



Call for Proposals – Entrepreneur-in-Residence

The University of Wisconsin-Green Bay and the University of Wisconsin System (UW) seek proposals for the performance of **Entrepreneur-in-Residence (EIR)** joining the inaugural leadership team of **TitleTownTech**, a unique partnership between the Green Bay Packers and Microsoft Corporation (<https://fox11online.com/news/local/update-on-titletown-tech-and-how-entrepreneurs-can-get-started-ahead-of-its-opening>).

The partnership will be housed in the new TitletownTech innovation center (to open in early 2019) in the Titletown development west of iconic Lambeau Field. **TitletownTech (TTT)** is the creative center where digital solutions are developed for key market problems and then become new high growth scalable ventures. Through the Innovation Lab and Venture Studio, TTT partners with companies, experts, and technologists to design disruptive solutions to challenges that impact industries important to Wisconsin's ecosystem, and creates new ventures that use those solutions to transform and move markets.

In addition to the Innovation Lab and Venture Studio, the TTT Venture Fund, seeded by Packers and Microsoft, is expected to close at \$15-25M. The TitletownTech Venture Fund invests in high growth startups across the region that bring opportunity to northeast Wisconsin and will operate out of TitletownTech.

The UW-EIR will join the team at TTT which includes the core staff, a Microsoft Technologist-in-Residence, and the venture fund manager. Entrepreneurs, corporate participants, visiting fellows, and venture talent will also take part in enabling a creative support ecosystem for entrepreneurship in the region by participating in TTT activities.

In addition to bringing extensive experience as an entrepreneur, the UW-EIR will be expected to:

- Take an active role in the leadership group of TitletownTech, supporting the needs of corporate innovation partners, emerging ventures, and portfolio startups.
- Assist entrepreneurs at various stages of startup development with tactical and strategic support including business model validation, competitive market analysis, customer and partner engagement, hypothesis testing, talent recruiting, prototype development, go-to-market planning, and organizational development.
- Serve as the principal connector of TitletownTech to the extensive resources of the UW System.
- Serve as liaison of UW-Green Bay to TitletownTech.

The EIR will be a contracted employee of the UW-Green Bay and the UW System reporting to the Chancellor of the University of Wisconsin-Green Bay with responsibility to the leadership of TitletownTech.

Consideration of proposals will begin immediately and continue until the position is filled. Compensation for performance will be determined at the time of engagement.



UNIVERSITY of WISCONSIN
GREEN BAY

Inquiries, nominations and proposals should be directed digitally to Ben Joniaux at JoniauxB@uwgb.edu.