

UW BUSINESS & ENTREPRENEURSHIP



DID YOU KNOW?

The UW System Administration’s Institute for Business & Entrepreneurship helps entrepreneurs, businesses, and economic development professionals across the state to achieve their goals by offering technical assistance, counseling, and data leveraging through five distinct program units:

- Small Business Development Center Network
- Center for Technology Commercialization
- Food Finance Institute
- Center for Business Intelligence
- Business Dynamics Research Consortium

REGIONAL SBDC



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RESULTS: THE NUMBERS

Boosting local economies	In Wisconsin	In Your Region
New businesses created	955	86
Capital investment	\$420 million	\$18.4 million
Jobs created and retained	4,174	314
Clients receiving assistance	11,322 (32.5% pre-venture, 67.5% existing businesses)	580 (65% pre-venture, 35% existing businesses)

Showing a commitment to access for all	In Wisconsin	In Your Region
Women clients	46.1%	38%
Companies with some female ownership	50.7%	39%
Capital invested in rural companies	\$124.5 million	\$2.5 million
Rural client assistance	18,634 hours	284 hours
Minority clients	19.9%	18.3%
Veteran clients	6.8%	8.5%

Regional Success Stories



STUDENT ENTREPRENEUR SUCCESS: HIVE CENTRAL

City: Oshkosh

Team: Macall Hill, Jessica Tarter, and Parker Schmidt – UW-Oshkosh Business Administration Majors

Their Innovation: This team is preparing to test a product called Bee Shield™, designed to improve honeybee colony survival in cold climates. An initiative between UW-Oshkosh and WiSys matches student entrepreneurs and inventors with the goal of taking a product to market. The team qualified for funding and mentorship in this year's UW System Ideadvance Seed Fund.



CLIENT SUCCESS: NURSE PRACTITIONER HEALTH SERVICES, LLC

City: Oshkosh

Owner: Rachel Cabral Guevara

Her Innovation: Guevara's belief in providing personal and affordable healthcare led her to develop a direct-service model as an alternative to large healthcare providers. Providing care at a lower cost where people need it is a cause Guevara is happy to lead, creating a system for nurses to follow to create their own businesses throughout rural Wisconsin.



CLIENT SUCCESS: GRANDPA RAY'S HOME CARE ASSISTANCE - FOX CITIES

City: Oshkosh

Owner: Julie and John Davids

Their Innovation: With a passion for providing care and looking to follow a playbook as first-time entrepreneurs, the couple franchised with Grandpa Ray's Home Care Partners to start their business. Their award-winning non-medical home care agency has allowed them to keep individuals actively engaged in life by supporting a staff dedicated to genuine care.