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

161 W. Wisconsin Ave.
Milwaukee, WI 53203
(414) 227-3240 | sbdc@uwm.edu
www.wisconsinsbdc.org/milwaukee

RESULTS: THE NUMBERS (JANUARY 2017 - DECEMBER 2019)

<table>
<thead>
<tr>
<th>Boosting local economies</th>
<th>In Wisconsin</th>
<th>In Your Region</th>
</tr>
</thead>
<tbody>
<tr>
<td>New businesses created</td>
<td>846</td>
<td>82</td>
</tr>
<tr>
<td>Capital investment</td>
<td>$382.4 million</td>
<td>$32.3 million</td>
</tr>
<tr>
<td>Jobs created and retained</td>
<td>3,926</td>
<td>504</td>
</tr>
<tr>
<td>Clients receiving assistance</td>
<td>10,153 (68.6% pre-venture, 31.4% existing businesses)</td>
<td>1,339 (73.2% pre-venture, 36.8% existing businesses)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Showing a commitment to access for all</th>
<th>In Wisconsin</th>
<th>In Your Region</th>
</tr>
</thead>
<tbody>
<tr>
<td>Women clients</td>
<td>46.9%</td>
<td>52.9%</td>
</tr>
<tr>
<td>Companies with some female ownership</td>
<td>57.8%</td>
<td>62.8%</td>
</tr>
<tr>
<td>Minority clients</td>
<td>20.6%</td>
<td>46.5%</td>
</tr>
<tr>
<td>Veteran clients</td>
<td>8.3%</td>
<td>8.3%</td>
</tr>
</tbody>
</table>
Regional Success Stories

HIGH-TECH ENTREPRENEUR SUCCESS: SAFELI
City: Milwaukee
Owners: Dr. Marija Gajdardziska-Josifovska & Dr. Carol Hirschmugl

Their Innovation: Featured as a 2020 Wisconsin company to watch and showcased at the 2019 Global Entrepreneurship Summit, SafeLi LLC is developing a safer, longer-lasting battery that could improve electric and hybrid vehicles, power tools, and consumer electronics.

CLIENT SUCCESS: SOPHIA BARRY
City: Milwaukee
Owner: Sophia Barry

Her Innovations: Three-time entrepreneur Sophia Barry has been leveraging her partnership with the SBDC since attending the Entrepreneurial Training Program in 2011. This connection has been integral to her starting three successful businesses, including her most recent, Elevate Business Consulting LLC.

CLIENT SUCCESS: JUNIOR’S
City: Milwaukee
Owner: Junior & Kenny Cross

Their Innovation: In 2015, Kenny Cross joined his brother Junior in their family-owned grocery store to help operate and revamp the business. The brothers strive to support their community by being a positive influence on students in the area, including providing artistic opportunities.