



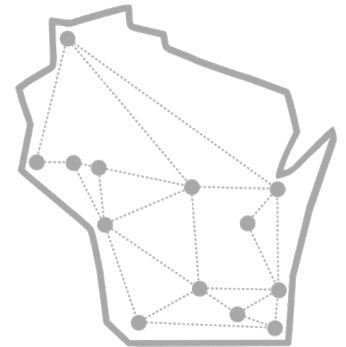
# Office of **BUSINESS & ENTREPRENEURSHIP**

## About Us

The Universities of Wisconsin's Office of Business & Entrepreneurship (OBE) helps entrepreneurs, businesses, and economic development professionals to achieve their goals.

### We offer:

- Expert consulting
- Educational resources and training
- Technical assistance
- Economic reports
- Dynamic statewide network



A proud part of the Universities of Wisconsin, made up of 13 four-year campuses statewide.

### Small Business Technical Assistance:

The **Wisconsin Small Business Development Center (SBDC)** serves and supports startups and existing businesses in every county in Wisconsin. The SBDC offers consulting, education, and referrals to other needed business resources. [wisconsinsbdc.org](http://wisconsinsbdc.org)



The **Center for Technology Commercialization (CTC)** guides small businesses and innovators as they develop innovative products, connect to investors across Wisconsin, and apply for federal funding. Support is given through programming, counseling, and funding guidance. [wisconsinctc.org](http://wisconsinctc.org)



The **Food Finance Institute (FFI)** leverages and supports a collaborative network of professionals focused on building and funding profitable businesses in the food, beverage, and value-added agriculture sector. [foodfinanceinstitute.org](http://foodfinanceinstitute.org)



### Economic Reports:

**YourEconomy** compiles data sets to track performance and growth factors for more than 144 million businesses, communities, and regions across the U.S. This tool is a product of the Universities of Wisconsin, and is currently used by Harvard, MIT, and Cornell. [youreconomy.org](http://youreconomy.org)



## OBE Results (2019-2024)

| Boosting local economies | In Wisconsin           |
|--------------------------|------------------------|
| New businesses created   | 1,805                  |
| Capital investment       | \$1.051 <b>billion</b> |
| Jobs supported           | 88,957                 |
| Clients served           | 25,891                 |

## Contact Us

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# OBE Success Stories



## Fortune Favors (SBDC + FFI)

**City:** Madison

**Owners:** Eric Rupert, Sam McDaniel, and Jess Benish

The **2024 Small Business Persons of the Year** were highlighted for their quick pandemic pivots from in-person retail to online sales, extensive rebrand, and rapid growth.



Fortune Favors started with OBE via the FFI Fellows program, previously known as Wisconsin FaBcap Accelerator, in 2019. From there, they were referred to the award-winning UW-Madison SBDC, which was recognized as the **2023 Great Lakes Regional Small Business Development Center for Excellence in Innovation**.



## Siren Shrub Co. (SBDC + FFI + CTC)

**City:** Stevens Point

**Owners:** Layne Cozzolino and Mindy McCord

This women-owned business, **featured on Season 8 of *Project Pitch It!***, makes flavorful combinations with its shrubs — nonalcoholic syrups made from apple cider vinegar, fresh fruits, roots, and herbs, which are then sweetened with cane sugar or maple syrup.



Siren Shrub connected to UW-Stevens Point SBDC in 2019 for assistance with a working capital loan. The business's skills were advanced in FFI's Financial Management Boot Camp, and they utilized the CTC's Ideadvance program to expand their offerings.



## Arctic Compressor (CTC + SBDC)

**City:** Superior

**Co-owners:** Steve, Peggi, and Chuck Potter

The **2023 Small Business Persons of the Year** have tripled their number of employees since 2018 and increased their product line to fit industry and safety standards.



Arctic Compressor has been connected to UW-Superior SBDC since 2016 and credit that partnership for their actionable growth plan. They connected to CTC via the SBIR Ready program as an AFWERX SBIR funding prospect.