

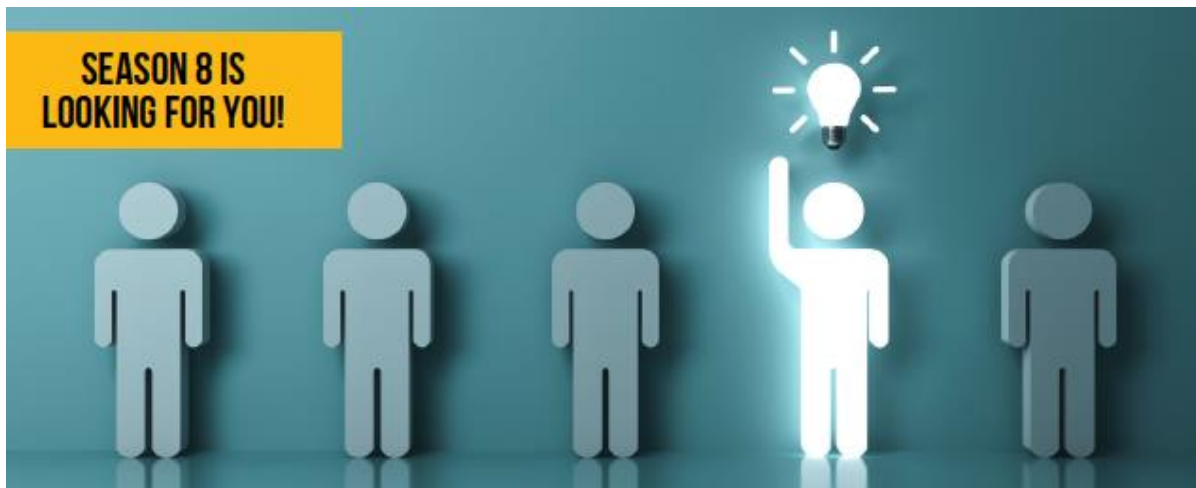
# SBDC

Wisconsin Small Business  
Development Center

SBDC at UW Oshkosh | August 2023

## Applications open for Season 8 of Project Pitch It

Applications are due Friday, September 29 | Virtual auditions to be held Fall 2023



Is your business making an impact in Wisconsin, but could use help taking it to the next level?

Eligibility requirements are simple:

- You must be a Wisconsin business.
- Your product or service must help and inspire people in Wisconsin.

Your applications will be reviewed and you will be notified if you will be invited to audition for the show.



Apply for Project Pitch It

## Cybersecurity Resource from WEDC

Video series helps small businesses easily understand security against cyber threats

Wisconsin Economic Development Corp. provides a [series of informational videos to help companies understand cybersecurity issues](#) and take the first steps to protect their operations. These are available to view at no cost to businesses across the state.

Matt Frost from the Wisconsin Procurement Institute provides a broad overview, key factors to consider, and three exercises over the course of 11 short videos. These videos provide the basic knowledge necessary to make small companies more secure.



## PROGRAMS & EVENTS

### SBDC's Digital Marketing Clinic extending assistance to Eau Claire small businesses



An initiative by University of Wisconsin Oshkosh students to provide digital marketing assistance will go beyond the Fox Valley and soon help a group of small businesses in northwest Wisconsin.

The Digital Marketing Clinic of UW Oshkosh's Small Business Development Center (SBDC) will partner later this month with the SBDC on the UW-Eau Claire campus to provide digital marketing training and best practices.

The Digital Marketing Clinic student consultants will give a presentation to the owners of about 35 businesses. It will be followed by 20-30-minute free and confidential one-on-one digital marketing appointments conducted by seven intern-consultants—six from UWO and one from UW-La Crosse who is part of the team. [Read more...](#)

[Learn more about the Digital Marketing Clinic](#)

---

## Veteran Command Post Accelerator Program

Fall 2023 cohort applications are due August 11 (TODAY)

The Command Post Accelerator is a cohort-based business accelerator designed for veteran and military affiliated business owners or prospective business owners in Wisconsin.



WISCONSIN  
**VETERANS CHAMBER  
OF COMMERCE**

This cohort will have an in-person, kick-off weekend (tentatively scheduled to be held in Stevens Point) and eight weeks of virtual instruction over the subsequent weeks. Participants in the cohort will be introduced to resources and industry experts, networking and relationship building and over 30 hours of instruction.

There is no cost to participate in this program and food and lodging will be provided for the kick-off event. Participants who successfully complete the Command Post Accelerator will be eligible for a grant at the end of the session.

**Dates:**

*In-person:* Final location TBD (likely Stevens Point) | September 9-10, 2023 | all day

*Online instruction:* Tuesdays | September 12 to October 31, 2023 | 7-9pm

[Applications](#) are due on August 11. The cohort will have a maximum of 18 participants.

---

## gBeta 1915 Studios Seeking Businesses for Fall Cohort

Application deadline upcoming on September 1

[gBETA 1915 Studios](#) is now taking applications for its fall 2023 program. Up to five companies from a range of verticals are selected from a competitive applicant pool to participate in the free seven-week program. Participating companies receive:



- Individualized coaching and mentorship from the team of nationally ranked accelerator gener8tor on company growth and investor readiness
- Free space with 1915 Studios (see the Georgia-Pacific Startup Facility below)
- Free prototyping, additive manufacturing and other resources.
- Weekly "Lunch & Learns" and "Mentor Swarms"
- Investor and accelerator pitches
- \$1M+ in deals and perks from vendors like IBM Cloud, Rackspace, Amazon, Paypal, Zendesk, Hubspot and Microsoft
- Ongoing post-program support and gener8tor community involvement and offerings

gBETA 1915 Studios' goal is that graduates will go on to participate in an investment accelerator or raise a seed round. The deadline to apply to participate in this cohort is September 1.

[Apply Here](#)

## SBDC Events, Trainings and Programs

Explore all of the SBDC's events around the state for prospective and current business owners looking to expand their skill set, network, receive guidance or connect to the Wisconsin entrepreneurial ecosystem.

### UPCOMING EVENTS:

[NIH Presubmission Panel Review](#)

August 15, 2023 | 12 p.m. | Online  
Center for Technology Commercialization  
No cost event

[First Steps to Starting a Business](#)

August 23, 2023 | 7 p.m. | Online  
Wisconsin SBDC at UW Stevens Point  
No cost event

[Virtual Entrepreneurial Training Program Orientation](#)

September 7, 2023 | 5:30 p.m. | Online  
Wisconsin SBDC at UW Stevens Point  
No cost event



[View ALL Upcoming Events](#)

## OPPORTUNITIES



### Appleton

#### **City of Appleton Economic Development**

Accepting applications for Business Enhancement Grants for properties located in the newly created Tax Increment Financing Districts (TIF).

[Learn more...](#)

### Oshkosh

#### **Greater Oshkosh Economic Development Corporation**

Greater Oshkosh has three funding programs available, the Capital Catalyst Fund, Revolving Loan Fund and Rural Revolving Loan Fund.

[Learn more...](#)

### Fond du Lac

#### **Downtown Fond du Lac Partnership**

Grants to support Fond du Lac businesses include Creative Sign Grant, Experience Generator Grant, New Business Grant, and more.

[Learn more...](#)

## OTHER NEWS & OPPORTUNITIES

### **Brosman Receives National Recognition**

America's SBDC names Oshkosh Center Director among its 40 Under 40 for 2023

America's SBDC announced its 20223 list of 40 Under 40 awards included Dan Brosman, the director of the UW Oshkosh Center for Wisconsin SBDC. In it's second year, the 4 Under 40 recognition spotlights the extraordinary contributions of individuals under age 40 in the national Small Business Development Center (SBDC) Network who have significantly impacted their local networks and the broader business landscape.



Brosman, who has worked for the Oshkosh SBDC since 2018 and has served as its director since early 2022, was recognized for his outreach efforts to other stakeholders across northeast Wisconsin, which has increased the overall number of small businesses served across the region, as well as the number of entrepreneurs from traditionally underserved populations.

Brosman was also recognized for his contributions to creating and sustaining the Digital Marketing Clinic housed at UW Oshkosh. This initiative was launched during the Covid pandemic to assist small business owners optimize their digital marketing assets in order to better reach customers through safe, effective marketing.

“Dan is an exceptionally accomplished professional deserving of this award.” said Colleen Merrill, interim Wisconsin state director and former director of the Oshkosh center. “We are incredibly proud of the hard work Dan has put forth to make the state’s small business ecosystem more connected, serving entrepreneurs in every corner of Wisconsin.”

Another 4 Under 40 honoree from Wisconsin this year is Alia Carroll, who previously served as a business consultant at the UW Oshkosh center from 2021 to 2022. Carroll now serves small business owners statewide through Wisconsin SBDC's Capital Access Clinic.

All 40 national winners will be celebrated at a reception during the 44<sup>th</sup> Annual America’s SBDC Conference on September 5 at Gaylord Opryland Resort in Nashville, Tenn.

[Read the Wisconsin SBDC Network news release...](#)