

# START IN WISCONSIN HELPING YOU REACH ENTREPRENEURS IN YOUR REGION

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 does it offer?

- 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)).

## Who Supports Start In Wisconsin?

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, technology and administrative operations.

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

This effort reflects Wisconsin's commitment to providing a consistent "one-stop shop" for small business resources.

## How can I add my organization as a resource?

[Complete an online form on the website.](#) Becoming a Start In Wisconsin entrepreneur support organization (ESO) brings you into



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

the largest network of support for Wisconsin small businesses and entrepreneurs. Signing up is easy if you offer programs and services specifically for entrepreneurs.

## How can I add my organization's events to the calendar?

[Simply fill out the online event form.](#) All events must be focused on educating and benefiting the startup and entrepreneur community.

## How can I add this tool to my website?

Embeds of Start In Wisconsin's Resource Navigator and/or Calendar of Events can be a valuable part of your organization's website so you can point clients to your own page. Our tech team will provide a simple code for you paste onto your site.

## How can I learn more?

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

**Allie Palmer**  
Entrepreneurship Investment Coordinator  
Wisconsin Economic Development Corporation  
[allie.palmer@wedc.org](mailto:allie.palmer@wedc.org) | 608-210-6886

**Stephanie Robey**  
Outreach Program Coordinator  
Institute for Business & Entrepreneurship  
[stephanie.robey@business.wisconsin.edu](mailto:stephanie.robey@business.wisconsin.edu) | 608-263-7794

