

# START IN WISCONSIN HELPING ENTREPRENEURS “START IN WISCONSIN”

Entrepreneurs are creative, driven and passionate about their ideas. However, they often don't know “where to start” when they want to start a business. The solution? The Start In Wisconsin online platform.

## What is Start in Wisconsin?

**start in**  
WISCONSIN

Start In Wisconsin is a comprehensive, no-cost directory of entrepreneurial

resources and events tailored to their specific needs. People can search by location, type of business assistance and more.

## What is available?

- 1. Resource Navigator:** A dynamic search engine to connect entrepreneurs with vetted local, regional and state entrepreneurial support organizations and their experts.
- 2. Calendar:** An interactive listing of relevant events and educational offerings.
- 3. Personal Action Plan:** A customized checklist of things for business owners to do and people to meet to move their Wisconsin business forward.
- 4. Toolbox:** A collection of videos and other resources to help guide entrepreneurs.
- 5. Follow-up assistance as needed:** You can reach out via phone (800-940-7232) or email ([info@startinwi.com](mailto:info@startinwi.com)).

## What makes this possible?

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

WEDC funds the Start In Wisconsin platform. The UW System Institute for Business & Entrepreneurship manages the directory's data, technology and administrative operations.



LUSH Gourmet Popcorn in Milwaukee is succeeding with the help of local, regional and state resources.

The platform is powered by SourceLink®, a trusted and experienced organization with a national affiliation of user communities.

## How can I get started?

Go to [www.StartInWI.com](http://www.StartInWI.com).

-Or-

Scan our QR code:



Open your phone's camera to go straight to our website on your mobile browser!

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