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## ***Madison Startup Weekend: Where Wisconsinites learn to be entrepreneurs***

Madison Startup Weekend is a 54-hour event held every spring that brings together Madison and Wisconsin designers, developers, entrepreneurs, and experts from all domains to do amazing things.

This year, Madison Startup Weekend will be held April 13th to 15th, 2018 at Madworks Coworking in University Research Park, and there's still time to get your ticket at <http://swmadison.com>.

"Startup Weekend is a fun, intensive, rewarding and extremely accurate simulation of entrepreneurship," said Brian Samson, one of the organizers. "Whether you're a seasoned entrepreneur, a student, or working in a cubicle, you're guaranteed to come away from the weekend feeling energized and ready to take on the world!"

Wisconsin companies and organizations that have emerged directly or indirectly from Madison Startup Weekend include **Mobcraft**, **OpenHomes** and **Doyenne Group**.

### **How does it work?**

All Startup Weekend events follow the same basic model: anyone is welcome to pitch their startup idea and receive feedback from their peers (but you don't need to have a business idea to participate!). Teams organically form around the top ideas, as determined by popular vote, and then it's a 54-hour frenzy of business model creation, coding, designing, and market validation.

The weekends culminate with presentations in front of local entrepreneurial leaders with another opportunity for critical feedback.

Whether entrepreneurs found companies, find a co-founder, meet someone new, or learn a new skill outside their usual 9-to-5, everyone is guaranteed to leave the event better prepared to navigate the chaotic but fun world of startups, and collectively boost Madison's business community.

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