource Fund will enable the Doyenne Group to support these businesses in their next phase of growth and beyond.

Together we can make Madison a nationally recognized city that appeals not just to women and minority business owners but also to the broader entrepreneurial community. I strongly encourage you to support the Doyenne Group's application for funding.

Sincerely,

Lorrie KH

Lorrie Keating Heinemann, MBA
BrightStar Wisconsin Foundation, Inc.
33 E. Main, Suite 400, Madison, WI 53703
c. 920 450 1313
e. LHeinemann@BrightStarwi.org



GREATER MADISON
CHAMBER of COMMERCE

December 17, 2015

Dear Ms. Rohlich:

I am writing in support of the Entrepreneurship & Small Business Development Resource Fund, and the Doyenne Group's ability to manage its implementation.

The Greater Madison Chamber of Commerce has worked closely with the Doyenne Group on a number of occasions, bringing value to both organizations and the greater Madison business community. Examples of recent collaborations include:

- Doyenne representation on the Chamber's Entrepreneurship Advisory Committee
- Chamber representation on the Doyenne Advisory Board and related strategic committees
- Doyenne booth at the Chamber's reimagined business expo: neXXpo
- Cross-promotion of events

These collaborative efforts are vital to supporting Madison's growing entrepreneurial and small business community and will create a broader, more integrated, and economically robust city.

The Doyenne Group mission, which aligns with the Chamber's values, is focused on enhancing business creation, increasing job opportunities and generating revenues that will build economic prosperity throughout the region. Madison is already home to businesses on the verge of scaling to the next level of success. Many of these entrepreneurs are women and people of color who would greatly benefit from the support of this fund.

The Doyenne Group is well positioned to serve as a credible voice for the fund and its intended purpose. Additionally, the Chamber stands ready to assist both the fund manager and city staff to ensure this important program's success.

Please feel free to contact me with any additional questions.

With high regard,


Zach Brandon
President
Greater Madison Chamber of Commerce



December 18, 2015

Dear Ms. Rohlich:

As a Doyenne Group Partner Organization, I am pleased to lend my strong support for Doyenne's application to the Entrepreneurship & Small Business Development Resource Fund (RFP # 8452-0-2015-RR).

The partnership between Capital Entrepreneurs (CE) and Doyenne Group brings value to the Doyenne mission and to the greater Madison business community in these ways:

- CE is a community and peer support group for Madison area entrepreneurs that was founded in 2009, and has now served over 400 area entrepreneurs. CE provides regular member meetings and organizes a number of annual events focused on building out the Madison entrepreneurial ecosystem.
- CE has worked strategically with Doyenne Group since their founding with a goal of encouraging more women and minority entrepreneurs, and to ensure the Madison entrepreneurial community is accessible and welcoming to all.
- Doyenne Group is a member of CE and Doyenne Leaders attend and promote CE events, which helps bring diverse attendees to events and introduces Doyenne members to CE.
- Doyenne Group leaders and CE leaders are part of the Forward Festival organizing committee.
- CE and Doyenne Group have co-hosted a number of staple annual events, including:
 - CE Open Social (part of Forward Festival)
 - Startup Weekend

Our collaborative efforts are vital to Madison's entrepreneurial and small business community and will create a broader, more integrated and economically robust city. The Doyenne mission, which aligns with so many of our company values, is focused on enhancing business creation, increasing job opportunities and generating revenues that will build economic prosperity throughout the region.

Madison is already home to many fledgling businesses on the verge of scaling to the next level of success, many of them woman or minority owned. Financial support from the Entrepreneurship & Small Business Development Resource Fund will enable the Doyenne Group to support these businesses in their next phase of growth and beyond.

Together we can make Madison a nationally recognized city that appeals not just to women and minority business owners but also to the broader entrepreneurial community. I strongly encourage you to support the Doyenne Group's application. I am confident that the dollars will be invested well, simultaneously benefitting a diverse cadre of entrepreneurial endeavors and the economic vitality of the region.

Sincerely,

Forrest Woolworth
Co-Founder / Director
Capital Entrepreneurs

December 13, 2015

Dear Ms. Rohlich:

As a Doyenne Group Partner Organization, I am pleased to lend my strong support for Doyenne's application to the Entrepreneurship & Small Business Development Resource Fund (RFP # 8452-0-2015-RR).

The partnership between gener8tor and Doyenne Group brings value to the Doyenne mission and to the greater Madison business community in these ways:

- gener8tor and Doyenne Group collaborate through referring entrepreneurs to each other's services, and
- through mentoring entrepreneurs coming through each other's programming through Doyenne Retreats, Doyenne Mentor Match and gener8tor's Mentor Swarm events.

Our collaborative efforts are vital to Madison's entrepreneurial and small business community and will create a broader, more integrated and economically robust city. The Doyenne mission, which aligns with so many of our company values, is focused on enhancing business creation, increasing job opportunities and generating revenues that will build economic prosperity throughout the region.

Madison is already home to many fledgling businesses on the verge of scaling to the next level of success, many of them woman or minority owned. Financial support from the Entrepreneurship & Small Business Development Resource Fund will enable the Doyenne Group to support these businesses in their next phase of growth and beyond.

Together we can make Madison a nationally recognized city that appeals not just to women and minority business owners but also to the broader entrepreneurial community. I strongly encourage you to support the Doyenne Group's application. I am confident that the dollars will be invested well, simultaneously benefitting a diverse cadre of entrepreneurial endeavors and the economic vitality of the region.

Sincerely,



Troy Vosseller
Co-Founder
gener8tor



MADISON REGION ECONOMIC PARTNERSHIP

December 15, 2015

Ruth Rohlich
City of Madison
Economic Development Division
215 Martin Luther King Jr. Blvd
MMB 300
Madison, WI 53703

Dear Ruth:

As a Doyenne Group Partner Organization, I am pleased to lend my strong support for Doyenne's application to the Entrepreneurship & Small Business Development Resource Fund (RFP # 8452-0-2015-RR).

The partnership between the Madison Region Economic Partnership (MadREP) and Doyenne Group brings value to the Doyenne mission and to the greater Madison business community in the following integrated ways:

Collaboratively, we promote innovation and entrepreneurship, scalable companies, diversity and inclusion, expedient connections to appropriate resources to all entrepreneurs, the creation of family supporting jobs, and building foundational industry sectors of great significance in the city and the region we both serve.

One of MadREP's five strategic platforms focuses on building the region's innovation & entrepreneurship ecosystem. MadREP's work in this area centers on mentorship, capital, physical space and resources, all of which overlap with Doyenne's efforts in supporting female entrepreneurs. MadREP employees promote Doyenne's programs and services to the businesses and entrepreneurs we work with and serve as mentors/ambassadors during Doyenne events (i.e. MadREP has attended the last two Doyenne events during ForwardFest). MadREP has engaged the Doyenne co-founders on relevant committees, and we share a board member in Liz Eversoll. MadREP also works closely with MDC and WWBIC, both integral partners of Doyenne Group's proposal for underwriting and technical assistance provision.

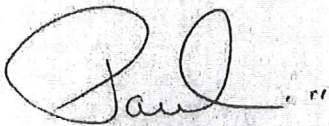
A second of MadREP's strategic platforms is focused on workplace diversity. MadREP hosts our annual Economic Development & Diversity Summit in partnership with the Urban League of Greater Madison, sharing content that centers on embracing a diverse workforce to grow the region's economy through equity and inclusion. If the Doyenne proposal includes a training program (as allowed in the RFP) for diverse individuals to become employees of high-tech firms, both of our organization's connections to Sector67 would be very strategic.

Our collaborative efforts are vital to Madison's entrepreneurial and small business community and will create a broader, more integrated and economically robust city. The Doyenne mission, which aligns with so many of our organization's values, is focused on enhancing business creation throughout industry sectors of influence, increasing job opportunities and generating revenues that will build economic prosperity throughout the region.

Madison is already home to many fledgling businesses on the verge of scaling to the next level of success, many of them woman or minority owned. Financial support from the Entrepreneurship & Small Business Development Resource Fund will enable the Doyenne Group to support these businesses in their next phase of growth and beyond.

Together we can make Madison a nationally recognized city that appeals not just to women and minority business owners, but also to the broader entrepreneurial community. I strongly encourage you to support the Doyenne Group's application. I am confident that the dollars will be invested well with follow up technical assistance, simultaneously benefitting a diverse cadre of entrepreneurial endeavors and growing the economic vitality of the region.

Sincerely,

A handwritten signature in cursive script, appearing to read "Paul".

Paul F. Jadin
President
Madison Region Economic Partnership

SECTOR67 INC
2100 Winnebago St
Madison, WI 53704
Phone: (608) 241-4605 | team@sector67.org



December 15, 2015

Dear Ms. Rohlich:

As a Doyenne Group Partner Organization, I am pleased to lend my strong support for Doyenne's application to the Entrepreneurship & Small Business Development Resource Fund (RFP # 8452-0-2015-RR).

The partnership between Sector67 and Doyenne Group brings value to the Doyenne mission and to the greater Madison business community in these ways:

1. "Sector67 is a community workspace for tinkers, enthusiasts, entrepreneurs, and hobbyist established in 2010. Sector67 has provided office space for Doyenne Group in their business incubator since 2012. When StartingBlock facilities open, Sector67 will be moving into StartingBlock as will Doyenne Group to continue to collaborate on support for entrepreneurs using both organizations"
2. Sector67 offers memberships to Doyenne members to be able to access tools and equipment necessary for prototyping and manufacturing of products companies are creating. Through a Sector67 membership, Doyenne members also receive a co-working space to conduct day-to-day business and meetings, events, expert advice from machinists, mechanical and electrical engineers, software developers, as well as find a community of support to test products and bounce ideas off of in a safe, collaborative space."
3. Our collaborative efforts are vital to Madison's entrepreneurial and small business community and will create a broader, more integrated and economically robust city. The Doyenne mission, which aligns with so many of our values, is focused on enhancing business creation, increasing job opportunities and generating revenues that will build economic prosperity throughout the region.

Madison is already home to many fledgling businesses on the verge of scaling to the next level of success, many of them woman or minority owned. Financial support from the Entrepreneurship & Small Business Development Resource Fund will enable the Doyenne Group to support these businesses in their next phase of growth and beyond.

Together we can make Madison a nationally recognized city that appeals not just to women and minority business owners but also to the broader entrepreneurial community. I strongly encourage you to support the Doyenne Group's application. I am confident that the dollars will be invested well, simultaneously benefitting a diverse cadre of entrepreneurial endeavors and the economic vitality of the region.

Sincerely,

Chris Meyer
Director
Sector67

December 12, 2015

Dear Ms. Rohlich:

As a Doyenne Group Partner Organization, I am pleased to lend my strong support for Doyenne's application to the Entrepreneurship & Small Business Development Resource Fund (RFP # 8452-0-2015-RR).

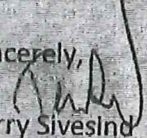
The partnership between Starting Block Madison and Doyenne Group brings value to the Doyenne mission and to the greater Madison business community in multiple ways. Doyenne Group is scheduled to have office space within the Starting Block Madison facility scheduled to open in 2017. Prior to the physical opening of the SBM building, plans are already being made for joint programming between the two groups in the first half of 2016. Heather Wentler from Doyenne Group is a key member of the Starting Block collaborator's team that is meeting regularly to discuss and plan programming and building design issues. Doyenne is one of a handful of organizations that Starting Block had identified as being integral to the SB vision of creating a facility to meet the needs of entrepreneurs from across business sectors and from diverse backgrounds.

Our collaborative efforts are vital to Madison's entrepreneurial and small business community and will create a broader, more integrated and economically robust city. The Doyenne mission, which aligns with so many of our company values, is focused on enhancing business creation, increasing job opportunities and generating revenues that will build economic prosperity throughout the region.

Madison is already home to many fledgling businesses on the verge of scaling to the next level of success, many of them woman or minority owned. Financial support from the Entrepreneurship & Small Business Development Resource Fund will enable the Doyenne Group to support these businesses in their next phase of growth and beyond.

Together we can make Madison a nationally recognized city that appeals not just to women and minority business owners but also to the broader entrepreneurial community. I strongly encourage you to support the Doyenne Group's application. I am confident that the dollars will be invested well, simultaneously benefitting a diverse cadre of entrepreneurial endeavors and the economic vitality of the region.

Sincerely,


Terry Sivesind
Board President
Starting Block Madison



Small Business
Development Center
WISCONSIN SCHOOL OF BUSINESS



December 18, 2015

City of Madison Economic Development Division
Attn: Ms. Ruth Rohlich
PO Box 2983
Madison, WI 53701-2983

Dear Ms. Rohlich:

The Small Business Development Center at UW-Madison has committed to exhibit at the 2016 Doyenne Retreats at a total cost of \$1,000. Please consider this activity as appropriate match in support of tripling the Doyenne Group, Inc.'s funding through the Madison Entrepreneurship & Small Business Development Resource Fund.

It is my understanding that the Doyenne Group will use the above dollars in support of funds received from the City of Madison Entrepreneurship & Small Business Development Resource Fund either as dollars to be invested in companies or for programming and operations for technical assistance for companies. Together, our contributions will help provide the vital resources the Doyenne Group needs to continue assisting entrepreneurs in the Greater Madison area to thrive, employ, and give back to our communities.

Sincerely,

Neil Lerner
Director



SMART SOLUTIONS

200 River Place, Ste 230, Madison, WI 53716

P: (608) 204-9299 | F: (608) 204-9177

smart-solutions.com

December 14, 2015

City of Madison Economic Development Division
Attn: Ruth Rohlich
PO Box 2983
Madison, WI 53701-2983

Dear Ms. Rohlich:

Smart Solutions, Inc. has been a fiscal supporter of Doyenne Group, Inc. during past years.

This letter is to inform you that Smart Solutions is pledging to continue to be a supporter of Doyenne Group in 2016 with a contribution of \$1,000.00.

Sponsorship dollars awarded to Doyenne Group, Inc from Smart Solutions will be used towards supporting funds received from the City of Madison Entrepreneurship & Small Business Development Resource Fund.

Sincerely,

Jacqueline M. Mortell
President
Smart Solution, Inc.



5NINES llc | 222 West Washington Avenue, Suite 360 | Madison WI 53703 | 608.512.1000 | 5NINES.com

December 15, 2015

City of Madison Economic Development Division
Attn: Ruth Rohlich
PO Box 2983
Madison, WI 53701-2983

Dear Ms. Rohlich:

As a committed and ongoing financial supporter of the Doyenne Group, Inc. 5NINES is pledging its support and is excited about the potential of tripling the Group's funding through the Madison Entrepreneurship & Small Business Development Resource Fund.

5NINES is pledging its continued support of the Doyenne Group in 2016 with a contribution of \$1000.

The dollars our 5NINES awards to the Doyenne Group, Inc. will be used in support of funds received from the City of Madison Entrepreneurship & Small Business Development Resource Fund either as dollars to be invested in companies or for programming and operations for technical assistance for companies. Together, our contributions will help provide the vital resources the Doyenne Group needs to continue assisting entrepreneurs in the Greater Madison area to thrive, employ, and give back to our communities.

Sincerely,

A handwritten signature in black ink that reads "Rylee Wedekind".

Rylee Wedekind

COO



Madison Gas and Electric Company
P.O. Box 1231
Madison, WI 53701-1231
608-252-7000

your community energy company

December 16, 2015

Ms. Ruth Rohlich
City of Madison Economic Development Division
PO Box 2983
Madison WI 53701-2983

Dear Ms. Rohlich:

Madison Gas and Electric Company (MGE) is pleased to be a past fiscal supporter of Doyenne Group, Inc., as the organization assists female entrepreneurs in the Madison area.

This letter is to inform you that MGE is pledging to continue its support of Doyenne Group in 2016 with a contribution of \$3,000. We look forward to working with the Doyenne Group as it provides funding and programming for entrepreneurs and small business owners who receive money through the City of Madison's Entrepreneurship and Small Business Development Resource Fund.

Please feel free to contact me with any questions at pchristenson@mge.com or 252-5647.

Sincerely,

Pamela J. Christenson
Economic Development Director

nch



Invoice

Date: 12/18/2015
 INVOICE # 12182015

TO American Family Insurance SHIP TO

American Family Insurance
 6000 American Parkway
 Madison, WI 53703

Salesperson	Job	Shipping Method	Shipping Terms	Delivery Date	Payment Terms	Due Date
				12/18/2015		12/31/2015

Qty	Item #	Description	Unit Price	Discount	Line Total
1	102814	Doyenne Strategic Sponsorship 2016	\$10,000	0	\$10,000
				Total Discount	0
				Subtotal	\$10,000
				Sales Tax	0
				Total	\$10,000

Detailed Description

American Family Insurance will receive the following for each year of Strategic Partner sponsorship:

- Name and logo prominently displayed on Doyenne materials and events, including:
 - Doyenne's website main landing page, with opportunity to update message on quarterly schedule
 - All press releases and will be mentioned during media coverage as appropriate
 - All electronic and print collateral, including regular newsletters, invitations, announcements, etc.
 - Displayed in multiple ways at all Doyenne-related events
- Invitations to attend and preferential seating at all events hosted by Doyenne and co-organized with community partners.
- Private opportunities to meet and mentor entrepreneurs from Doyenne's portfolio.
- Collaboration with DreamBank and the AmFam Business Accelerator to support entrepreneurs, and in particular, women entrepreneurs.
- American Family signage at the Doyenne offices

Make all checks payable to The Doyenne Group

Thank you!