

# The Entrepreneurial Training Program

## 8-9 Week Business Plan Series

The Entrepreneurial Training Program (ETP) offered by the Wisconsin Small Business Development Center at the University of Wisconsin Stevens Point provides the tools you need for **business idea testing** and **business model improvement**.

Through instruction, guest speakers and coaching, the course serves those who are considering starting a business, owners of existing businesses struggling to get a handle on all the details, and those with successful companies they want to grow.



The ETP program is a 8-9 week course offering an easy to follow step-by-step process based on the Lean Startup Framework that **shows you how to:**

- Answer the question – “Will people buy my product or service?”
- Appeal to more customers
- Quickly develop a lender-ready business plan
- Use time and money in smarter ways

### Fall 2016 Location and Dates:

- University of Wisconsin-Stevens Point – Tuesdays, September 27-November 29, 6-9 p.m.
- Wausau Entrepreneurial & Education Center – Tuesdays, October 11-December 6, 6-9 p.m.

**Cost:** The Wisconsin Economic Development Corporation is offering qualified applicants Entrepreneurial Training Grants that cover most of the \$1,000 course fee. The grant covers 75 percent of the tuition, **reducing your cost to \$250**.

Grant recipients must meet attendance requirements, complete a business plan within six months from start of course and participate in at least one hour of no-cost business consulting with the Small Business Development Center (SBDC) at UW-Stevens Point.

**Sign Up:** Space in the ETP is limited and will be filled on a first-come, first-served basis. Download registration forms at <http://www.uwsp.edu/conted/SBDC/Pages/entrepreneurial.aspx>.

**Proven Impact:** Since 2003, more than 1,900 students have completed the class statewide with more than 50 percent starting a new business or growing their existing business.

**For more information:** Call 715-346-3861 or 715-346-3838. Visit our website for application forms – [www.uwsp.edu/conted/sbdc/pages/entrepreneurial.aspx](http://www.uwsp.edu/conted/sbdc/pages/entrepreneurial.aspx) or scan the QR Code →



The Small Business Development Center (SBDC) at the University of Wisconsin Stevens Point is part of a statewide network of SBDCs working with business owners and entrepreneurs to facilitate business growth and improvement, and to help launch successful new companies. Through no-cost consulting, low-cost entrepreneurial education and strategic facilitation, SBDC experts serve as resources for small and emerging mid-size companies. The Wisconsin SBDC is hosted by the University of Wisconsin-Extension and is funded in part through a cooperative agreement with the U.S. Small Business Administration. [www.uwsp.edu/conted/sbdc](http://www.uwsp.edu/conted/sbdc)

*Funded in part through a cooperative agreement with the U.S. Small Business Administration. Reasonable accommodations for persons with disabilities will be made if requested at least two weeks in advance. Contact Diana Wilcott [dwilcott@uwsp.edu](mailto:dwilcott@uwsp.edu) or 715-346-3861 for arrangements.*

The University of Wisconsin-Stevens Point is an Equal Opportunity/Affirmative Action Institution.

## Testimonials from Past Business Plan Series Participants:

Very helpful in understanding the process necessary for a successful business plan. I would recommend this course to anyone even remotely interested in going into business.

Steven Ruppel, Ruppel Chiropractic, LLC, Wausau

Very good class. The instructor was very informative and gave valuable insight as to the many aspects to consider when starting a new business or expanding and growing an existing business. I would recommend this course to future entrepreneurs.

Scott Schmitt – Schmitt's West Side Repair, Marshfield

After starting my business plan on my own, I realized I needed direction and heard about this class. Enrolling in this class was the best decision I could have made in relation to starting my business.

Eric Greening, Wisconsin Baseball Academy, Wausau

Even with an established business, I found the information presented in this class to be extremely helpful for understanding and growing my business. A wonderful resource with helpful and knowledgeable advisors.

Rebecca Bearjar, Katzenbarkers Natural Pet Food, Wausau

The class was very informative and covered a wide variety of topics. The instructor was professional and did an excellent job. She had a great understanding of accounting and explained it to the class very well! Bringing in various business professionals to speak on different topics was also very valuable.

Greg Smith, Tomahawk Live Trap, Hazelhurst

I can't imagine being better prepared by a group of professionals to start a new venture. All of the professionals instilled confidence, raised important questions, and challenged assumptions when necessary.

Dr. Thomas Lisack, 3-D Innovations, Wausau

I am so thankful that I was able to take the class in the town I live in, with real teachers (not online) and in a timeframe that fit in my work schedule. I truly received all the tools and information needed to move forward with completion of a business plan and my next chapter of adventure.

Rhonda Jicinsky, Rhinelander

This was a very informative class giving all the tools needed to help you begin your business. Guest speakers brought real world information and connections. The instructor explained classroom materials clearly and made it informative and fun. Thank you.

Scott Williamson, Trimpac LLC, Marshfield

I much enjoyed class and strongly recommend to others starting businesses. The ETP class and support materials brought focus to a vast array of resources that had me confused and struggling to establish my first business. Valuable insights shared from course instructor and the specialized topic guest speakers were most helpful. I believe the 'process' captured by the ETP course to be nearly as important as the collective content.

Ken McKenzie, The McKenzie Group LLC, Plover

I've been in business for 20 years and needed this class to expand and diversify my business. I wish I would have had this opportunity 20 years ago. I would have eliminated so many costly mistakes. I have learned so much and gained so many new business contacts through this class. The instructor was amazing! Thank you!

Laura Sedivy, Laura J Studios, Edgar