

Entrepreneurial Training Program



The Wisconsin SBDC Network is a proud part of the Institute of Business and Entrepreneurship in the UW-System. Funded in part through a cooperative agreement with the U.S. Small Business Administration. Reasonable accommodations for persons with disabilities will be made if requested at least two weeks in advance by contacting us at 715-346-3838.

PLEASE NOTE

Classes will be through online instruction via Zoom. Please make sure you have access to a computer and internet connection.

FOR MORE INFO:

Please contact the SBDC at 715-346-3838 or visit uwsp.edu/etp



University of Wisconsin
Stevens Point



UNIVERSITY OF WISCONSIN
GREEN BAY



Nine Week Business Plan Series

The Entrepreneurial Training Program (ETP) offered by the Wisconsin Small Business Development Center at UW-Stevens Point and UW-Green Bay is a 9 week course providing an easy to follow, step-by-step process that shows your for-profit business how to:

- Answer the question – “Will people buy my product or service?”
- Appeal to more customers
- Develop a lender-ready business plan
- Use time, money and resources wisely

Through instruction and guest speakers, the course serves those who are considering starting a business, owners of existing businesses struggling to get a handle on all the details, and those with successful companies they want to grow.

SPRING 2021 – Online Class Dates

Orientation

Thursday, January 28 | 5:30 - 7 p.m.

Class Dates

Thursdays, February 11 - April 8 | 5:30-8:30 p.m.

We are going virtual for spring 2021. Two experienced business professionals will be co-teaching this course and using Zoom break out rooms, polls, and interactive group discussions and individual activities to keep the instruction fresh and engaging.

Cost

The Wisconsin Economic Development Corporation is offering qualified applicants ETP Grants that cover most of the \$1,000 course fee. The grant covers 75 percent of the tuition, **reducing your cost to \$250**. Grant recipients must meet attendance requirements and complete a qualified business plan within 2 weeks of completion of the course or will otherwise be responsible for the remaining \$750.

Due to COVID-19 and the program going virtual, please note an additional \$50 reduction in the program fee as participants will be required to purchase their own textbook.

Registration

Space in the course is limited and will be filled on a first-come, first-served basis. Register online by visiting uwsp.edu/ETP.

Find out if ETP is right for you!

Want to know what the Entrepreneurial Training Program is all about? Join us for the ETP Orientation. Get an overview of the program, curriculum, and grant scholarship requirements. Most of all, find out how this program can help you reach your business goals. **Orientation registration: bit.ly/ETPS21**

Proven Impact

Since 2013, 537 students have completed the course statewide, including 40 veterans and 73 minorities.

Entrepreneurial Training Program

Testimonials from past participants

"ETP was the education and support I needed to take my business ideas to reality."

- **Logan Erickson, Mosinee**

"Great program! Very informative and helped tie my business administration education all together into a relevant business concept."

- **Cecil DeHart, Antigo**

"I enjoyed my time in the ETP program. Learning the general business concepts to apply to my current business will prove to be helpful as we continue to grow and expand."

- **Quyen Hom, Stevens Point**

"This course is an eye opener and shows me the path to open a new business. Teaching is provided in a very friendly environment and the support staff is excellent not only during the training but also afterwards. They (support staff) are very resourceful and always ready to help."

- **Daljeet Rishi, Wausau**

"The class had so much information - helpful in informing people what all is entailed to start a business. The class was also a great way to meet and network with new and potential new small businesses!"

- **Becca Kaegi, Antigo**

"Wonderful course. The knowledge that Jeff shared is priceless. This class gives me the tools and the confidence to succeed in my current business and any future ventures I begin. Thank you"

- **Dawn Provost, Stevens Point**

"The ETP was a great program to attend and provided insight on what it really takes to start up a business. Not only that, but offered resources that one typically would not know about just by using an internet search engine."

- **Chee Yang, Wausau**

"SBDC ETP Class has changed my views on being in business. The amount of knowledge and practical business skills I have learned outweigh the price ten-fold."

- **Brandon Logging, Stevens Point**

"I've enjoyed sharing my own business ideas and hearing the ideas of others. I've learned so much about business planning/operations and I look forward to opening my business and following the success of my classmates."

- **Emily Abbott, Stevens Point**

"This class really helped with understanding the daily workings of any small business and we recommend it to anyone who is even thinking of starting a business."

- **Adam and Kelsey Jacobs, Antigo**

