

Start In Wisconsin *Fact Sheet for Entrepreneur Support Organizations*

What is Start In Wisconsin? Start In Wisconsin is a no-cost referral and collaboration network that connects area entrepreneurs and business founders to local, regional and statewide resources, networking opportunities and other relevant events.

Start In Wisconsin provides:

- A comprehensive, vetted online directory of entrepreneur support organizations (ESOs)
- An online calendar of events searchable by subject and location statewide
- Managed referrals from entrepreneurs calling the Start In Wisconsin hotline for assistance

Is Start In Wisconsin specific to my region? Yes! The database will be filtered so entrepreneurs are referred to resources based on their ZIP code or preferred location. Your area will be part of Start In Wisconsin- Northeast Wisconsin Region.

Who can be part of Start In Wisconsin? An invited entrepreneur support organization (ESO) that directly serves entrepreneurs can be included in the online Resource Navigator directory. **There is no cost to be listed.** Simply complete the online form to apply: www.startinwi.com/signup.

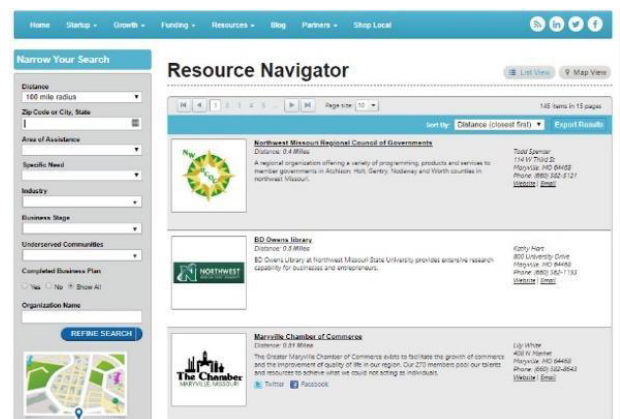
If an ESO joins the network, does it still keep its own identity? Absolutely. Each organization continues to operate as it does today. Start In Wisconsin's primary purpose is to help entrepreneurs find the right resource at the right time. This is accomplished by facilitating connections between entrepreneurs and the regional services included in the database.

How does Start In Wisconsin help me?

- Free promotion of your organization
- Greater community awareness of your services
- Publicity for your events
- Reports providing a compilation of search, referral and other startup ecosystem statistics
- Increased client referral to your organization

How does Start In Wisconsin help entrepreneurs?

- Connections to the right resources at the right time
- Information on ESOs offering a broad range of expertise
- Notification of business founder events in the area
- Free and easy access to specialty expertise through a targeted online search and a telephone hotline



Complete this online form to apply:
www.startinwi.com/signup