

Kohler entrepreneur to be featured on “Project Pitch It” TV show

Project Pitch It, a television show presented by the University of Wisconsin-Milwaukee’s Lubar Entrepreneurship Center, features 24 Wisconsin entrepreneurs pitching their ideas or businesses to a panel of local leaders and leading business moguls who question, advise, and challenge the participants to take their ventures to the next level. In each episode, three entrepreneurs demonstrate their game-changing innovations and vie for weekly awards valued at more than \$40,000. There are eight episodes of the show, with each one featuring three Wisconsin entrepreneurs.

Kohler resident and entrepreneur Stephanie Hoskins will be appearing on Episode 8 of *Project Pitch It*. Stephanie is co-founder and CEO of the company Debtle, which she started with her husband Houston. , a cloud-based debt settlement platform that helps small and mid-size healthcare organizations quickly resolve unpaid invoices. Debtle brings organizations and individuals together online to negotiate and resolve financial obligations in a



Houston and Stephanie Hoskins

quick, transparent, and frictionless manner, without needing to involve third-party collection agencies.

Stephanie and her husband Houston conceived of the idea behind Debtle while living in New Orleans. Stephanie was working in health care administration at the time and witnessed the impact of bad debt on both providers and patients, which inspired her to come up with the idea for Debtle.

The couple and their two children made what was supposed to be a temporary, two-week move to Kohler to stay with Stephanie’s parents while they quarantined during the Covid-19 pandemic. But they decided to permanently relocate to the area after discovering that Wisconsin is not only a great

place to live, but to start a new business.

The Hoskins and Debtle are off to a good start, winning two tech pitch competitions in Wisconsin, and made Wisconsin Inno’s 2021 list of startups to watch.

Episode 8 of *Project Pitch It* featuring Hoskins will be broadcast on WISN Channel 12 on Saturday, May 14 at 10:35 p.m., and replayed on Sunday, June 12 at 11:30 a.m. The *Project Pitch It* TV show can also be viewed on WBAY Channel 2 Green Bay beginning on April 2.

Kari Altman, Director of Community Outreach for *Project Pitch It*, said the program, which is in its sixth season, has made a huge impact on Wisconsin’s economy and businesses, including creating 300-plus jobs.

Visit the Debtle website at app.debtle.com.

Learn more about the Hoskins’ startup journey in an interview by The Surge at youtu.be/oBDeS2sEVBo.

Learn more about *Project Pitch It* at projectpitchit.com.

PROJECT PITCH IT SEASON 6

BROADCAST SCHEDULE

All times are CDT

View all Project Pitch It Episodes at www.ProjectPitchIt.com
Connect with us on Social:

WISN-TV 12 ABC (Milwaukee)

Episode	Date	Time	Replay	Date	Time
Episode 1	March 19	Sat. 10:35pm	Replay	March 20	Sun. 11:30am
Episode 2	March 26	Sat. 10:35pm	Replay	March 27	Sun. 11:30am
Episode 3	April 2	Sat. 10:35pm	Replay	April 10	Sun. 11:30am
Episode 4	April 16	Sat. 10:35pm	Replay	April 17	Sun. 11:30am
Episode 5	April 23	Sat. 10:35pm	Replay	May 15	Sun. 11:30am
Episode 6	April 30	Sat. 10:35pm	Replay	May 22	Sun. 11:30am
Episode 7	May 7	Sat. 10:35pm	Replay	May 29	Sun. 11:30am
Episode 8	May 14	Sat. 10:35pm	Replay	June 12	Sun. 11:30am

WKOW-TV 27 ABC (Madison)

Episode	Date	Time	Replay	Date	Time
Episode 1	March 20	Sun. 11:30am	Replay	June 4	Sat. 6:30pm
Episode 2	April 10	Sun. 4:00pm	Replay	June 5	Sun. 4:30pm
Episode 3	April 17	Sun. 1:00pm	Replay	June 11	Sat. 6:30pm
Episode 4	May 14	Sat. 11:30pm	Replay	June 12	Sun. 4:30pm
Episode 5	May 15	Sun. 12:00pm	Replay	June 18	Sat. 6:30pm
Episode 6	May 21	Sat. 11:30am	Replay	June 19	Sun. 11:30am
Episode 7	May 22	Sun. 11:30am	Replay	June 25	Sat. 6:30pm
Episode 8	May 28	Sat. 11:30am	Replay	July 2	Sat. 6:30am

WZAW (FOX, Channel 33.1/7.3) in Wausau
Shows begins on Saturday, April 2 at 11am and airs consecutively on Saturday, April 9 and 16, then SKIP Saturday, April 23 and resume on Saturday, April 30 at 11am thru Saturday, May 28 at 11am.

WYOW (CW, Channel 34.1/ 7.4) in Wausau
Show begins on Sunday, April 3 at 12:30pm and runs every Sunday consecutively thru Sunday, May 22 at 12:30pm.

WBAY-TV 2 ABC in Green Bay
Show begins airing on Saturday, April 2 at 5:00pm and will run consecutively on Saturdays at 5:00pm for 16 weeks (first run of 8 shows, then repeated).

WKBT-TV 27 CBS in La Crosse
Show begins airing on Sunday, April 10 at 11am and will run consecutively each Sunday for 6 episodes. The last 2 episodes will air on Saturday, May 21 at 11am and Saturday, May 28 at 11am.