

# 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



University of Wisconsin  
Stevens Point

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## RESULTS: THE NUMBERS (JANUARY 2016-JUNE 2019)

Boosting local economies	In Wisconsin	In Your Region
New businesses created	955	109
Capital investment	\$420 million	\$15 million
Jobs created and retained	4,174	301
Clients receiving assistance	11,322 (32.5% pre-venture, 67.5% existing businesses)	1,134 (80% pre-venture, 20% existing businesses)

Showing a commitment to access for all	In Wisconsin	In Your Region
Women clients	46.1%	44%
Companies with some female ownership	50.7%	55.4%
Capital invested in rural companies	\$124.5 million	\$8.2 million
Rural client assistance	18,634 hours	4,004 hours
Minority clients	19.9%	34%
Veteran clients	6.8%	5.9%

## Regional Success Stories



### HIGH-TECH ENTREPRENEURIAL SUCCESS: COG & LILY

**City:** Stevens Point

**Co-Owners:** Michael More and John Knechtel

**Their Innovation:** More and Knechtel's new product, The Scape, uses lighting technology to calm babies in a portable, safe way that helps establish sleeping routines. The team secured up to \$25,000 and mentorship in this year's UW System Ideadvance Seed Fund.



### CLIENT SUCCESS: JULIAN FAMILY FARM

**City:** Medford

**Owner:** Jason and Katrina Julian

**Their Innovation:** The owners of this third-generation family farm realized that diversification was key to sustainability and growth. Their organic dairy was successful but in a volatile industry. The Julians decided to expand into grass-fed beef because of their existing experience in the cattle industry and knowledge of meat- and milk-producing breeds.



### CLIENT SUCCESS: BOW PEAK BOTANY

**City:** Stevens Point

**Owner:** Brianna Wright

**Her Innovation:** Wright turned her zeal for growing unusual plants and fungi into a small-scale business focused on horticultural education. Bow Peak Botany primarily sells hops rhizomes for home-brewing, aromatherapy, and seasoning, as well as inoculated logs to produce home-grown oyster and shiitake mushrooms.