



For Immediate Release  
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**“Idea Fund of La Crosse” to Invest \$8 Million in Wisconsin Startup Companies**  
10-12 Wisconsin-Based Companies to Receive Investment Funds

La Crosse... The Idea Fund of La Crosse I, LP (IFOLC) announced today that it has held the initial close of its fund and that it will begin actively reviewing investment opportunities in startup companies throughout Wisconsin. IFOLC intends to invest \$8 million in Wisconsin companies over the next several years.

“We are extremely excited to begin investing in Wisconsin startup companies. Our fund will help entrepreneurs build and expand their companies, create good jobs and help build Wisconsin’s economy,” said Jonathon Horne, Managing Director of the Idea Fund of La Crosse.

The Idea Fund of La Crosse was established in 2016 to invest in early-stage startup companies. IFOLC is the first venture capital fund to receive a commitment investment from the Badger Fund of Funds I, LP, formed in 2015 to invest in Wisconsin-based venture capital funds.

Horne, a La Crosse native and former investment banker with J.P. Morgan in New York, went on to say, “The fund is 100% managed for return to our investors and will be solely focused on startup companies in Wisconsin or those that would relocate here. We will look at several sectors for eligible startups, including information technology, health care, engineered products, agriculture, education, and financial services.”

IFOLC limited partners consist of the Wisconsin-based Badger Fund of Funds, the Weber family of La Crosse and other investors.

The leadership team of IFOLC consists of Jonathon Horne, Managing Director, and Libby Spirer, President, and it is headquartered in La Crosse, Wisconsin.

For more information about the Idea Fund of La Crosse go to <https://www.ideafundvc.com/>

*About the Badger Fund of Funds*

*The Badger Fund of Funds I, LP was formed in 2015 and includes \$25 million from the State of Wisconsin pursuant to 2013 Wisconsin Act 41 to invest in Wisconsin-based venture capital funds. The Badger Fund is managed by a partnership of Sun Mountain Capital and Kegonsa Capital Partners. The State of Wisconsin, individuals and the fund manager have invested over \$30 million in the Badger Fund. [www.badgerfundoffunds.com](http://www.badgerfundoffunds.com)*

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