THE WISCONSIN IDEA

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

Charles Van Hise
MARK LANGE

EXECUTIVE DIRECTOR - INSTITUTE FOR BUSINESS & ENTREPRENEURSHIP

HAS SERVED IN THIS ROLE SINCE 2013
AGENDA

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

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

Charles Van Hise
INSTITUTE FOR BUSINESS & ENTREPRENEURSHIP

UW SYSTEM'S STATEWIDE BUSINESS OUTREACH
BON WIKENHEISER

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
ACCESS

Institute for Business & Entrepreneurship
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, WEBCONFERENCING, 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
EMPOWERS

Institute for Business & Entrepreneurship
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

UW-RIVER FALLS SBDC DIRECTOR

ST. CROIX VALLEY BUSINESS INNOVATION CENTER DIRECTOR
DALE JORGENSON

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
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

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.

@WiscInnovate

WISC CLIENT EXAMPLE: FUNCTIONAL HAND
$188,242

Avg. cost of a cyberattack

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.

$2 TRILLION

Estimated cost of cybercrime to the global economy.

$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

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

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
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

ACCESS | EMPOWERS | INNOVATION

The Institute for Business & Entrepreneurship
THANK YOU!

Questions?