

# Institute for Business & Entrepreneurship



## Support for Entrepreneurs 101

**Colleen Merrill--Director of Special Projects, Institute for Business & Entrepreneurship**

**Andrew Larson--Farm Program Manager, Food Finance Institute**

**Margaret Ramey--Director, Center for Technology Commercialization**

**Nora Roughen-Schmidt--Business Consultant, Small Business Development Center**



## Goals for the session:

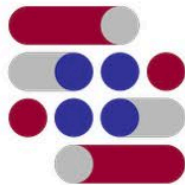
- What are IBE services and capabilities
- How to navigate, refer and access those services
- How IBE's collaborative approach helps Wisconsin move Forward
- Success Stories



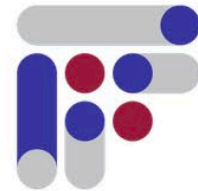
The Universities of Wisconsin  
Institute for Business & Entrepreneurship embodies  
The Wisconsin Idea through statewide business  
outreach via four core programs.



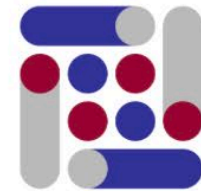
Small Business  
Development Center



Center for Technology  
Commercialization



Food Finance  
Institute



Business Dynamics  
Research Consortium

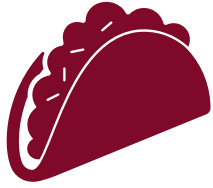
# Collaboration and Facilitation

IBE works with state agencies and economic development entities to:

- Enhance access
- Provide training and consulting
- Facilitate meetings with stakeholders in support of entrepreneurial ecosystems.

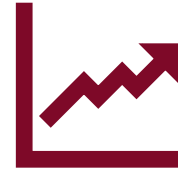


# IBE Strategic Projects



## Mainstreet Bounceback

Training, TA, and Clinics open to all MSBB recipients at no cost



## Minority Business Development Agency Womens Capital Readiness

Goal to increase access to capital for WI Women Entrepreneurs



## State Small Business Credit Initiative Technical Assistance

Focus on SEDI & VSBs Technical Assistance



# SW Wisconsin SBDC

The Wisconsin SBDC offers:

- No-cost, confidential consulting
- Business education – online, and in person
- Research and data services
- Access to a wide network of regional expertise



Business planning  
and startup



Finance and  
capital access



Marketing and  
sales growth



Financial  
management



- The Wisconsin Small Business Development Center (SBDC) Network is a nationally accredited member of America's SBDC, the most comprehensive small business assistance network in the U.S.

14 centers across the state,  
many based on Universities  
campuses

Helping businesses  
start and grow since  
1980





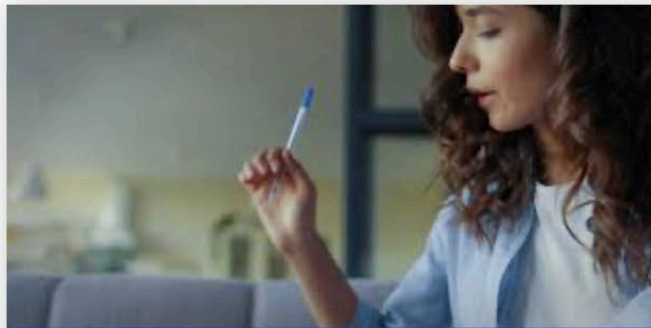
# 24x7 Online Education



## Accounting Series Video #1: Profit & Loss Statements

This video includes an overview of profit & loss statements (also known as income statements) and how they affect your business. S...

Watch Video



## Law Series Video #1: Overview of Trademarks and Copyrights

The video answers the question of what is the difference between trademarks, copyrights and patents. Also includes how to get a tradem...

Watch Video



## Lending Series Video #1: Common Ways to Fund Your Small Business

An overview of different ways to fund your business including owner contributions, banks and credit unions, online lending companies a...

Watch Video



# The Book Kitchen-Mineral Point



- First Steps
- Business Plan
- Referral for RLF
- Virtual Courses
- Marketing Classes





# Food Finance Institute

- **The Food Finance Institute (FFI)**'s mission is to make sophisticated financial consulting available to every growing food, beverage and value-added farm enterprise.
  - 1-on-1 Technical Assistance
  - Financial Management Boot Camps
  - FFI Fellows program
  - Raising Equity, Scenario Planning, and Consultant Training
  - **Edible Alpha Podcast, Newsletter, and Consultant Database**



# IMMERSION TRAINING LEVEL 1 & LEVEL 2 CONSULTANT TRAINING

- Learn what food, beverage and value-added farm businesses need to do to **optimize their business model and capital structure** for profitability.
- Help your clients **navigate the process of raising capital**, including appropriate debt, strategic investments, and equity investments.
  - Level 1: June 13-14, 2024
  - Level 2: June 27-28, 2024



Instructor:  
**Tera Johnson**,  
FFI Founder and  
Innovative Finance Expert

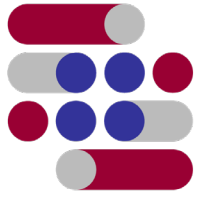
Register at <https://www.edible-alpha.org/>



## MEADOWLARK FARM AND MILL

- Came home from NYC restaurants
- Partnered with Paul Bickford, and transitioned to organic in 2015/2016
- \$250k Value-Added Producer Grant to start custom-milling food grains
- Raising Equity and coaching with FFI
- \$625k financing for mill equipment, infrastructure, and working capital
- "Entrepreneurship leveraging revolutionary change"





Center for Technology  
Commercialization

Free, Confidential  
Business & Technical Assistance  
for Wisconsin Companies Seeking  
SBIR/STTR Funding



# What is SBIR/STTR?

# A \$4.3 Billion Seed Fund!

*The SBIR Program funds **technological breakthroughs**,  
life changing/improving technologies.*

Federal funding programs (11 agencies participate) intended to help small businesses conduct R&D for development of new products or testing if existing products can be configured for a new setting.

**What does that mean?** The program wants small businesses to get their high tech, high risk products TESTED and OUT in the world.

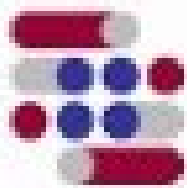
## Agencies

NSF	DHS
USDA	DOE
NIH	DoEd
DoD	DOC
DOT	NASA
EPA	

### **SBIR Funded Techs:**

- *Lasik eye surgery*
- *Omega 3 supplement*
- *Infrared cameras for bridge repairs*
- *Safer battery technology*
- *Absorbable wound dressings*
- *AI/ML technology or new applications*
- *New engine tech allowing diesel engines to run on any fuel*

# The Diversity of Innovation



Center for Technology  
Commercialization

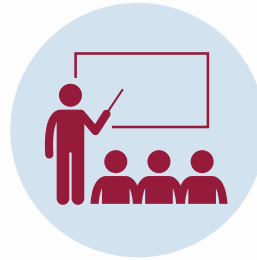




# CTC Services



1 on 1 Consulting



Training/Programmin  
g



Mentorship



Grants!

Before you  
submit  
Up to \$9,000  
for your small  
business

After you have an  
SBIR/STTR  
Up to \$275,000  
for your small  
business

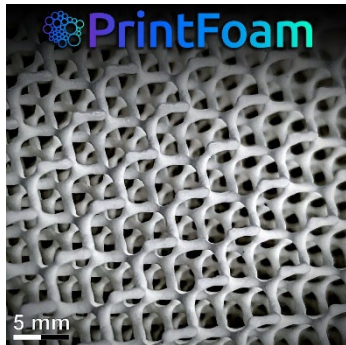
# CTC Success Story

## Wisclift - Crandon, WI



Innovation: Building on his military experience and seeing the lack of internet access in rural Wisconsin, Scott Williams decided to change that with a continuously flown drone that can provide communications. Once introduced to a Department of Defense Air Force SBIR program (AFWERX) it became clear they were a great fit, earning \$50,000 in funding.

## Intrnl - Wales, WI



Innovation: An advanced manufacturing business creating filtering products to make carbon capture more efficient and cost-effective. Efficient filtering of Carbon Dioxide from power generation or other industrial processes is incredibly important to reducing electricity and fuel consumption. Company has NSF SBIR funding and is pursuing Department of Defense SBIR awards in 2024.

# Questions?





# Stay in Touch!

Make a client referral:



Partner with us:

