

UW BUSINESS & ENTREPRENEURSHIP



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

UNIVERSITY OF WISCONSIN
LA CROSSE UWE

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RESULTS: THE NUMBERS (JANUARY 2016-JUNE 2019)

Boosting local economies	In Wisconsin	In Your Region
New businesses created	955	97
Capital investment	\$420 million	\$21 million
Jobs created and retained	4,174	406
Clients receiving assistance	11,322 (32.5% pre-venture, 67.5% existing businesses)	975 (69.2% pre-venture, 30.8% existing businesses)

Showing a commitment to access for all	In Wisconsin	In Your Region
Female clients	46.1%	47%
Companies with some female ownership	50.7%	57.5%
Capital invested in rural companies	\$124.5 million	\$4 million
Rural client assistance	18,634 hours	2,256 hours
Minority clients	19.9%	15.3%
Veteran clients	6.8%	12.1%

Regional Success Stories



CLIENT SUCCESS: SIMPLESTEPS TO TECHNOLOGY

City: La Crosse

Owner: Kathy Helgerson

Her Innovation: Helgerson launched SimpleSteps to Technology to enrich the lives of seniors through 1:1 computer training and troubleshooting. Her innovative method includes providing seniors access to virtual reality and Eversound to “take seniors anywhere in the world.”



CLIENT SUCCESS: GREAT ESCAPE AND DRIFTLESS AXE

City: La Crosse

Owner: Toby Farley

His Innovation: Farley’s interactive entertainment experiences bring people to La Crosse and bring people together through exciting physical and mental challenges.