A Tour of TitletownTech

February 28, 2022

When you bring in a future-focused trend analyst from Europe, you want to take her to the most exciting places in town, right? Show her that we too have a sharp, creative eye on the future, right? So that's exactly what we did when Vicki Loomes of *TrendWatching* flew in from London to guide our first celebration of *World Futures Day*. And where did we take her? TitletownTech, an incubator of innovation right in the shadow of Lambeau Field.
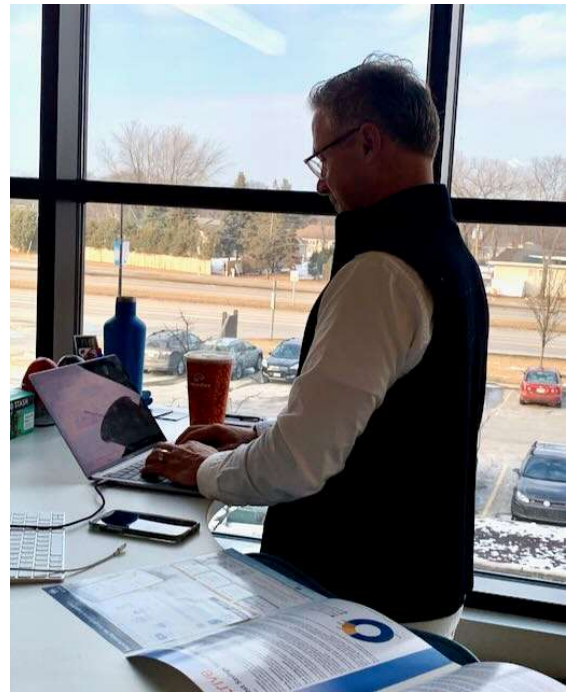

Craig Dickman, one of two managing directors, was our proud tour guide of the cutting-edge facility created in 2019 through a partnership between the Green Bay Packers and Microsoft.

Our tour began with an introduction to the sponsors who provide the funding offered to world-class digital innovators and experts. From there we went to another important wall of fame - the 20+ start-ups now supported by TitletownTech. Most of them are located in Wisconsin; a few have even relocated to Green Bay since winning Titletown Tech's support.

The incubator is particularly interested in companies representing assets within our region. TitletownTech carries out its work across five verticals: advanced manufacturing; agriculture, water and environment; sports, media and entertainment; supply chain technology; and digital health.

We encountered Aaron Kennedy, founder of Noodles & Company and Entrepreneur in Residence at Titletown Tech, busily at work. He joined in the conversation.

We were fascinated by the relaxed, inviting feel of open spaces that seemed ready to flex to changing needs for meeting and collaborating.
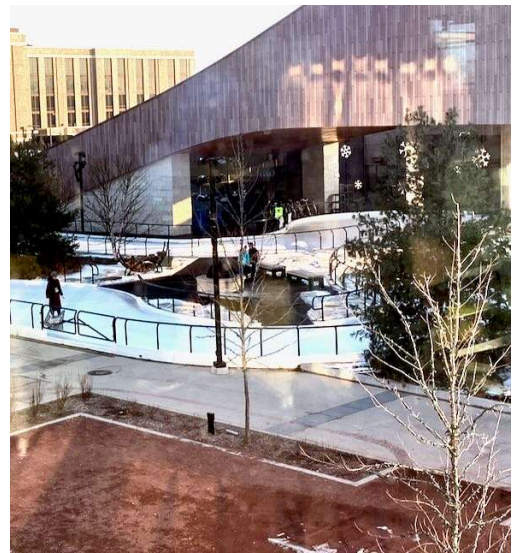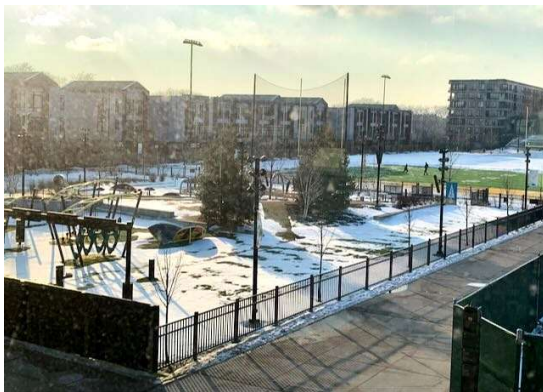
Our host proudly explained some of the amazing innovations these startups have achieved, including a four-minute procedure for concussion diagnosis and creative solutions to distribution inefficiencies.

We were not entirely surprised to see that TitletownTech's planners had thought about room for relaxation and socialization too.

And the view *beyond* the huge windows was quite captivating as well.

Our fascinating visit concluded with a serious discussion of the future for innovative start-ups in the greater Green Bay area. (And then we took Ms. Loomis out for her first taste of Green Bay's signature deep fried cheese curds!)