


UW SYSTEM INSTITUTE FOR BUSINESS &  
ENTREPRENEURSHIP



# ACCESS EMPOWERS INNOVATION

UW System Board of Regents  
July 11, 2019

# THE WISCONSIN IDEA

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"THE BOUNDARIES OF THE  
UNIVERSITY ARE THE  
BOUNDARIES OF THE STATE."

*Charles Van Hise*



# MARK LANGE

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EXECUTIVE DIRECTOR - INSTITUTE FOR  
BUSINESS & ENTREPRENEURSHIP

HAS SERVED IN THIS ROLE SINCE 2013



# AGENDA

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Institute & The Wisconsin Idea

Theme: Access Empowers Innovation

- **Access**

- Wisconsin SBDC Network
- Impact

- **Empowers**

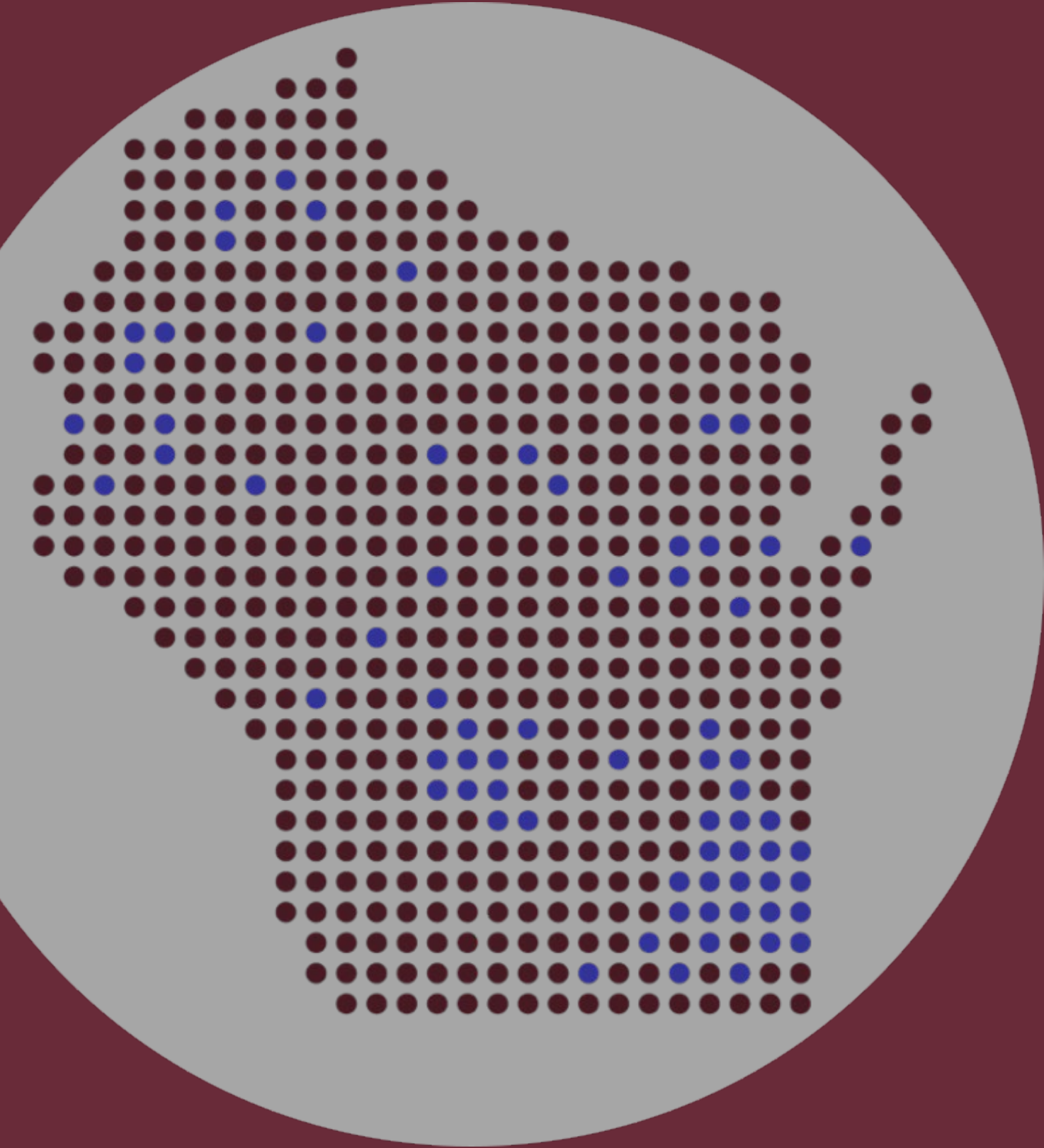
- Campus Examples: UW-River Falls, UW-Whitewater, UW Oshkosh
- Importance of Cybersecurity

- **Innovation**

- Hometown Trolley
- Business Examples

Closing: Mission Matters

Q&A



# THE WISCONSIN IDEA

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"NEVER BE CONTENT UNTIL  
THE BENEFICENT INFLUENCE  
OF THE UNIVERSITY REACHES  
EVERY FAMILY IN THE STATE."

*Charles Van Hise*



# INSTITUTE FOR BUSINESS & ENTREPRENEURSHIP

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## UW SYSTEM'S STATEWIDE BUSINESS OUTREACH



# THE INSTITUTE

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**Small Business  
Development Center**

**Center for Business  
Intelligence**

**Food Finance  
Institute**

**Business Dynamics  
Research Consortium**

**Center for Technology  
Commercialization**





# BON WIKENHEISER

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STATE DIRECTOR -  
WISCONSIN SMALL BUSINESS  
DEVELOPMENT CENTER NETWORK

ASSOCIATE DIRECTOR - INSTITUTE FOR  
BUSINESS & ENTREPRENEURSHIP





# TODAY'S THEME

THE FRAMEWORK FOR OUR PANEL IS...



Access

Empowers

Innovation

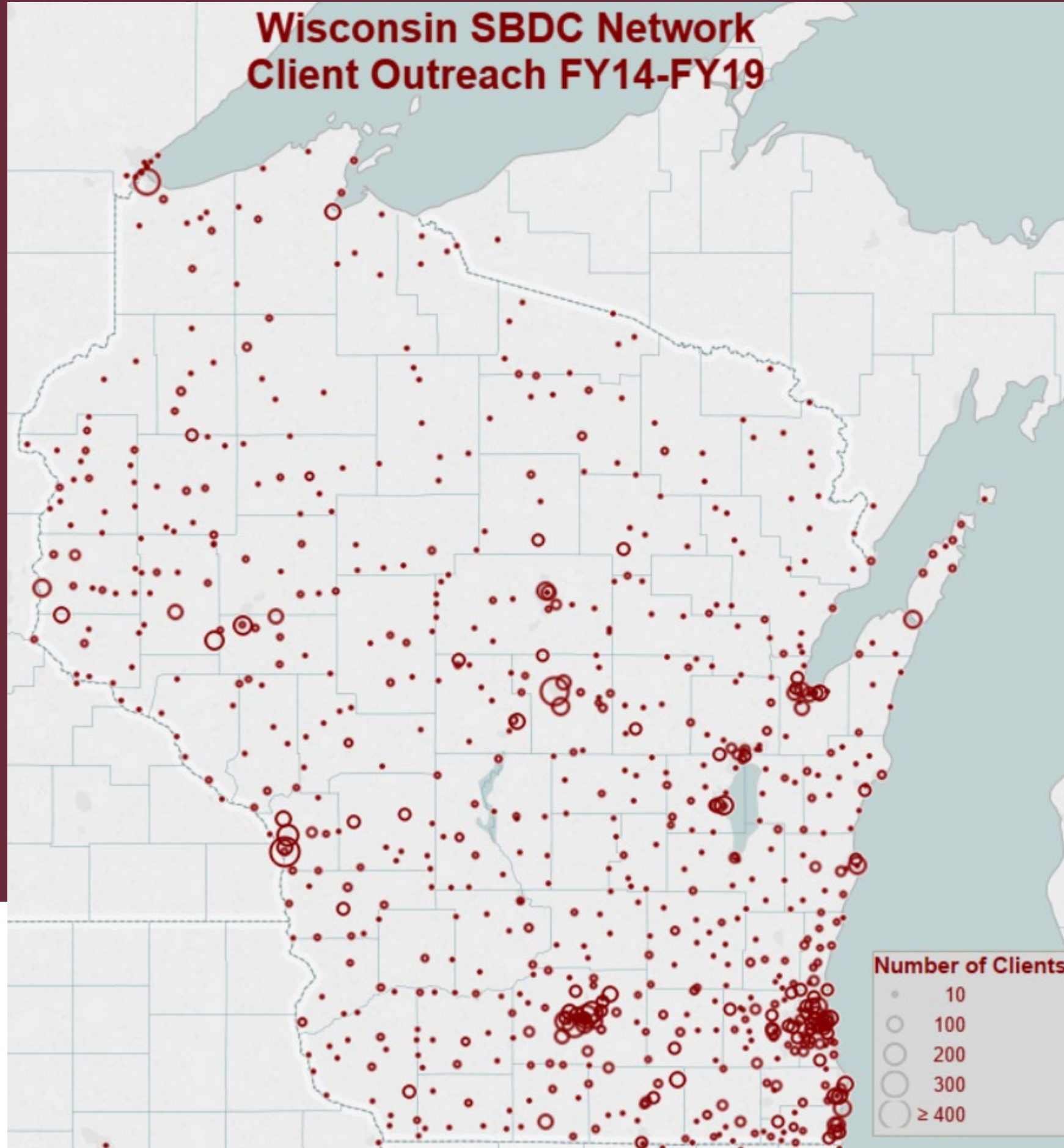


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# ACCESS

*Institute for Business & Entrepreneurship*

**Wisconsin SBDC Network  
Client Outreach FY14-FY19**



# WISCONSIN SBDC NETWORK

OUR 13 CENTERS ARE  
CONNECTING YOU TO WI'S  
ENTREPRENEURIAL ECOSYSTEM.  
ALL ARE ACCESSIBLE IN WAYS  
THAT WORK FOR ENTREPRENEURS  
ANYWHERE: IN PERSON, PHONE,  
EMAIL, WEBCONFERRING, E-  
LEARNING.



16,868

.....  
Clients Served

Data from FY '14 - FY '19



66,737

Jobs Supported

Data from FY '14 - FY '19



1,225  
.....  
Businesses Started

Data from FY '14 - FY '19



\$405,657,208

Capital Investment

Data from FY '14 - FY '19



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# EMPOWERS

*Institute for Business & Entrepreneurship*



# UW-RIVER FALLS

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**DEAN VAN GALEN - CHANCELLOR**

THE ST. CROIX VALLEY BUSINESS INNOVATION CENTER IS A UNIQUE PARTNERSHIP... BRINGING TOGETHER RESOURCES AND EXPERTISE THAT CATALYZE BUSINESS DEVELOPMENT AND ECONOMIC GROWTH. IT'S A WONDERFUL EXAMPLE OF THE POWER OF WORKING TOGETHER.

# DANIELLE CAMPEAU

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UW-RIVER FALLS SBDC DIRECTOR

ST. CROIX VALLEY BUSINESS INNOVATION  
CENTER DIRECTOR





# DALE JORGENSON

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RIVER FALLS ECONOMIC DEVELOPMENT  
CORPORATION PAST PRESIDENT

ST. CROIX VALLEY BUSINESS INNOVATION  
CENTER MANAGEMENT COMMITTEE





## UW-RIVER FALLS SBDC

Significantly improving the center's role in the state's small business economic impact.

## ST. CROIX VALLEY BUSINESS INNOVATION CENTER

Providing guidance to greatly improve the long-term success of entrepreneurs of all shapes and sizes around the region.

@StCroixInnovate 



# UW-WHITEWATER

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## **CHERYL GREEN - INTERIM CHANCELLOR**

COMMITTED TO EXPANDING NEW BUSINESS GROWTH, SUSTAINING CURRENT BUSINESSES AND PROVIDING A SUITE OF OPTIONS FOR THE EMERGING WORKFORCE IN WI. IT IS IN THE BEST INTEREST OF ALL TO CONTINUE TO SUPPORT THIS STRATEGIC EFFORT.





# KEVIN KAUFMAN

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UW-WHITEWATER SBDC DIRECTOR

WISCONSIN INNOVATION SERVICE CENTER  
DIRECTOR



## UW-WHITewater SBDC

Enhancing consulting services through marketing and accounting faculty expertise and student projects.

@UWWSBDC 



## WHITewater UNIVERSITY INNOVATION CENTER

Offering traditional incubator services to enhance Whitewater entrepreneurship.

 @WhitewaterIC





# WISCONSIN INNOVATION SERVICE CENTER

Helping clients gain a competitive advantage  
by providing market research.

 @WisInnovate



**WISC CLIENT EXAMPLE:  
FUNCTIONAL HAND**





**60%**

Percentage of small and mid-sized businesses that go out of business six months after being hacked.

**206**

Number of days taken to detect a data breach in a small business.

**\$188,242**

Avg. cost of a cyberattack



**\$2 TRILLION**

Estimated cost of cybercrime to the global economy.

**51%**

The percentage of small businesses that have allocated \$0 to cyber-security.

**\$124 BILLION**

Worldwide information security spending expected in 2019. Up from \$114 billion in 2018.



# UW OSHKOSH

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## ANDREW LEAVITT - CHANCELLOR

UWO STUDENTS, ALUMNI AND ENTREPRENEURS WITH GAME-CHANGING IDEAS ARE TAPPING INTO THE RESOURCES AND THE EXPERTISE OUR SBDC AND ALTA CENTER FOR ENTREPRENEURSHIP AND INNOVATION OFFER. IT'S A THRILL AND A POINT OF PRIDE TO WATCH THEIR NEW ENTERPRISES LAUNCH AND GROW.





# COLLEEN MERRILL

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UW OSHKOSH SBDC DIRECTOR

ALTA RESOURCE CENTER FOR  
ENTREPRENEURSHIP AND INNOVATION  
EXECUTIVE DIRECTOR



## UW OSHKOSH SBDC

Playing an active role in advocating for small businesses while providing expert consulting, strengthening the region.

@UWOshSBDC 



## ALTA RESOURCES CENTER FOR ENTREPRENEURSHIP AND INNOVATION

Creating awareness for entrepreneurship,  
fostering entrepreneurial thinking & developing  
ideas into successful businesses.

 @altacei



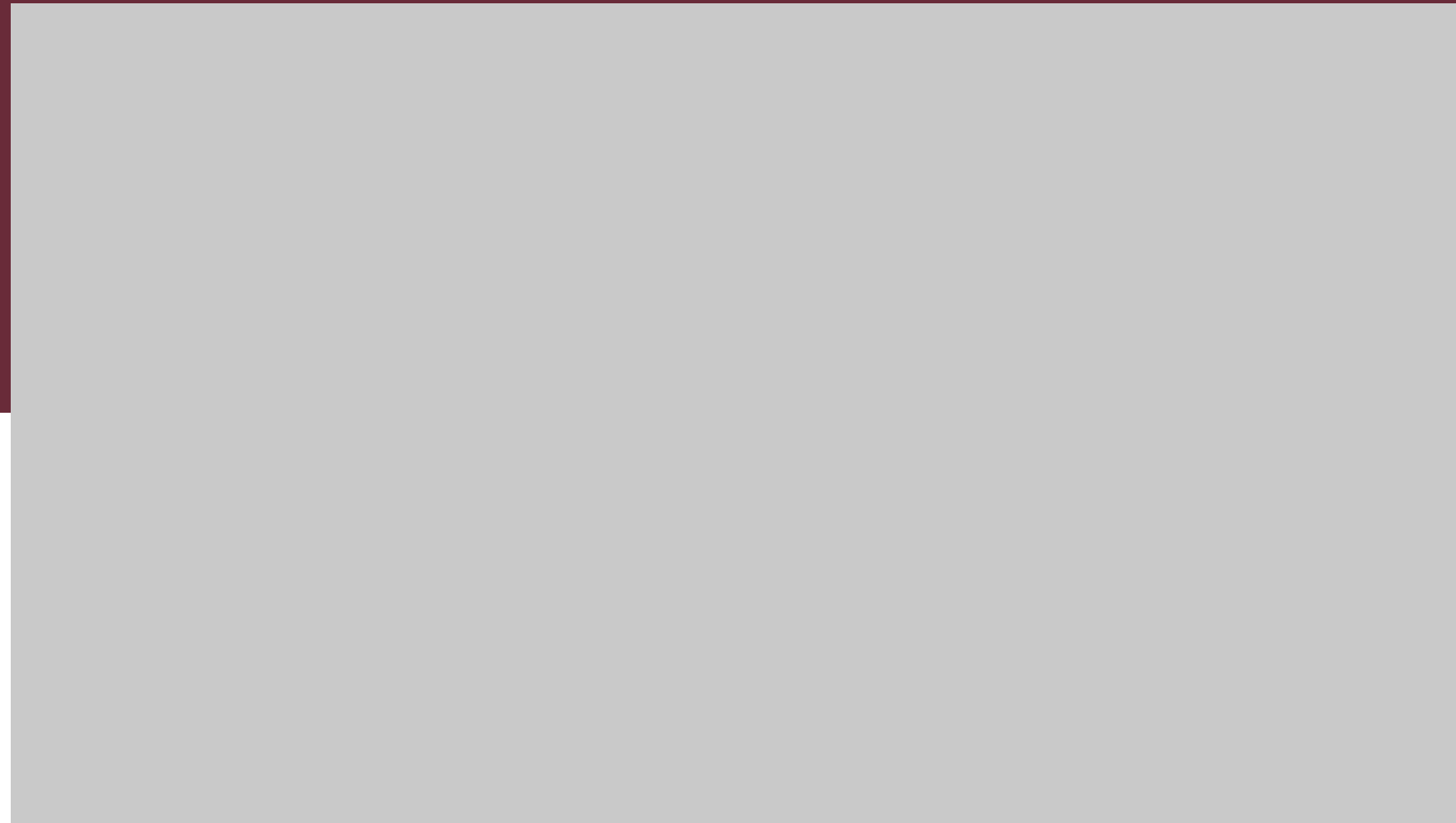


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# INNOVATION

*Institute for Business & Entrepreneurship*

# Hometown Manufacturing



**Northwoods manufacturer goes green  
& goes global.**

<https://hometown-mfg.com/>

# Hometown Manufacturing



**"Innovation, Innovation, Innovation!"**

**<https://hometown-mfg.com/>**

# Environmental Innovation



**Hometown  
Manufacturing**  
Crandon



**Dry Away**  
Brookfield



**Compost Crusader**  
Milwaukee



# Farm & Food Innovation



**Julian Family Farm**  
Medford



**American  
Provenance**  
Mount Horeb



**Reinvent Ferment**  
Appleton

# Healthcare Delivery Innovation



**Nurse Practitioner  
Health Services**  
Appleton, Palmyra  
& Tomahawk



**Birch Haven  
Senior Living**  
Ashland, Washburn  
& Minocqua



**Grandpa Ray's  
Oshkosh**

# Tech-Driven Innovation



**Northern Star Fire**  
Eau Claire



**Baby Express**  
Racine



**MobCraft Beer**  
Milwaukee

# Destination Innovation



**The Mill**  
Chetek



**Great Escape &  
Driftless Axe**  
La Crosse



**Pedal & Paddle  
Tavern**  
Milwaukee

# Niche Market Innovation



**Treetop Explorer**  
Waukesha



**Aqua Therapups**  
Slinger &  
Brookfield



**Warrior Jungle**  
De Pere

# MISSION MATTERS

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ACCESS | EMPOWERS | INNOVATION

*The Institute for Business & Entrepreneurship*



# THANK YOU!

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## Questions?

