



Reverse Pitch MKE

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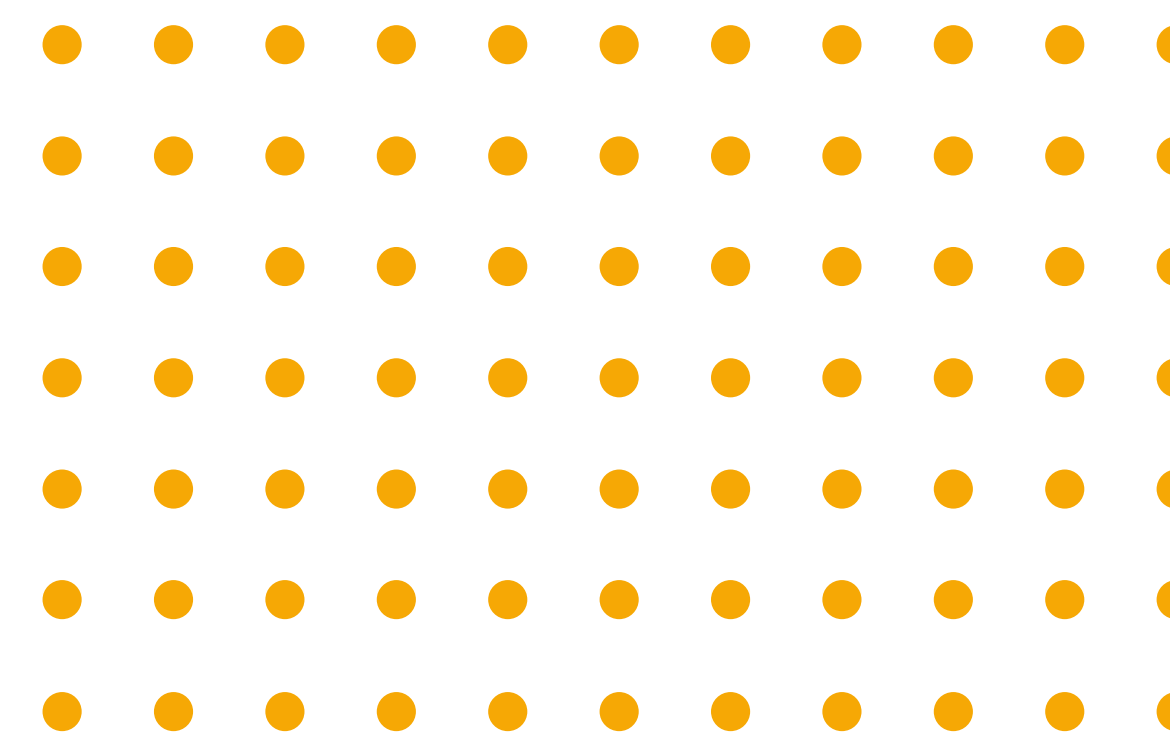
October 27, 2021



www.ReversePitchMKE.com

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Why Locate Your Startup in Milwaukee

Milwaukee's Economic Landscape

- 18 Fortune 1000 companies based in southeastern Wisconsin
- More than 80,000 people employed in technology position
- Office space at ¼ the cost of Silicon Valley and other large cities
- 5th in the country for Fortune 500 companies per capita

Strong Pipeline of Technology Talent

- 229 colleges, universities, and technical schools within 90-mile radius
- Over 190,000 program graduates per year
- Sixth highest concentration of college students among large metro areas, including UW-Milwaukee, Marquette University & MSOE

Quality of Life

- According to Forbes, Milwaukee is the 6th most affordable place to live well in the United States
- Milwaukee is the No. 2 US City to launch your career
- Milwaukee is also home to the Milwaukee Bucks and the Milwaukee Brewers professional sports teams, plus over 30 breweries.

Support and promotion of the tech industry from the Milwaukee Tech Hub Coalition

The MKE Tech Hub Coalition's mission is to inclusively double tech talent in the Milwaukee region. The Coalition is a non-profit membership organization that serves as a unifying voice for the Milwaukee tech ecosystem and acts as a catalyst for innovation through meaningful connections.



About Froedtert & the Medical College of Wisconsin

The Froedtert & the Medical College of Wisconsin regional health network is a partnership between Froedtert Health and the Medical College of Wisconsin supporting a shared mission of patient care, innovation, medical research and education. Our health network operates eastern Wisconsin's only academic medical center and adult Level I Trauma Center at Froedtert Hospital, Milwaukee, an internationally recognized training and research center engaged in thousands of clinical trials and studies. The Froedtert & MCW health network, which includes eight hospital locations, nearly 2,000 physicians and more than 45 health centers and clinics, draws patients from throughout the Midwest and the nation.

The Froedtert & MCW health network continually seeks to solve key health care challenges and transform the patient experience through innovation and discovery.

Inception Health is the hub for the Froedtert & MCW health network's digital health services. The team of project managers and health care professionals facilitate innovation by working effectively within the walls of an academic medical center, as well as collaborating with technology companies from outside the enterprise. Technology provides avenues to improve health system processes through enhanced collaboration, data analysis and virtual monitoring — making health care simpler, safer and more efficient whenever possible. By partnering with innovators locally and across the country Froedtert & MCW health network will drive change in clinical care, customer experience, the health of our communities, and the cost of health care. We believe that rapidly changing technology combined with a commitment to “meet people where they are” leads to new possibilities to transform health care.



About Northwestern Mutual

At Northwestern Mutual, we are united in our mission to help our clients become financially secure – so they can live more and worry less. For over 160 years, we've empowered clients to live their dreams today, as well as tomorrow, through our unique approach to financial planning. We combine the expertise of our financial professionals with a personalized digital experience and industry-leading products to give our clients access to everything they need to successfully navigate their financial lives. Northwestern Mutual is a FORTUNE 100 company that provides a wide range of financial services to more than 4.7 million people. We began in Wisconsin in 1857, and today we're one of America's top companies with a unique culture deeply dedicated to helping people achieve financial security.

We are transforming ideas into new or better ways of meeting our clients' needs and goals.

Our digital innovation team leads this charge by identifying key insights about client and consumer trends, fueling ideation and engagement through events within our company and communities. We're also investing in startup companies that are developing new solutions with the potential to transform how people experience and achieve financial security, dedicating more than \$200 million in venture capital through Northwestern Mutual Future Ventures and Cream City Venture Capital.

Our employees are encouraged to think bigger, look up and out, and leverage their digital savvy to explore different perspectives. Through our innovation efforts, we are continuing to understand emerging trends and encourage ideation and iterative experimentation to bring ideas to market faster.

Learn more about innovation at Northwestern Mutual:
<http://innovation.nm.com>



About Rockwell Automation

Rockwell Automation, Inc. is a global leader in industrial automation and digital transformation. Our mission is to improve the quality of life by making our world more productive and sustainable. We are committed to enabling the next generation of smart manufacturing. With the right strategy, talented people, and our substantial financial strength, we are dedicated to deliver value to our customers.

More than a hundred years ago, the inventive mind of Lynde Bradley united with the entrepreneurial spirit of Dr. Stanton Allen and the mechanical know-how of Lynde's younger brother Harry to establish the first motor control company. Today we're taking the knowledge we gained over the last century to explore what's next.

Our singular focus on automation means we have unparalleled expertise. Unlike our competitors, our team of builders and innovators are focused solely on creating a better and broader set of automation products, software and service solutions. Our automation expertise is deep, built upon decades of experience. As a result, we understand how to work with businesses to translate the deluge of information into useful, actionable insights.

Rockwell Automation is doing things never before possible. We help the world work better and people work smarter. And we're looking for bright minds to make that happen — the makers, the forward thinkers, the problem solvers, the entrepreneurs.

Headquartered in Milwaukee, Wisconsin, Rockwell Automation employs approximately 24,000 problem solvers dedicated to our customers in more than 100 countries. Our customers, employees, shareholders and people who do business with us value working with an ethical, trusted and principled partner. Our customer teams and skilled partners around the world work as one, shoulder to shoulder with customers, every day. At Rockwell Automation, we are expanding human possibility.

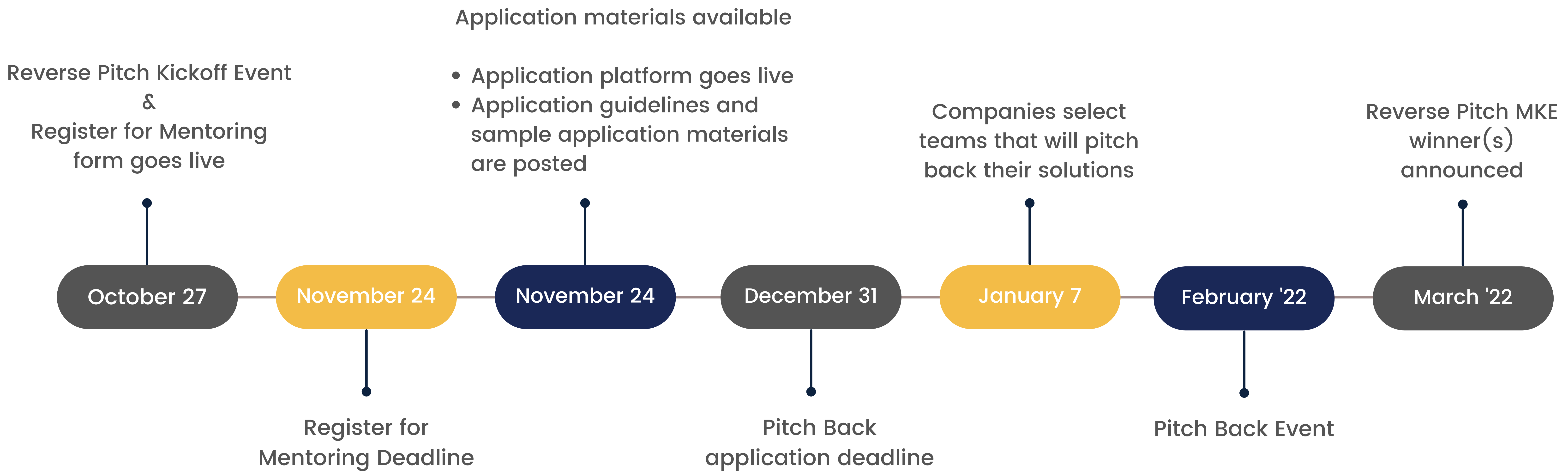


About West Bend Mutual

West Bend Mutual Insurance Company, headquartered in West Bend, Wisconsin, provides property/casualty insurance products, including a broad personal lines coverage package, a full range of commercial products and services, insurance for specialty lines, and bonds. West Bend employs more than 1,300 associates and is represented by approximately 1,500 independent insurance agencies throughout Wisconsin, Illinois, Iowa, Minnesota, Indiana, Ohio, Michigan, Missouri, Kansas, Kentucky, Nebraska, Tennessee, North Carolina, Virginia, and Arizona. The company has been rated A (Excellent) or better by A.M. Best since 1971. West Bend also consistently ranks higher than its competitors in an agency loyalty survey.



Timeline



Investment benefits

\$10,000 Prize

The \$10,000 prize is intended to provide the resources needed to support company launch, but winners are invited to use this payment as they choose. Payment is subject to Standard Terms and Conditions.

Mentorship

The MKE Tech Hub Coalition & the Pitching Companies intend to support Reverse Pitch MKE startups with education and mentorship. The goal is to assist startups in achieving minimally viable products that can be piloted with the sponsoring company.

Strategic Planning Sessions with Aurora WDC

Aurora WDC will provide a 3 hour workshop based on the proprietary framework used with other startups, Fortune 500 corporations, government and non-profit entities, known as Superiority Analysis that will include the following:

- Plotting the Angle of Attack performance curve of the winner's offer
- Determining the market segment(s) that are most addressable
- Defining and inventorying the superiority criteria the market will reward with share

Legal Services from Godfrey & Kahn

Winning teams are eligible for up to 50% off the first \$5,000 in legal fees for the winning companies in the Reverse Pitch competition. Establishing a legal entity may be one of the first legal needs of winning teams. Services are subject to terms and conditions defined by Godfrey & Kahn, S.C.

Finance, Accounting, HR, and Tax Consulting with Trivium

Winning teams are eligible for finance, accounting, human resources, and tax consulting services up to \$1,000 for each winner.

Co-working Space from Serendipity Labs

Serendipity Labs Wauwatosa will provide 4 months of collaborative workspace for the winning team(s). Serendipity Labs provides unique private team space that delivers upscale hospitality and includes state of the technology, privacy, and enterprise grade Wi-Fi. They would provide weekday 8am-5:30pm access to the winning team(s) for up to 5 visits per month in a private office, team room or meeting room. The duration of this complimentary team space offer would be for 4 successive months, and it would be for a team (s) of up to 6 people.

Investment Rubric and Expectations for Pitch Back

Evaluation Category

Proposed Product/Solution

Judging Expectations

- How well does the product/solution address the challenge? How do the specific features of the proposed product/solution contribute to its potential? What is the feasibility of implementing the product/solution? If applicable, how well do the wireframes or prototypes supplied fit the challenge? What is the user experience for the product's proposed client/user?

Business & Revenue Model

- Is there a clear value proposition? What is the revenue structure? What costs will be associated with building the product/solution & business? Do the proposed financial projections indicate a viable potential business?

Competitive Positioning

- How does the product/solution fit in the current marketplace? How does the proposed product/solution differentiate itself from existing products in the marketplace?

Investment Rubric and Expectations for Pitch Back

Evaluation Category

Judging Expectations

Strength of Management

- What are the skills and experiences that the team members bring to the proposed company? What is the team's collective track record in productionizing ideas? What skills or experiences is the team lacking and how does the team intend to address this gap?

Consideration of Risks

- Has the team considered potential risks? Specifically:
 - Regulatory
 - Security
 - Competitive
 - Feasibility

Terms of Investment

- What are the team's next steps? What are the team's suggested milestones of success? What are the team's expectations for the sponsoring company, Northwestern Mutual or the Froedtert & the Medical College of Wisconsin health network? How does the team intend to use the seed investment provided by Reverse Pitch MKE?

Challenge # 1: Community Health Literacy and Trust

Think to yourself what you believe about the annual flu shot, or what a healthy diet is. Now think about how and why you believe these ideas. We all have a unique set of beliefs that ultimately lead to our health behaviors and outcomes. But we live in a really complex world where you can get health-related information anywhere and anytime. So how does one know what to trust and what to believe?

The COVID pandemic has shown us that there are many factors that drive personal beliefs about health and health care. These beliefs can influence decisions that individuals make that impact their health status. The source of these beliefs can stem from:

- Health literacy which is the degree one has the capacity to understand and access to information needed to make health decisions
- Sources of health information
- Social determinants of health
- Trust in health care systems

The Froedtert & the Medical College of Wisconsin health network is seeking a solution to proactively engage with individuals and communities that builds trust resulting in high rates of health literacy and an associated increase in engagement with, and access to, health services.

Desired Characteristics:

- A solution that thinks big. We acknowledge this is a sizeable and broad problem statement and

- (cont.) we are open to solutions that are ambitious and have the potential to have a significant impact.
- A solution that is focused on adults (ages 18+), although we also recognize that improving health literacy and trust in adults can have trickle down impacts to those under age 18.
- A solution that is culturally competent and broadly accessible. We don't want a solution that relies on a level of technology or financial means beyond what most people can access.
- We want a solution that leverages technology to drive engagement and provides the ability to scale to a broad population while acknowledging that a human component will be important to build trust.

Restrictions:

- None Identified

Market: Based on research studies on this topic, low levels of health literacy cost the U.S. economy in the range of \$106 billion to \$238 billion annually. This represents between 7 percent and 17 percent of all personal healthcare expenditures. Additional studies have shown that patients with low health literacy cost 4x as much as patients with high health literacy. Given the sheer size of this issue, there is a significant potential market for a solution. Potential customers for a solution could include health systems, health practices, health insurers and public health departments.



Challenge #2: Supporting Responsible Financial Representative Social Media Use

Northwestern Mutual is seeking a way to support and guide our financial representatives in use of social media platforms and applications. Financial representatives increasingly rely on social media to promote their business but not all social media platforms have the infrastructure to meet industry regulations. We seek a solution that will automate and streamline our process of identifying unintentional misuse and guiding our financial representatives towards approved social media tools.

Northwestern Mutual supports a network of more than 7,500 financial representatives. Social media is an important tool for them to connect with their clients, position themselves as expert advisors, and promote their businesses. Due to inherent risk, our enterprise compliance teams are tasked with ensuring our financial representatives follow social media guidance set by regulators. Enterprise compliance educates financial representatives on their options for using social media without violating regulations.

We've already implemented a tool that monitors the use of approved social media platforms, such as Facebook and LinkedIn, and it flags any posts or content that might be non-compliant. However, we don't currently have a tool to find and evaluate the use of social media outside our approved platforms, so monitoring of these platforms is currently done manually. An automated tool would allow us to keep our advisors informed and compliant.

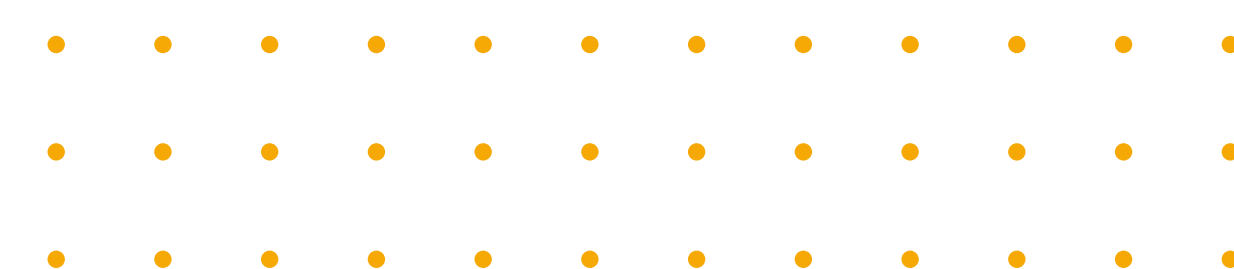
A tool that also provides data on emerging social media platforms could enable our compliance teams to move more quickly in making these platforms available for advisor use in a compliant way.

Desired characteristics of a solution:

- Catalogs all social media platforms, established and new
- Searches across platforms for business-related content from field representatives and staff
- Differentiates between personal use (which is permitted) and business use (which must be compliant)
- Differentiates between content from Northwestern Mutual corporate accounts and content from field representatives and staff
- Provides a monthly report for enterprise compliance team, including references to social media content (e.g. weblink or screenshot)

Restrictions:

- We are not seeking solutions that monitor approved social media platforms for compliant use. Northwestern Mutual already works with a vendor that monitors financial representative accounts across approved social media platforms like Facebook and LinkedIn.
- We are not seeking solutions that scrape the internet for all mentions of Northwestern Mutual. Such a search would return many results that are not relevant for our specific compliance needs.



Challenge #3 Expanding on our Relationship-Based Culture

Northwestern Mutual has a strong history and culture centered around people and relationships. In our unique office environment, networks across the enterprise are fostered through informal lunches and coffee connections. We are seeking a solution that will continue to grow a stronger and more inclusive culture that serves the specific needs of a workforce dispersed over multiple campuses and home offices.

Northwestern Mutual was founded on building strong relationships through mutuality. The foundation of our business is forming relationships with our clients and connecting those clients to the right opportunities once we know who they are and what is important to them. This relationship-based approach extends to our internal culture. At every level of the organization, we strive to embody this culture and we have been told that the professional and personal relationships developed here are authentic and meaningful.

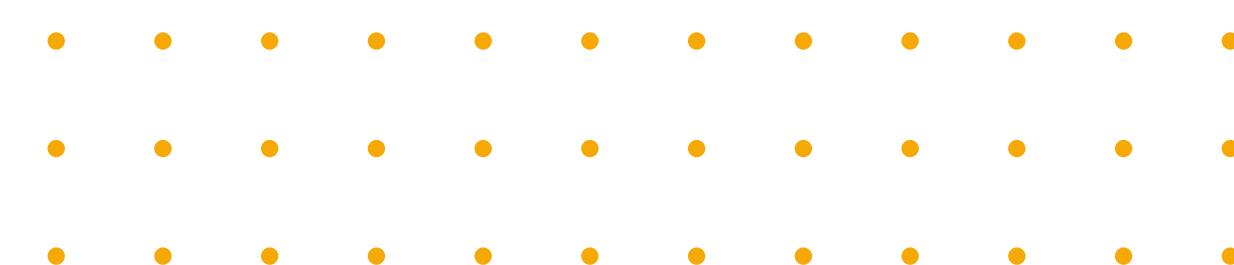
With some of our employees working in offices and others working across the country, we want to better facilitate opportunities for authentic connections between employees who wouldn't otherwise cross paths. These connections are critical for cross-functional work, talent development, inclusivity, and well-being for our employees. We consider it imperative to find a solution to build relationships in an authentic way for employees who are onsite and employees who are located elsewhere.

Desired characteristics of a solution:

- Connects individual employees across different working locations and schedules
- Easy and fun to use
- Inspires engagement and doesn't feel like additional work for employees
- Integrates with our forthcoming employee portal

Restrictions:

- We are not looking for a virtual office with avatars. We've considered these tools in the past and they are not a good fit for our needs at this time.



Challenge #4 Identifying In-field Devices

Rockwell Automation is seeking a way to quickly and accurately identify industrial electronic devices installed in field applications. This capability would transform the way our employees and distributor partners work and enhance our customer experience.

Accessing catalog and rating information in the field can be particularly difficult due in part to proximity to operational manufacturing lines, or because full catalog and rating information is only printed on the side or back surfaces not often visible after installation in a panel.

Currently, people rely on institutional knowledge, time-consuming catalog searches, and a network of experts willing to help. This manual process is slow and incredibly wasteful for an entire panel, or for an entire brownfield modernization project. It can result in loss of potential revenue through poor customer experiences and inability to convert a customer from using a competitor product.

The breadth of product libraries adds both complexity and market opportunity to this work. Rockwell Automation has over 100,000 SKUs that could be candidates for this desired solution. Many of them cannot be identified solely by appearance. Image libraries for model training are available publicly, and will also be provided by Rockwell Automation, a customer partner, and distributor partners. It is also possible to engage the user by narrowing in on correct products.

The business benefit for a solution is immense and present in at least three categories: increased sales, increased productivity, and product licensing. Each year, hundreds of thousands of

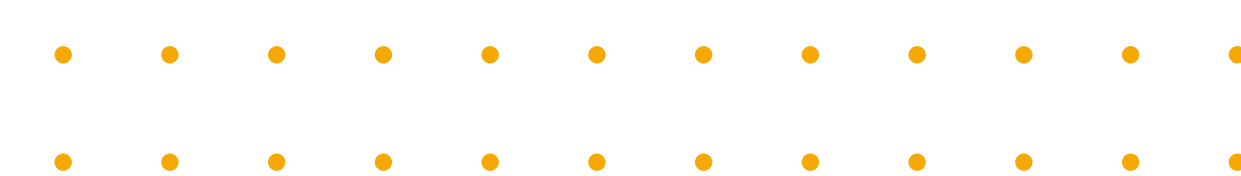
competitor product queries using existing tools are unable to correctly return a Rockwell Automation equivalent. Matching even a small percentage of those queries would translate to millions of dollars in sales. Productivity benefits from providing an efficient tool for use within Rockwell Automation and our hundreds of distributor locations translate to impact even greater than sales dollars. Finally, additional sales could be generated through licensing the solution to distributor partners and other OEMs and industries.

Desired Characteristics:

- Ability to identify three categories of products (full catalog string, partial catalog string, no string visible)
- Provide relevant product information from the web
- Mobile and desktop application (offline/online required)
- Include annotation/viewer for immediate efficiency gains
- Include gamification

Restrictions: None identified.

Market: Machine learning algorithms for image recognition exist for a wide variety of consumer and entertainment applications. Industrial application of these technologies would serve Rockwell Automation, its customers, and potentially a broad range of industries with operators managing OEM- or vendor-supplied equipment. Solving this initial identification challenge lays groundwork toward solving similar challenges in adjacent industries.



Challenge #5 Leveraging Raw Material Data for Prescriptive Manufacturing

Rockwell Automation, in partnership with Sargento Foods, is interested in exploring modern and reliable analytical methods to achieve the best possible yield while accounting for variations present in a typical consumer packaged goods (CPG) manufacturing plant.

For Sargento specifically, variations in material age, moisture, and pH can lead to unpredictable product and machine performance. Over many years, operators have developed significant institutional knowledge for adapting to raw material variability. However, that information is not formally captured or leveraged. The resulting trial-and-error methods, common across the CPG industry, are often incomplete and can result in material waste and diminished quality, OEE, and employee morale.

Manufacturing data can be leveraged to build a robust predictive model of the manufacturing process. The model can combine operator knowledge with inputs such as historical and real-time raw material attributes, recipe settings, and equipment parameters to determine how the system would respond according to the variations in the inputs

Deep reinforcement learning is of specific interest, for creating a truly intelligent autonomous system capable of adapting to disturbances that occur within the system and autonomously optimize the run-time settings of the equipment. .

When variability is introduced through raw materials, recipe parameters, or environmental variables, the model should prescribe manufacturing process adjustments in real-time, autonomously, for production efficiency and quality – with little to no manual intervention. Experience with a reliable algorithm enables confidence in hypothetical profiles and prediction outcomes, and therefore the longer-term advantage of rapid and accurate experimentation

Through this partnership, entrepreneurs will work to develop an AI/ML model built on Rockwell Automation technology and use Sargento data inputs, institutional knowledge, and manufacturing test beds to train the model.

Desired Characteristics:

- An AI/ML model using sensor data and institutional knowledge as inputs
- Develop novel deep-reinforcement learning methods that can determine and prescribe run-time machine settings based on raw material characteristics to optimize yield and reduce scrap
- Incorporate dashboards with model evaluation metrics, application insights, target variable predictions, and prescription setpoints
- Showcase improvement in business KPIs
- Repeatable for similar end-users and industries

Restrictions: None identified.

Market: Golden batch optimization is widely desired by processors and converters across the food and beverage industry, in other CPG segments, and in pulp and paper.

Challenge #6 Coverage Verifier

Property & Casualty insurance industry has no easy way for an insured to look up their policy in order to know if they have coverage for a specific risk or if the loss incurred will be covered by their insurance company. Policies include several exclusions; some are obvious & generic while others could be specific exclusions that apply to a policy. We need a solution that could read a specific policy document and answer any coverage related questions related to that policy in natural language. This is currently done manually and could result in significant efficiency gains, if automated.

Desired Characteristics of a solution:

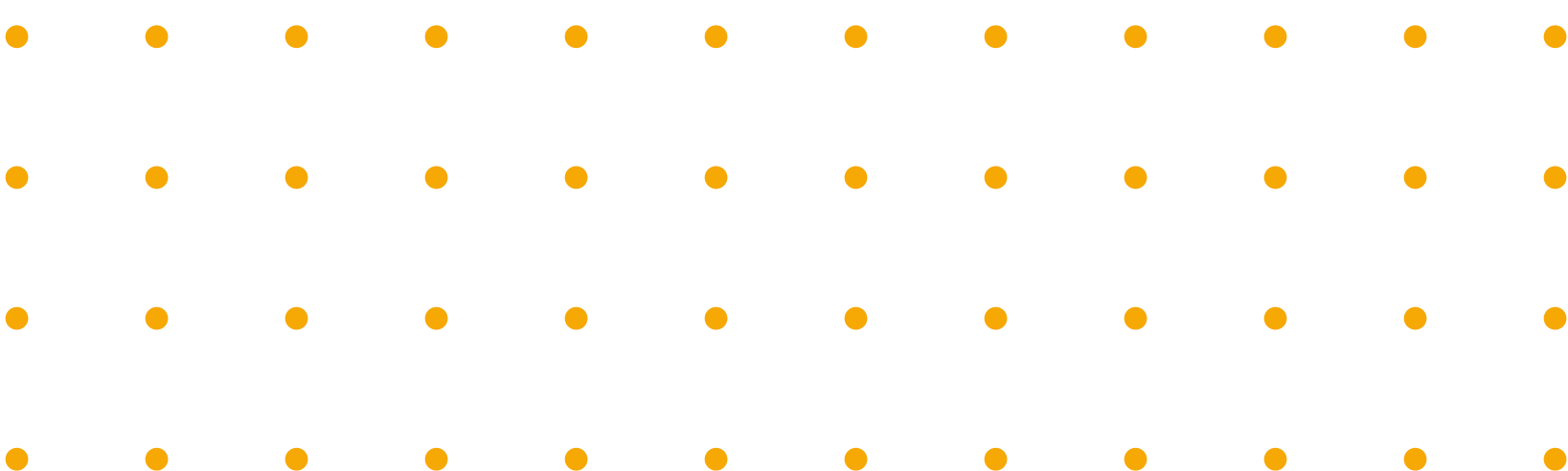
- Ease of use
- Speed
- Natural language interface
- Definitive answer
- Insurance product agnostic (Commercial or personal or life & annuity Product)

Restrictions

- Solution should check against user's individual policy language, not generic industry patterns
- Solution should be for the correct policy term (policy that is in force)

Market

- US Insurance industry is \$1.28T
- US Property & Casualty is \$770B
- This potential solution is not limited to just P&C insurance



Challenge #7 Decision to Order Property Inspection

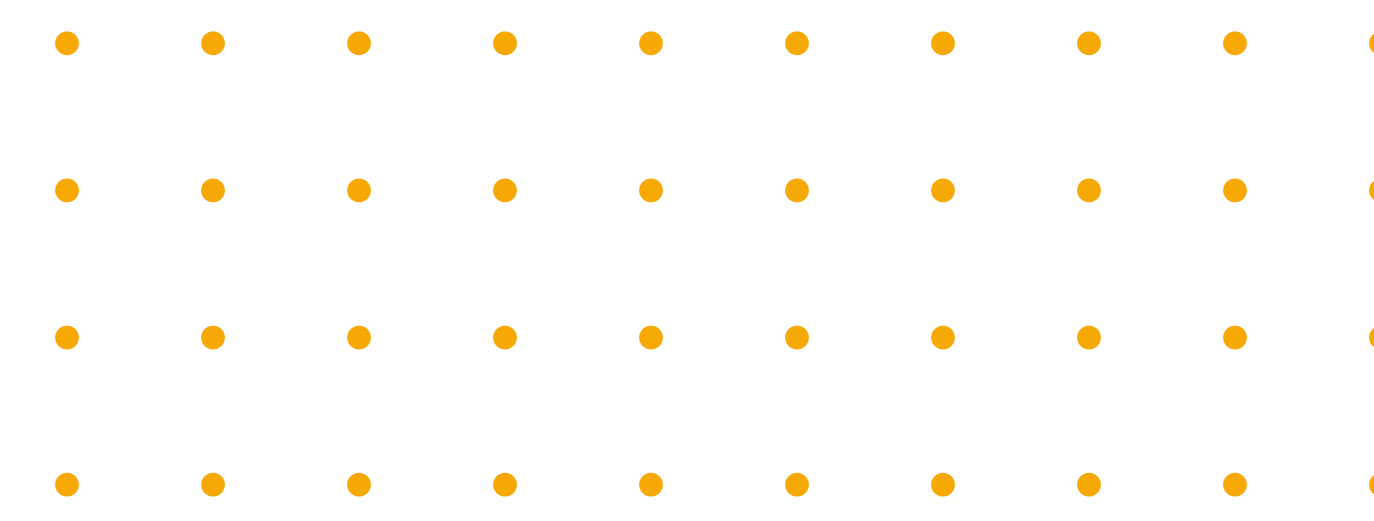
Insurance carriers order property inspection reports on their new business from 3rd party inspectors and select policies upon renewal. Ordering these reports costs companies lot of money. The decision to requests these inspection report is very subjective. We need a solution that can analyze the risk (new business or a renewal) and recommend whether to order inspection report for a specific account based on a set of variables. Also, digitize the pdf inspection report we get at the end of the inspection and use that data to make better future decisions.

Desired characteristics of a solution:

- Assess the need to order an inspection from the 3rd party
- Ability to prioritize inspections based on risk
- Should be scalable across all property types (residential and commercial)
- Solution should be automated across existing workflows
- Account for variations by state
- Easily maintainable and scalable from a solution standpoint
- Consume and feed our data warehouse as part of the risk analysis
- Digitize the inspection to aid in future risk analysis out of our data warehouse

Restrictions:

- Solution should be for the correct policy term (policy that is in force)
- Solution cannot be based on protected data characteristics (e.g. – age, race, religion, gender, etc.)



Pitching Company Main Contacts

NORTHWESTERN MUTUAL



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WEST BEND MUTUAL

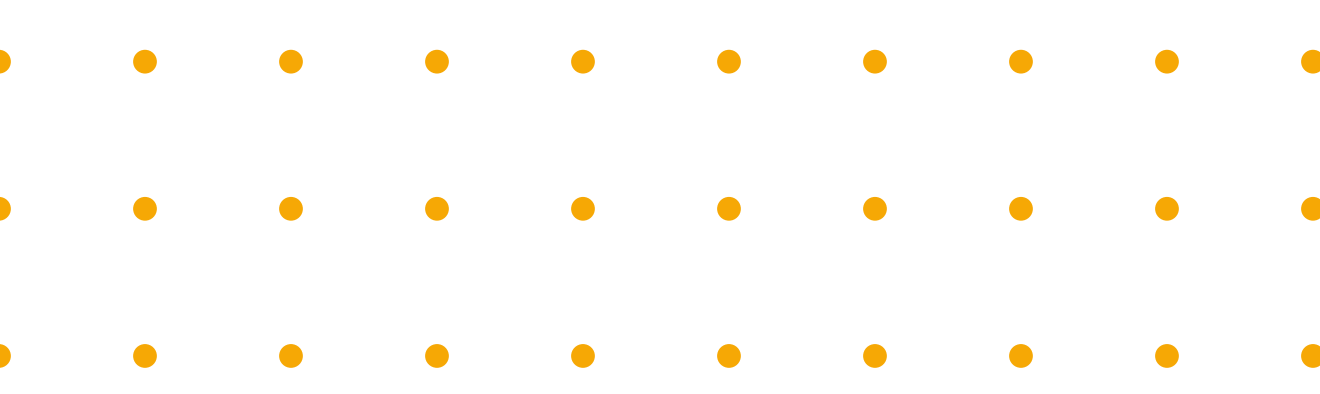


Murali Natarajan

SVP & Chief Information Officer
MNatarajan@WBMI.com



Frequently Asked Questions

- 01** Interested in pitching back? Hoping to learn more? Please Register for Mentoring by November 17, 2021.
 - 02** Why should I Register for Mentoring? Registering allows us to maintain connection with all innovators and teams interested in pitching back solutions throughout the pitch back process.
 - 03** What happens after I Register for Mentoring? You'll be asked to provide basic information about yourself, or your team and you'll be asked to sign a standard Nondisclosure Agreement. After registering, you'll gain access to guidelines and sample materials for pitch back application, and private one-on-one calls with organizers to ask questions and test ideas.
 - 04** Does Registering for Mentoring mean I must pitch back a solution? No! Registering Mentoring indicates to us that you want to learn more. There is no obligation to apply to pitch back.
 - 05** Do I need to have a team to Register for Mentoring? No! You still have time to find a team. Additionally, the Reverse Pitch MKE team is available to help you make connections with other entrepreneurs.
 - 06** Do you think you have the solution to our challenges? Apply to pitch back by December 31, 2021.
 - 07** The application platforms will go live November 24, 2021 and will remain open until December 31, 2021. Register for mentoring to gain access to the application process and see more information about guidelines to pitch back.
 - 08** We will respond to applications by January 7, 2022.
 - 09** Teams selected to pitch back will present their product and/or solution to the judges at the Pitch Back Event on February xx, 2022
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