



Industry-leading cloud storage company Fasetto is succeeding in Superior with the help of local, regional and state resources.

Helping entrepreneurs “Start In Wisconsin”

StartInWI.com

Entrepreneurs are driven by passion and creativity. Each day presents challenges in need of solutions. How can entrepreneurs find the right resources quickly so that they can focus on building their businesses in Wisconsin? The Start In Wisconsin connectivity platform.

What is Start In Wisconsin?

Start In Wisconsin is an up-to-date online directory of entrepreneurial resources and calendar of entrepreneur-focused events and programming. It will help entrepreneurs find vetted resources that best suit their needs -- searchable by ZIP code, type of business assistance and many other categories.

What resources are included in Start in Wisconsin?

Start In Wisconsin features the Resource Navigator, a dynamic search engine referencing resources and entrepreneur support organizations (ESOs) at the local, regional and state levels. Also included is an interactive calendar tool for quick access to event listings by subject and location. These services are powered by SourceLink, a trusted and experienced organization with a national affiliation of user communities.

By using a common platform, Start In Wisconsin will be able to make specific recommendations and introductions, with follow-up to make sure that entrepreneurs are getting the support that they need.

Who is involved in the development of Start In Wisconsin?

Start In Wisconsin is a collaborative initiative between Wisconsin Economic Development Corporation (WEDC) and local entrepreneur support organizations coordinated in nine regions across the state.

WEDC has funded the Start In Wisconsin platform and serves as the project sponsor. The UW System Institute for Business & Entrepreneurship (IBE) is responsible for managing the directory's data, technology and administrative operations.

How will Start In Wisconsin work for entrepreneurs?

Start In Wisconsin's connectivity tools will be available to entrepreneurs through StartInWI.com. The technology utilized by Start In Wisconsin also provides multiple access points for entrepreneurs via regional ESO websites. The goal is to have the Start In Wisconsin's regional Resource Navigator and calendars added to a wide range of entrepreneurial-focused websites, creating a supported and coordinated portal for entrepreneurial resources.

How will resource provider information be added to Start In Wisconsin?

Start In Wisconsin will be populated by entrepreneur support organizations themselves via an online application form at StartInWI.com. In this way, local organizations will have control over how their organization's core offerings will be positioned to entrepreneurs. Following the Start In Wisconsin launch, ESOs will also have the ability to update their profiles and interact more directly with other ESOs in the region.

What is the timeline for the development and launch of Start In Wisconsin?

Start In Wisconsin will launch with four regions in spring/summer 2020, with all regions online by 2021.

How can I learn more about Start In Wisconsin?

If you have general questions about the benefits to entrepreneurs and resource providers, email info@startinwi.com or contact:

Ed Javier
Entrepreneurship Program Director
Wisconsin Economic Development Corporation
608.210.6850
ed.javier@wedc.org