



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

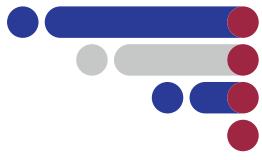


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RESULTS: THE NUMBERS (JANUARY 2017 - DECEMBER 2019)

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

Showing a commitment to access for all	In Wisconsin	In Your Region
Women clients	46.9%	52.9%
Companies with some female ownership	57.8%	62.8%
Minority clients	20.6%	46.5%
Veteran clients	8.3%	8.3%



Institute for Business & Entrepreneurship

University of Wisconsin System

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.