



2012

ANNUAL REPORT

**BUILDING GREAT
WISCONSIN COMPANIES
FOR OVER 30 YEARS**



WISCONSIN
S B D C
NETWORK



Funded in part through a
Cooperative Agreement
with the U.S. Small
Business Administration.

POPULATION

Total population of Wisconsin..... **5,726,398**

SBDC CLIENTS

Counseled clients **2,257**

Training attendees **4,821**

Training events offered..... **322**

CLIENT DEMOGRAPHICS

Male..... **53.1%**

Female..... **46%**

Not selected **0.9%**

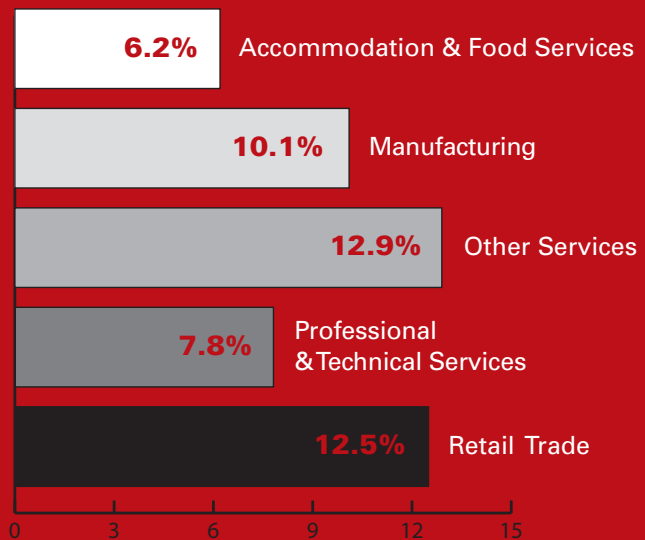
Veterans..... **7.8%**

Hispanic..... **3.9%**

Asian, African American, Pacific, Native American..... **10.4%**

TOP FIVE BUSINESS SECTORS

Percentage of total clients



AWARDS

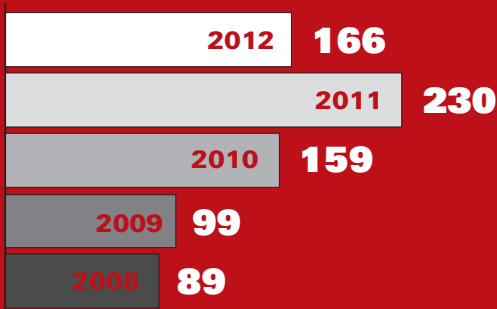
\$87,205,216

OVERALL CAPITAL INFUSION

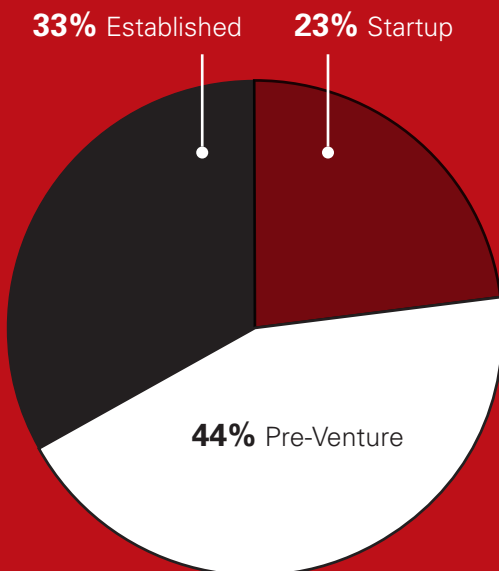
471 BUSINESS PLANS

have been completed by SBDC clients through the Entrepreneurial Training Program during the past three years.

BUSINESS STARTS



BUSINESS STATUS



SBDC STATE STAR

Presented by America's Small Business Development Centers

Chuck Brys

Business Consultant at UW-Green Bay SBDC

INNOVATION CHAMPIONS

This award, presented by the Wisconsin Innovation Service Center, recognizes individuals who have demonstrated a sustained commitment to supporting entrepreneurial innovation and whose dedication, hard work and expertise have resulted in measurable economic impact.

Pat L. Dillon

Northwest Regional Director
Wisconsin Entrepreneurs' Network

Gayle R. Kugler

State Director,
Small Business
Development Center

Associate Director of the
University of Wisconsin-
Extension Division of
Entrepreneurship and
Economic Development

David G. Linz

Southeast Regional Director
Wisconsin Entrepreneurs'
Network

Kurt R. Waldhuetter

Northeast Regional Director
Wisconsin Entrepreneurs'
Network

MISSION

CHAMPION BUSINESS
CREATION
AND **GROWTH**
THROUGH ENTREPRENEURIAL
EDUCATION

ONE-ON-ONE BUSINESS
CONSULTING

CONSISTENTLY DELIVER
HIGHER LEVELS
OF QUANTIFIABLE
ECONOMIC
IMPACT



SUCCESS YOU CAN SEE... WITHIN WISCONSIN

The **Wisconsin Small Business Development Center Network (SBDC)** applauds the achievements of this

year's small businesses. Their success stories reflect the strong entrepreneurial spirit that is—and always will be—the foundation of our Wisconsin economy.

Creating more impact for every federal dollar that comes into our state SBDC program is our ongoing focus. Originated in 1978, with federal legislation initiated by Wisconsin Senator Gaylord Nelson, our SBDC was one of eight pilot programs in the country. Senator Nelson's vision led to successful efforts to create the system of SBDCs at U.S. universities. Hence, our program has been continuously hosted and supported by the University of Wisconsin System, with SBDC offices and classrooms serving small business clients throughout the state.

IN THIS, OUR 35TH YEAR, the Wisconsin Small Business Development Center network is part of the nationwide network that offers individual counseling and educational resources to small businesses. Bringing UW resources to match every federal dollar continues to result in forward progress and success for our small businesses across the state. Read this year's annual report to view just a small sampling of our stories. The SBDC is a front-line, immediate response, high-impact program that facilitates small business growth, job creation, capital creation and economic recovery throughout Wisconsin. The value of these benefits far outweighs the direct cost of providing services, which makes the Wisconsin SBDC both cost-efficient and effective. Few programs can say that.

Every member of our statewide University-based SBDC Network is honored to be part of such a critical, value-added program that plays an important role in the Wisconsin economy. Thank you for being part of our success story! I invite you to get to know your local SBDC, its economic development activities and the positive impact it has in creating jobs in your community. To learn more about our statewide network and our passionate professional staff, who are dedicated to serving entrepreneurs and small businesses, visit our website at www.wisconsinsbdc.org and make an appointment to get connected.

Our return on investment is a direct return to Wisconsin's economy.

GAYLE R. KUGLER

*State Director, Small Business Development Center Network &
Associate Director of the University of Wisconsin-Extension,
Division of Entrepreneurship and Economic Development*



Representative

PAUL
RYAN

Population: 728,042

Counties: Kenosha, Milwaukee, Racine, Rock, Walworth, Waukesha

2012 SBDC Clients

| | |
|-------------------------|-----|
| Counseling Clients..... | 272 |
| Training Attendees..... | 154 |
| Training Events | 19 |

Client Demographics

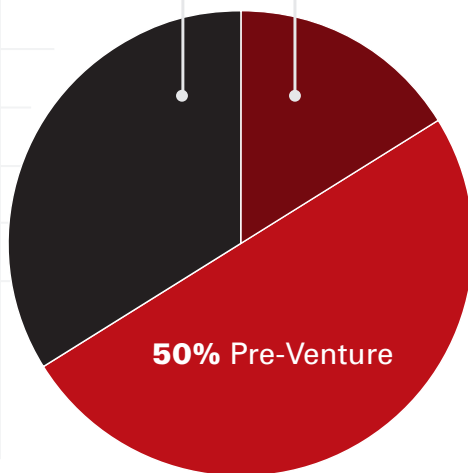
| | |
|--|-------|
| Male..... | 56.5% |
| Female..... | 41.8% |
| Not Selected..... | 1.7% |
| Veterans..... | 5.8% |
| Hispanic..... | 2.9% |
| Asian, African American, Pacific, Native American.... | 11.3% |

Small Business Development Centers:

- UW-Milwaukee
- UW-Parkside
- UW-Whitewater

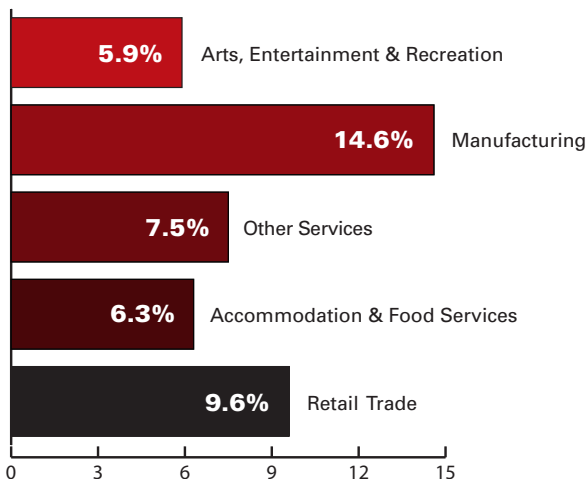
Business Status:

34% Established **16%** Startup



Top Five Business Sectors:

Percentage of total clients



SUCCESS STORY

EKG CONCEPTS LLC

RACINE

www.ekgconcepts.com

Ask Gary Krause, cardiac nurse and educator, why he became an entrepreneur, and he will tell you his “R-CAT products were developed to save lives when every second counts.” He adds that, “By using these tools... medical personnel can initiate proper treatment, save valuable time, reduce critical errors and improve patient outcomes.”

Krause launched EKG Concepts LLC in 2010 to sell the first of his R-CAT (Rapid Cardiac Analysis Tool) products. Requests from customers soon prompted Krause to expand his product line. EKG Concepts now has six products with more in development.

Krause’s patent attorney encouraged him to contact the UW-Parkside Small Business Development Center (SBDC). He worked with the SBDC to set financial and marketing goals that resulted in a 30 percent increase in profitability.

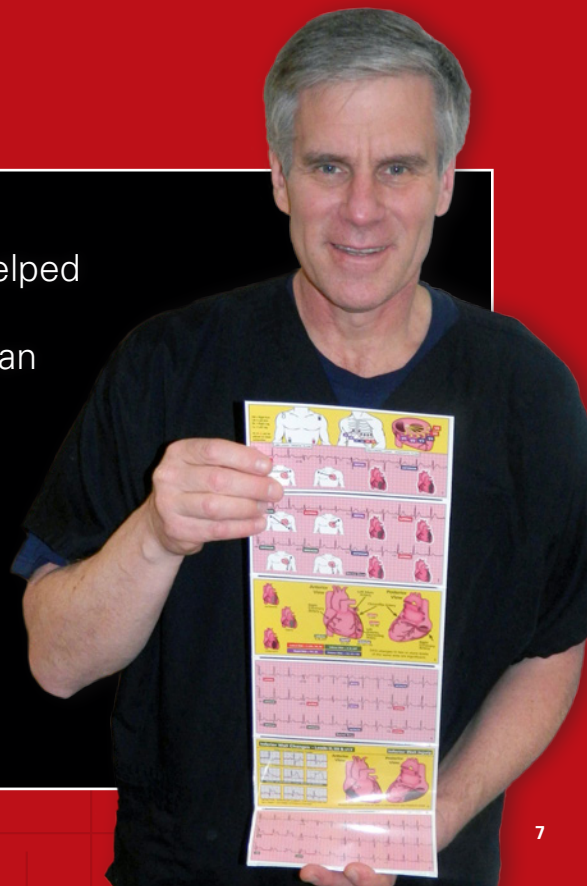
“The SBDC consultant helped me with my business plan and with thinking about different aspects of business ownership,” says Krause. “Probably the biggest thing was working with different companies and distributors. He helped me make connections and provided guidance.”

Those connections generated results. R-CAT was named among the top products of 2011 by EMS PRO Magazine, and was selected as one of the 50 hottest products at the 2012 Journal of Emergency Medicine Conference.

With WorldPoint®, a top international distributor of healthcare training tools, carrying the R-CAT line, Krause is seeing sales rise and global reach expand. “It’s really exciting,” says Krause who is thrilled to see his products continue to help save lives worldwide.

“The SBDC consultant helped me with my business plan and with thinking about different aspects of business ownership.”

— Gary Krause





Representative

**MARK
POCAN**

Population: 751,169

Counties: Columbia, Dane, Green, Jefferson, Rock, Sauk, Walworth

2012 SBDC Clients

Counseling Clients..... 307

Training Attendees..... 1,668

Training Events 94

Client Demographics

Male.....49.8%

Female.....48.8%

Not selected1.4%

Veterans.....4.5%

Hispanic.....13.5%

Asian, African American,
Pacific, Native American....13.5%

Small Business Development Centers:

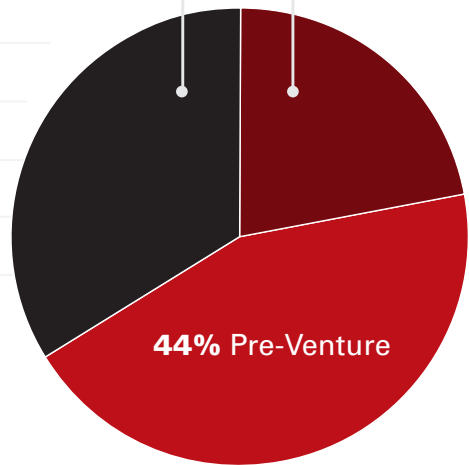
UW-Madison

UW-Platteville

UW-Whitewater

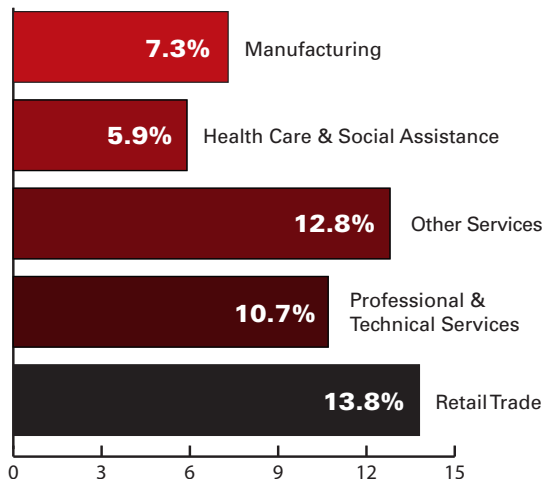
Business Status:

34% Established **22% Startup**



Top Five Business Sectors:

Percentage of total clients



SUCCESS STORY

INSTEP NANOPOWER LLC

www.instepnanopower.com

MADISON

In 2010, the UW-Madison SBDC helped Dr. Tom Krupenkin and fellow researcher J. Ashley Taylor, start a nano technology company. Their business, InStep NanoPower LLC, centers on their novel device that converts walking or jogging motion into electrical energy that can be used to recharge cell phones and other mobile devices. As an engineer, Krupenkin knew how to turn an idea into a market-ready product, but he needed guidance on how to start and run a profitable business.

Through the SBDC, Krupenkin completed an entrepreneurship course that gave him general knowledge. Then, he continued to meet with an SBDC consultant to develop funding proposals and success strategies for his business.

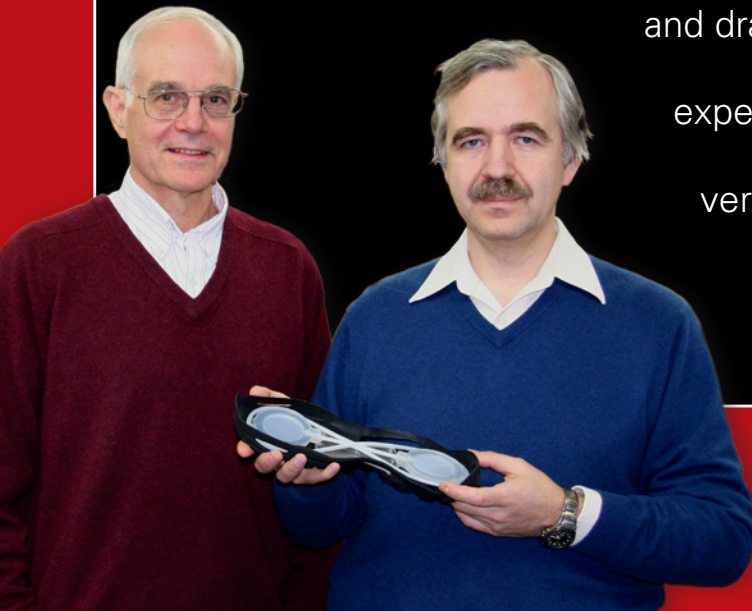
"I needed specifics about my particular situation," says Krupenkin. "Being able to talk to the SBDC consultant and draw from his experience was very useful."

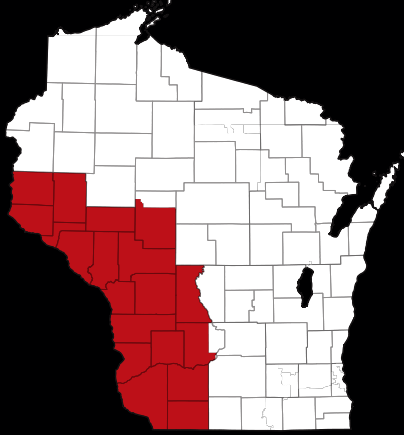
To help Krupenkin secure research and development funds, the SBDC connected Krupenkin to a Wisconsin Entrepreneurs' Network (WEN) consultant. Together, WEN and the SBDC guided him through the application process resulting in a \$150,000 Small Business Innovation Research (SBIR) grant from the National Science Foundation. The SBIR award enabled the InStep team to conduct proof-of-concept studies and develop a prototype device for use in shoes.

Recently, InStep NanoPower began actively working with several manufacturers to incorporate the InStep technology into their product lines. "It is most important for us now to develop good connections with experienced strategic partners and companies that have products that can benefit from our technology," says Krupenkin. "That is the focus of our commercialization effort right now."

"Being able to talk to the SBDC consultant
and draw from his
experience was
very useful."

— *Dr. Tom
Krupenkin*





Representative

RON KIND

Population: 729,957

Counties: Buffalo, Clark, Crawford, Dunn, Eau Claire, Grant, Iowa, Jackson, Juneau, La Crosse, Lafayette, Monroe, Pepin, Pierce, Richland, Sauk, St. Croix, Trempealeau, Vernon

2012 SBDC Clients

| | |
|-------------------------|-------|
| Counseling Clients..... | 599 |
| Training Attendees..... | 1,344 |
| Training Events | 87 |

Client Demographics

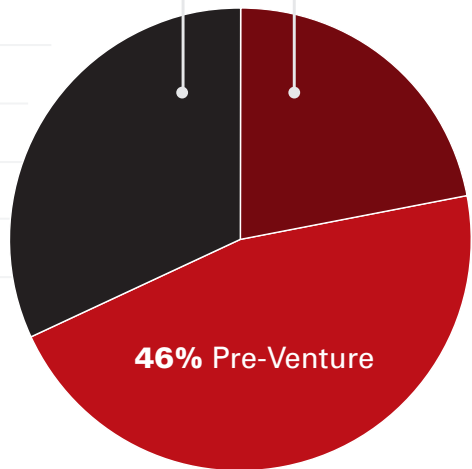
| | |
|--|-------|
| Male..... | 51.8% |
| Female..... | 48.2% |
| Not selected | 0% |
| Veterans..... | 8.2% |
| Hispanic..... | 2.1% |
| Asian, African American, Pacific, Native American..... | 6.6% |

Small Business Development Centers:

- UW-Eau Claire
- UW-La Crosse
- UW-Platteville
- UW-River Falls

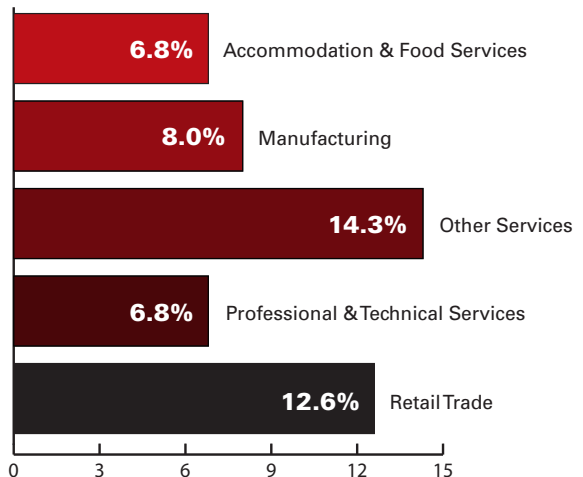
Business Status:

32% Established **22% Startup**



Top Five Business Sectors:

Percentage of total clients



SUCCESS STORY

CHIPPEWA VALLEY CREMATION
www.chippewavalleycremation.com

EAU CLAIRE

After years of working as an employee in funeral services, Matt Thompson decided to pursue entrepreneurship. In September 2010, he opened Chippewa Valley Cremation Services, offering affordable funeral and cremation services to the Eau Claire area. Though skilled at his profession, Thompson needed some guidance on how to run a business, so he contacted the UW-Eau Claire Small Business Development Center (SBDC).

"I never started a business before and, in my mind, I knew I could make it work, but getting it on paper was a different story," says Thompson. "Jim Mishefske at the SBDC sat down with me, and we worked through scenarios. He helped me come up with some realistic revenue stream numbers."

Thompson found a niche by modifying the traditional funeral services business model.

"The founding principle of my business is to offer caring and affordable funeral and cremation services with an emphasis on the affordable," he says.

Licensed by the state of Wisconsin, Chippewa Valley Cremation Services provides standard funeral services using off-site chapels. Reducing overhead costs has allowed Thompson to offer the same funeral and cremation services as other funeral service providers at a 30 to 50 percent lower price.

Thompson says, "The trick is to find the services people want and to be able to offer them at a great price while still making a profit."

"Jim Mishefske sat
down with me . . . and
helped me come up
with some realistic
revenue stream
numbers."

— *Matt Thompson*





Small Business Development Centers:

UW-Milwaukee

Representative

GWEN MOORE

Population: 669,015

Counties: Milwaukee

2012 SBDC Clients

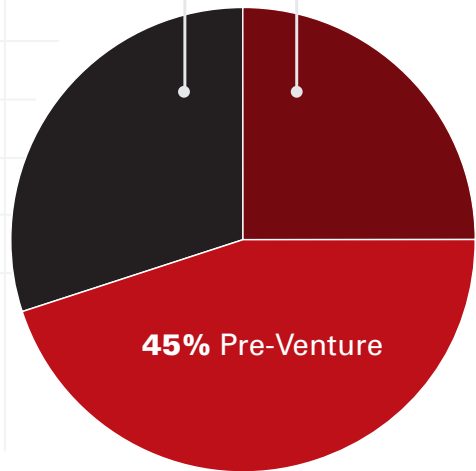
Counseling Clients..... 172
Training Attendees..... 298
Training Events 45

Client Demographics

Male.....47.3%
Female.....52.1%
Not selected0.7%
Veterans.....8.9%
Hispanic.....6.8%
Asian, African American,
Pacific, Native American....39.8%

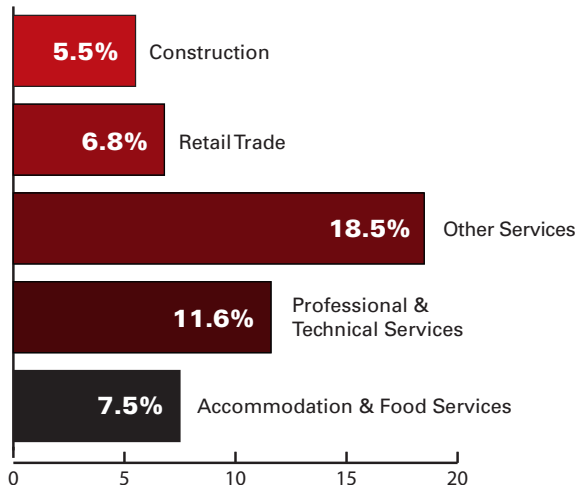
Business Status:

30% Established **25% Startup**



Top Five Business Sectors:

Percentage of total clients



SUCCESS STORY

MILESTONE PLUMBING, INC. |

WAUWATOSA

www.milestoneplumbinginc.com

Jessie Cannizzaro grew up working in her family's plumbing business, and she had a goal to start her own business before she turned 30. Just two weeks before that milestone, with the guidance of the UW-Milwaukee Small Business Development Center, she launched Milestone Plumbing Inc.

Funding was the biggest obstacle for Cannizzaro, a journeyman plumber with an MBA. "Because it was a brand new business, a traditional bank was not willing to do a business loan," she says.

The SBDC guided her through creating a business plan as part of a 12-week Entrepreneurial Training Program. They also introduced her to the Wisconsin Women's Business Initiative Corporation where she obtained the loan that enabled her to make her dream of business ownership a reality.

Milestone Plumbing provides installation and repair services to residential and commercial customers primarily in Milwaukee and Waukesha counties. After a successful launch, Cannizzaro hired an employee and purchased a second truck. She looks forward to adding five or six more plumbers in the next few years.

As her business grows, Cannizzaro continues to see SBDC business consultant Kathy Orr as a valuable resource.

"It is so key to have those resources to reach out to," says Cannizzaro. "Because I'm in uncharted territory, having people like Kathy to reach out to really helps."

"Because I'm in uncharted territory, having people like Kathy Orr to reach out to really helps."

— *Jessie Cannizzaro*





Representative

**F. JAMES
SENSENBRENNER,
JR.**

Population: 707,580

Counties: Jefferson,
Milwaukee, Ozaukee,
Washington, Waukesha

2012 SBDC Clients

| | |
|-------------------------|----|
| Counseling Clients..... | 95 |
| Training Attendees..... | 24 |
| Training Events | 7 |

Client Demographics

| | |
|--|-------|
| Male..... | 47.8% |
| Female..... | 47.8% |
| Not selected | 4.3% |
| Veterans..... | 7.2% |
| Hispanic | 2.9% |
| Asian, African American, Pacific, Native American.... | 14.4% |

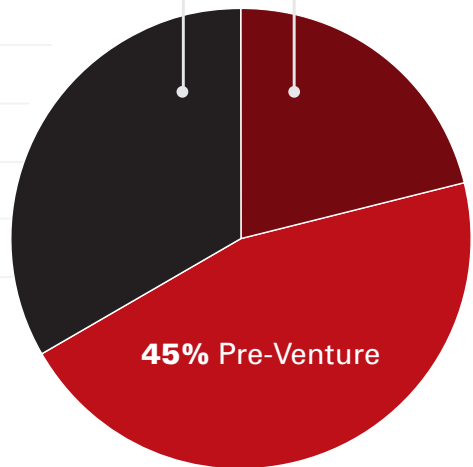
Small Business Development Centers:

UW-Milwaukee

UW-Whitewater

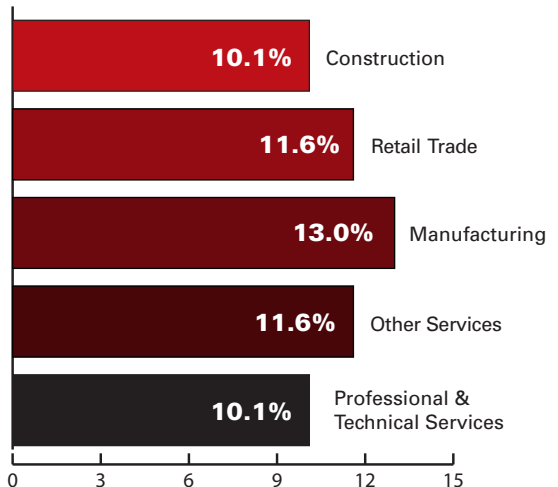
Business Status:

33% Established 22% Startup



Top Five Business Sectors:

Percentage of total clients



SUCCESS STORY

RENTAPEN | WAUKESHA
www.rentapen.com

When Susan Straley took over Rentapen Inc., a machine design company in Waukesha that specializes in weld fixtures, she wanted to grow the company and create jobs. Straley sought advice from the Waukesha County Business Alliance. They directed her to the Small Business Development Center (SBDC).

"Trying to build up sales and find big customers was overwhelming," says Straley who had a marketing degree but no business ownership experience.

Straley met with consultants from the Small Business Development Centers at UW-Whitewater and UW-Milwaukee. "The Whitewater SBDC consultant walked us through the process of figuring out what we're really good at and what we need to be focusing on," she explains.

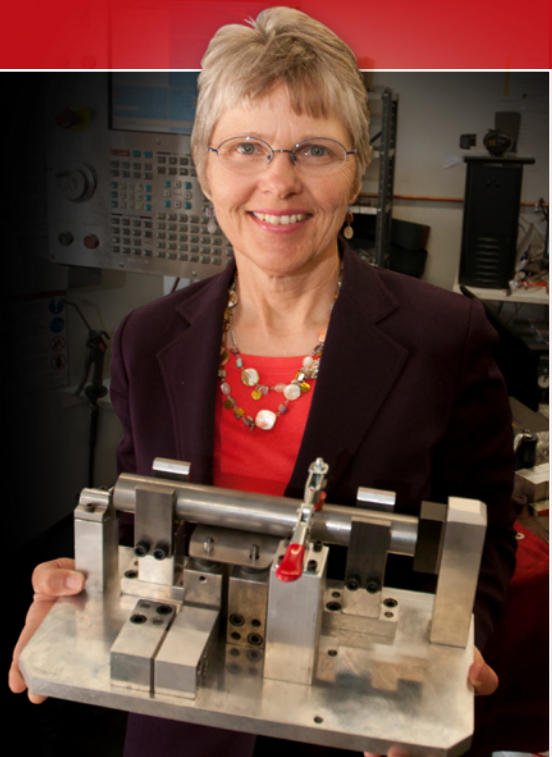
Additionally, the SBDC advisor helped Straley create a core marketing message and guided her into the world of social media marketing. "The fact that I can get on LinkedIn and find out who is the engineering manager at some company is an amazing tool," notes Straley.

Following Straley's work with the SBDC, Rentapen enjoyed a 48 percent increase in sales that enabled her to create five new employee positions. Because of that amazing performance Rentapen was named one of Waukesha County's Top 10 Businesses of the Year in 2012 by Milwaukee Biz Times.

Straley continues to meet with SBDC consultants. As the "Queen of Lean Machine Design," Straley has also become an expert at identifying and leveraging resources like the SBDC. "You've got to when you're small," she says. That's advice she hopes will help other entrepreneurs as well.

"The consultant
walked us through
the process of
figuring out what
we need to be
focusing on."

— Susan Straley





Representative

**TOM
PETRI**

Population: 705,102

Counties: Adams, Calumet, Dodge, Fond du Lac, Green Lake, Jefferson, Manitowoc, Marquette, Sheboygan, Waushara, Winnebago

2012 SBDC Clients

| | |
|-------------------------|-----|
| Counseling Clients..... | 221 |
| Training Attendees..... | 49 |
| Training Events | 6 |

Client Demographics

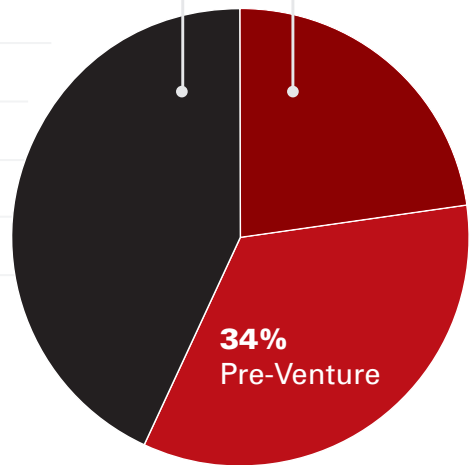
| | |
|---|-------|
| Male..... | 53.2% |
| Female..... | 46.3% |
| Not selected | 0.5% |
| Veterans..... | 10.2% |
| Hispanic..... | 2.8% |
| Asian, African American, Pacific, Native American..... | 2.3% |

Small Business Development Centers:

- UW-Green Bay
- UW-Oshkosh
- UW-Stevens Point
- UW-Whitewater

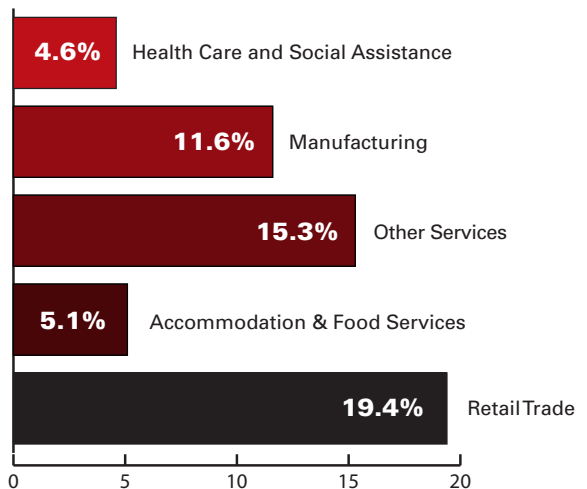
Business Status:

43% Established 23% Startup



Top Five Business Sectors:

Percentage of total clients



SUCCESS STORY

PURECART ENTERPRISES LLC
www.purecartsystems.com

GREEN BAY

Jeffery Taylor had already launched two successful businesses when he turned to the UW-Green Bay Small Business Development Center (SBDC) for help commercializing a shopping cart purification system he developed and patented. The SBDC consultant Taylor met with referred him to an SBDC specialty center, the Wisconsin Innovation Service Center (WISC) at UW-Whitewater, for a market feasibility study.

“Going to WISC and having them do a study for us helped us set some clear direction,” says Taylor. “They validated a lot of our assumptions, and they also uncovered some additional things that we weren’t aware of.”

Taylor was particularly impressed by the proficiency of WISC. “We filled out an application and provided some basic data, and they rolled up their sleeves and dug in. They understood our product and how we were different from other companies in the market.”

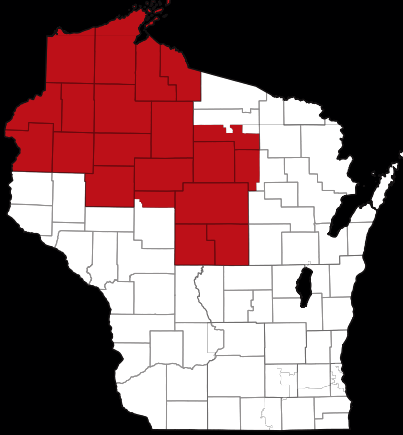
Since the study, Purecart has expanded its unique shopping cart purification system and added three employees. The system can now be used on most hard or soft surfaces to help protect against harmful microbes in stores, schools, gyms and other public places. The PureChem™ chemical is EPA approved and, once dry, forms a protective antimicrobial layer that lasts for several days. The equipment is now CE certified for export to Europe and other parts of the world.

Based on agreements with sales representatives, Taylor expects the business to continue to grow. He says, “We’ve had a lot of positive customer feedback and continue to get calls and emails from all over the world.”

“Going to WISC and having them do a study for us helped us set some clear direction.”

— Jeffery Taylor





Representative

**SEAN
DUFFY**

Population: 689,279

Counties: Ashland, Barron, Bayfield, Burnett, Chippewa, Clark, Douglas, Iron, Langlade, Lincoln, Marathon, Oneida, Polk, Portage, Price, Rusk, Sawyer, Taylor, Washburn, Wood

2012 SBDC Clients

| | |
|-------------------------|-----|
| Counseling Clients..... | 335 |
| Training Attendees..... | 735 |
| Training Events | 35 |

Client Demographics

| | |
|---|-------|
| Male..... | 54.3% |
| Female..... | 44.8% |
| Not selected | 0.9% |
| Veterans..... | 8.0% |
| Hispanic..... | 1.5% |
| Asian, African American, Pacific, Native American..... | 6.5% |

Small Business Development Centers:

UW-Eau Claire

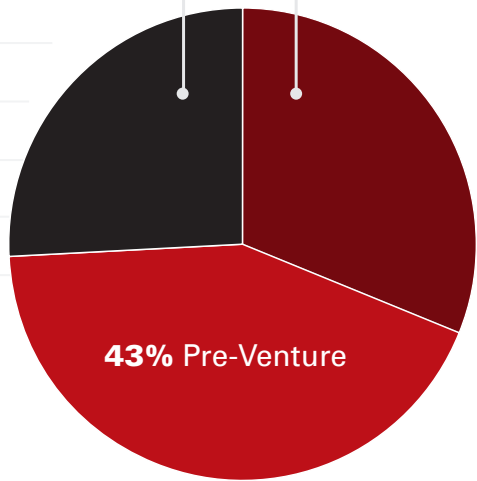
UW-Stevens Point

UW-Superior

UW-River Falls

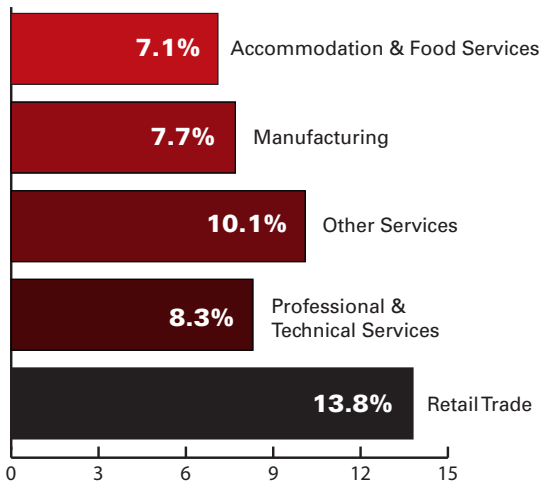
Business Status:

26% Established **31% Startup**



Top Five Business Sectors:

Percentage of total clients



SUCCESS STORY

FLOOROLOGY | WAUSAU www.floorology.net


In September 2011, Kelly Knipper and her husband Tim launched Floorology, a first-of-its-kind flooring business that utilizes 3-D architectural software. Their innovative design process helps customers make flooring choices without the requirement of extensive inventory or the need for showroom space.

"We understand that our customers are busy, so we come to their home, do everything in the comfort of their home and have the ability to show them a 3-D visualization of what their project might look like once it is completed," explains Knipper.

Prior to starting Floorology, Knipper enrolled in the Entrepreneurial Training Program at UW-Stevens Point Small Business Development Center (SBDC). "The SBDC helped me complete the business plan, which created the blueprint for us to develop and grow our business," says Knipper. "It was a valuable process. You can make mistakes on paper so much less costly than if you were to go out into the real world and figure out too late that it wasn't the right approach."

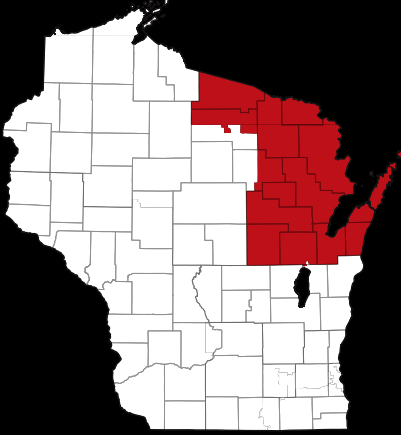
SBDC Director Vicki Lobermeier assisted Knipper. "Vicki's ability to look at our plans and validate what we were thinking gave us confidence. It's good to know that we have a partner by our side who has been there and done that and knows what works and what doesn't."

The SBDC also connected the Knippers with the Wausau Business Incubator. Says Knipper, "The SBDC has been a huge resource for us in terms of getting our business started and building a strong foundation."

A photograph of Kelly and Tim Knipper, the founders of Floorology, standing in front of a trade show booth. Kelly is wearing a bright pink top and large earrings, and Tim is wearing a grey shirt and a dark vest. The booth behind them features a sign for Floorology with a list of services: Interior Design, Premium, 3D Visualization, and Installation. The sign also mentions a free design and a 3D visualization offer.

"It's good to know that we have a partner by our side who has been there and done that and knows what works and what doesn't."

— Kelly Knipper



Representative

**REID
RIBBLE**

Population: 706,840

Counties: Brown, Calumet, Door, Florence, Forest, Kewaunee, Langlade, Marinette, Menominee, Oconto, Oneida, Outagamie, Shawano, Vilas, Waupaca

2012 SBDC Clients

| | |
|-------------------------|-----|
| Counseling Clients..... | 256 |
| Training Attendees..... | 374 |
| Training Events | 27 |

Client Demographics

| | |
|---|-------|
| Male..... | 58.6% |
| Female..... | 41.4% |
| Not selected..... | 0% |
| Veterans..... | 8.6% |
| Hispanic..... | 2.5% |
| Asian, African American, Pacific, Native American..... | 5.7% |

Small Business Development Centers:

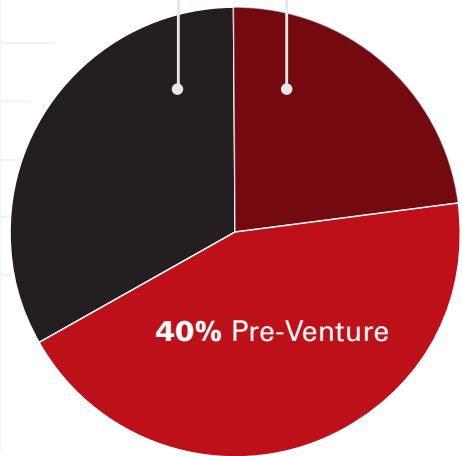
UW-Green Bay

UW-Oshkosh

UW-Stevens Point

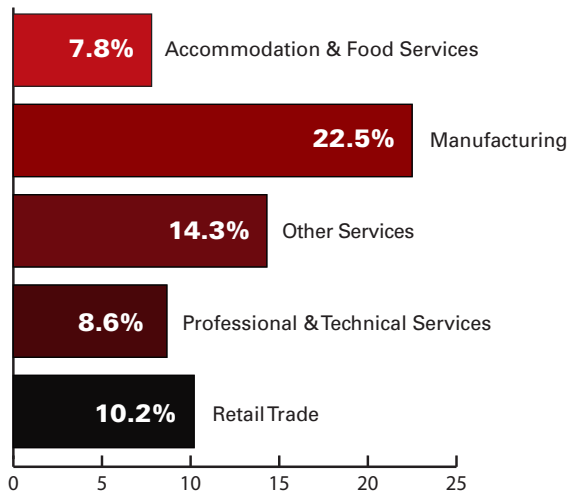
Business Status:

36% Established 24% Startup



Top Five Business Sectors:

Percentage of total clients



SUCCESS STORY

GREEN 3 APPAREL

www.green3apparel.com

OSHKOSH

In 2005, Sandy Martin started Green 3 Apparel, producing and selling American made clothing that uses sustainable fibers and recycled or reclaimed materials. Her husband, Jim Martin, a former OshKosh B’Gosh employee, joined the company one year later.

When the Martins needed help growing their small business, they turned to the UW-Oshkosh Small Business Development Center (SBDC). Business consultant Phil Florek worked with the Martins to update their business plan and introduced them to a network of resources.

“Phil is an encyclopedia of business knowledge,” says Jim Martin. “To have access to someone like that for guidance and as a mentor is incredibly valuable for us.”

Despite challenging economic times, Green 3 Apparel has thrived, providing jobs to 10 full-time and 12 part-time employees. Today Green 3 sells its unique clothing online, in catalogs and at about 1,000 specialty stores throughout the United States.

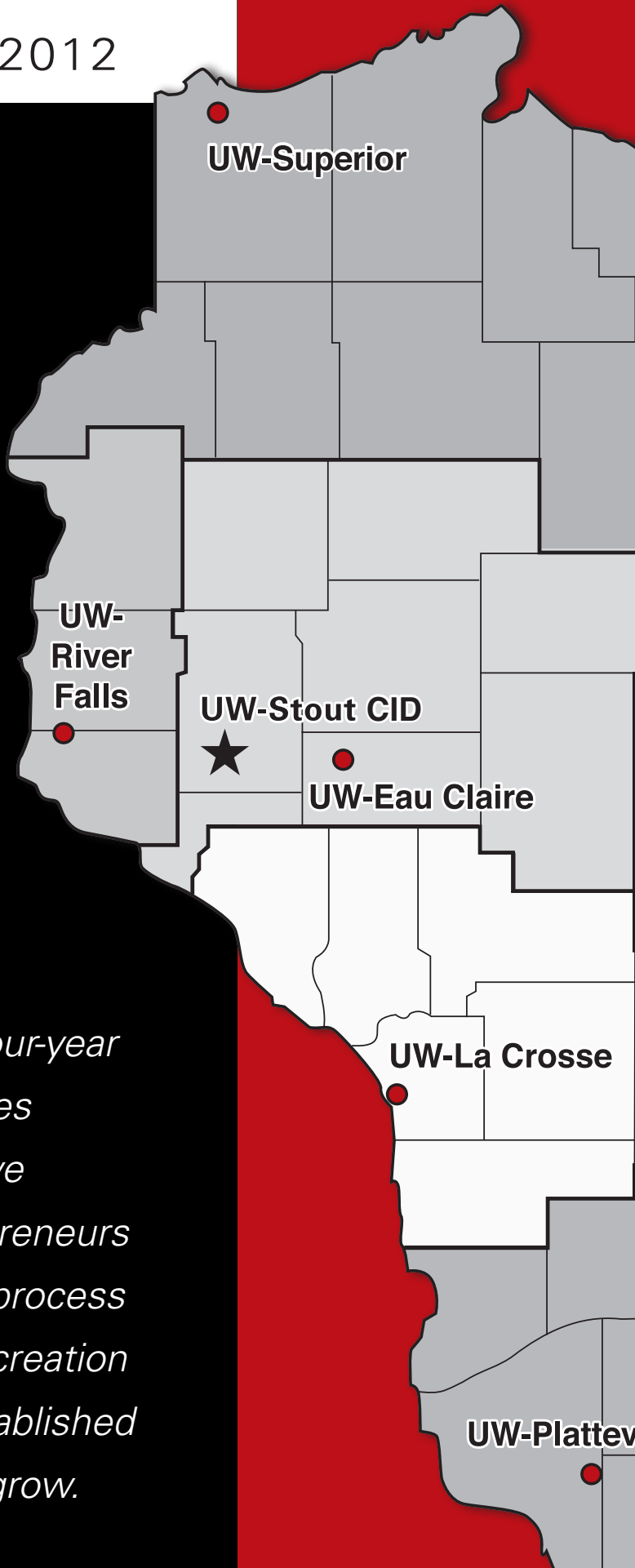
Last year the Martins moved the business to a new facility that includes a 1,000-square-foot storefront. Though 99 percent of the current business is wholesale, the Martins hope to continue growth on all fronts. “There is a lot of low hanging fruit for us on the wholesale side,” says Jim Martin. “And then strategically our plans are to grow the retail business, our store and our e-commerce.”

Martin adds, “If we have a question about anything - about the university, the banking community, small business development - Phil and the SBDC office have the proper contacts and can steer us in the right direction.”

“To have access to the SBDC consultant for guidance... is incredibly valuable for us.”

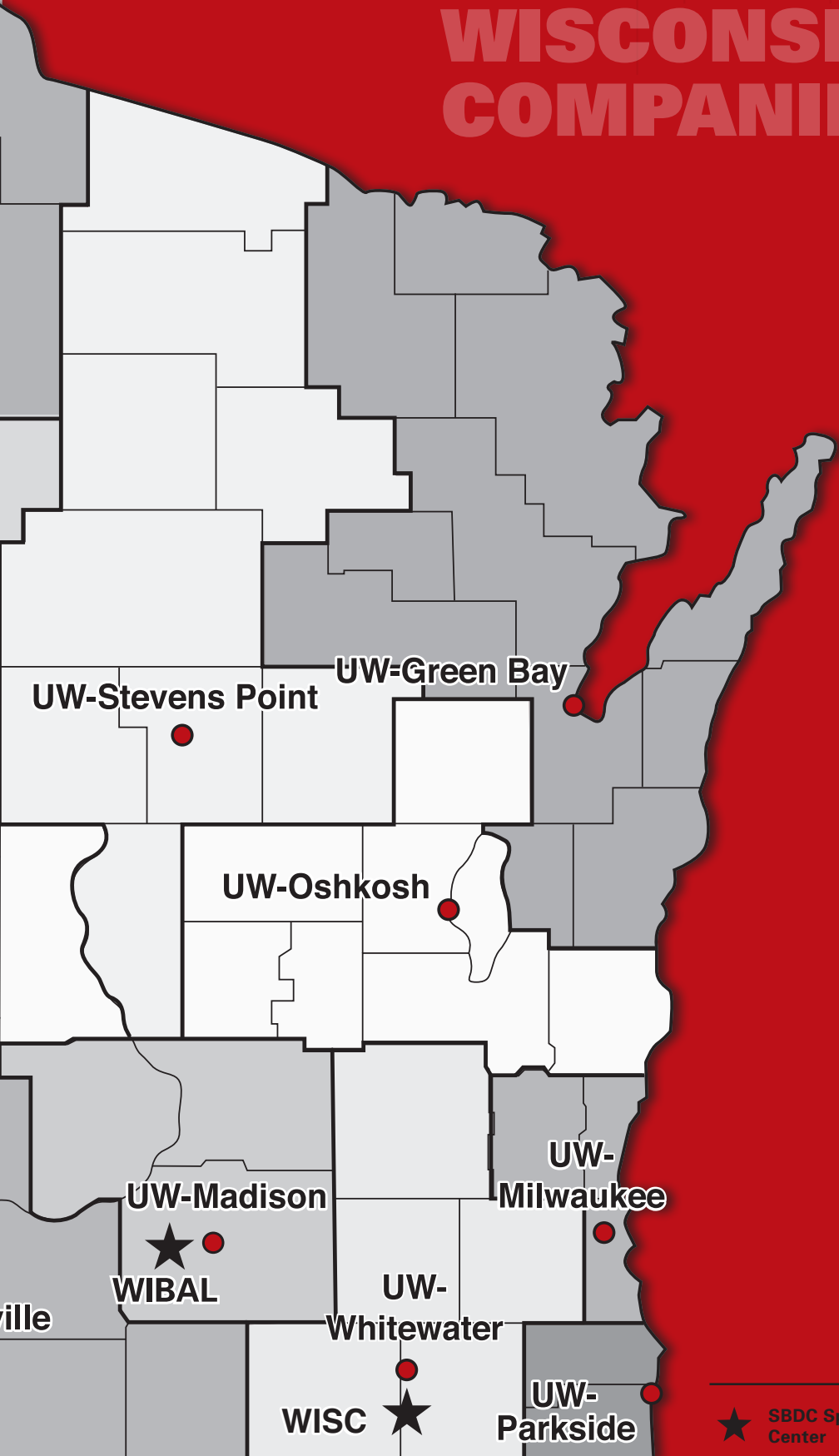
— Sandy Martin





Located at four-year UW campuses statewide, we guide entrepreneurs through the process of business creation and help established businesses grow.

BUILDING GREAT WISCONSIN COMPANIES



★ SBDC Specialty Center

WISCONSIN BUSINESS ANSWERLINE

Staffed with experienced entrepreneurs, the Wisconsin Business AnswerLine offers timely answers to business questions and referrals to individual SBDC consultants statewide. AnswerLine help is available by phone and email during weekday business hours.

Staff members refer to the SBDC library of business documents, web resources and their own experiences as business owners to answer questions. Real time follow-up emails link clients directly to resources, providing quick, efficient access to essential business information.

The most commonly asked questions deal with starting a business, business planning, permits and licensing, insurance, legal entity types and business financing.

Learn more at www.wisconsinsbdc.org/answerline.htm or contact the AnswerLine by phone at 1-800-940-7232.

“I contacted the Small Business Development Center Business AnswerLine by email and received an amazing response. The AnswerLine consultant put me in touch with (SBDC consultant) Rena Gelman. Since that time, Rena has been a guiding light through a storm, and with her help we have successfully reached our goals!”

— Dawn Mogilevsky, DVM
HarmonyVet Acupuncture
& Spine Care
www.harmonyvet.com



CENTER FOR INNOVATION AND DEVELOPMENT

As a Specialty Center in the Wisconsin SBDC Network, the UW-Stout Center for Innovation and Development (CID) provides a broad range of product development services for inventors and entrepreneurs. In simple terms, the CID helps improve, communicate and commercialize good ideas.

The CID's taxpayer-funded services include:

- Rapid Idea Assessment
- Written Prototypes

If the Rapid Idea Assessment and Written Prototype show promise, clients may choose to utilize the UW-Stout Discovery Center's Digital Fabrication Lab to build conceptual models to help communicate their idea.

Clients may also choose to take advantage of the CID's fee-based services including:

- Conceptual Model Development
- Functional Prototype Development
- Manufacturability Assessment

The CID promotes the commercialization of innovative products and technologies. The CID's location at UW-Stout connects clients with multiple pathways to commercialization. Through the Stout Manufacturing Outreach Center (SMOC) clients have current, direct connections with manufacturing companies. Other commercialization avenues the CID helps clients pursue are the National Innovation Marketplace and the WiSys Technology Foundation.

Learn more at www.uwstout.edu/discoverycenter/stti/cid.cfm.

"The UW-Stout CID people have been great to work with! They are talented professionals who have helped me bring my invention to life."

— Ken Smith, Inventor



WISCONSIN INNOVATION SERVICE CENTER

The Wisconsin SBDC network provides access to market research for new product development and helps inventors, manufacturers and technology businesses define market expansion opportunities through the statewide SBDC Specialty Center, the Wisconsin Innovation Service Center (WISC).

Companies can gain a competitive advantage with WISC market research. Customized, confidential research can be used to:

- Discover market drivers
- Measure customer satisfaction
- Attract new customers
- Understand competitors
- Assess new product marketability
- Identify licensing potential
- Improve distributor connections

Since 1980, WISC has completed more than 8,500 market research projects—analyzing product technical feasibility, potential market size, competitive intensity, demand trends, and other areas that may influence success.

Initial consultations are provided at no charge. Fees for market research vary with project scope. Learn more at www.uww.edu/wisc.



“I thought
the value of the
service provided by
WISC was exceptional.
The research report
confirmed what I
needed to know both
about competition and
the size and channels
of the market I
wanted to enter.”

— Noel Valdes,
President Cobrahead LLC



NEW IN 2012

PROMOTING BUSINESS EXCELLENCE

The WI SBDC Network launched a new business excellence tool for manufacturing and small business clients in 2012. The PROBE—PROmoting Business Excellence—

process guides a team through a quick, comprehensive scan of their company. Exclusive software compares the company's performance with industry benchmarks to identify strengths and opportunities. Together, the consultant and the client pinpoint initiatives to start the business on a journey of excellence.

"The PROBE process of team engagement builds better and 'stickier' implementation of results," says PROBE Network trainer Neil Cambridge. "When you have a team

working on excellence, it increases your competitiveness."

PROBE Process:

- Rapidly examine the company's performance and compare it to benchmarks
- Pull the best employees into the process and mobilize them for improved competitiveness
- Compare where the company is now to where it will be at its best and then move ever closer that goal

To connect with an SBDC PROBE facilitator, call the Wisconsin Business AnswerLine at 1-800-940-7232.

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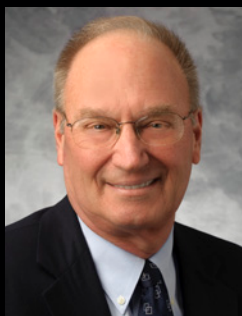
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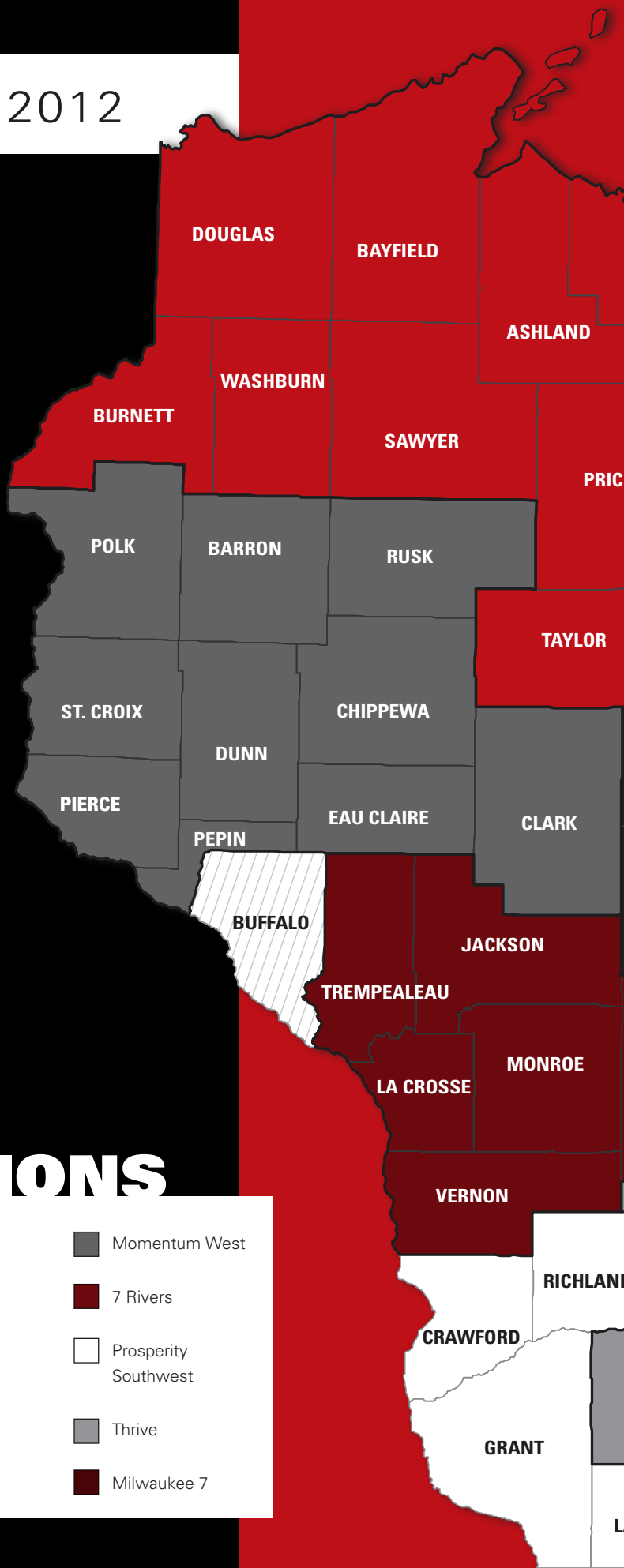
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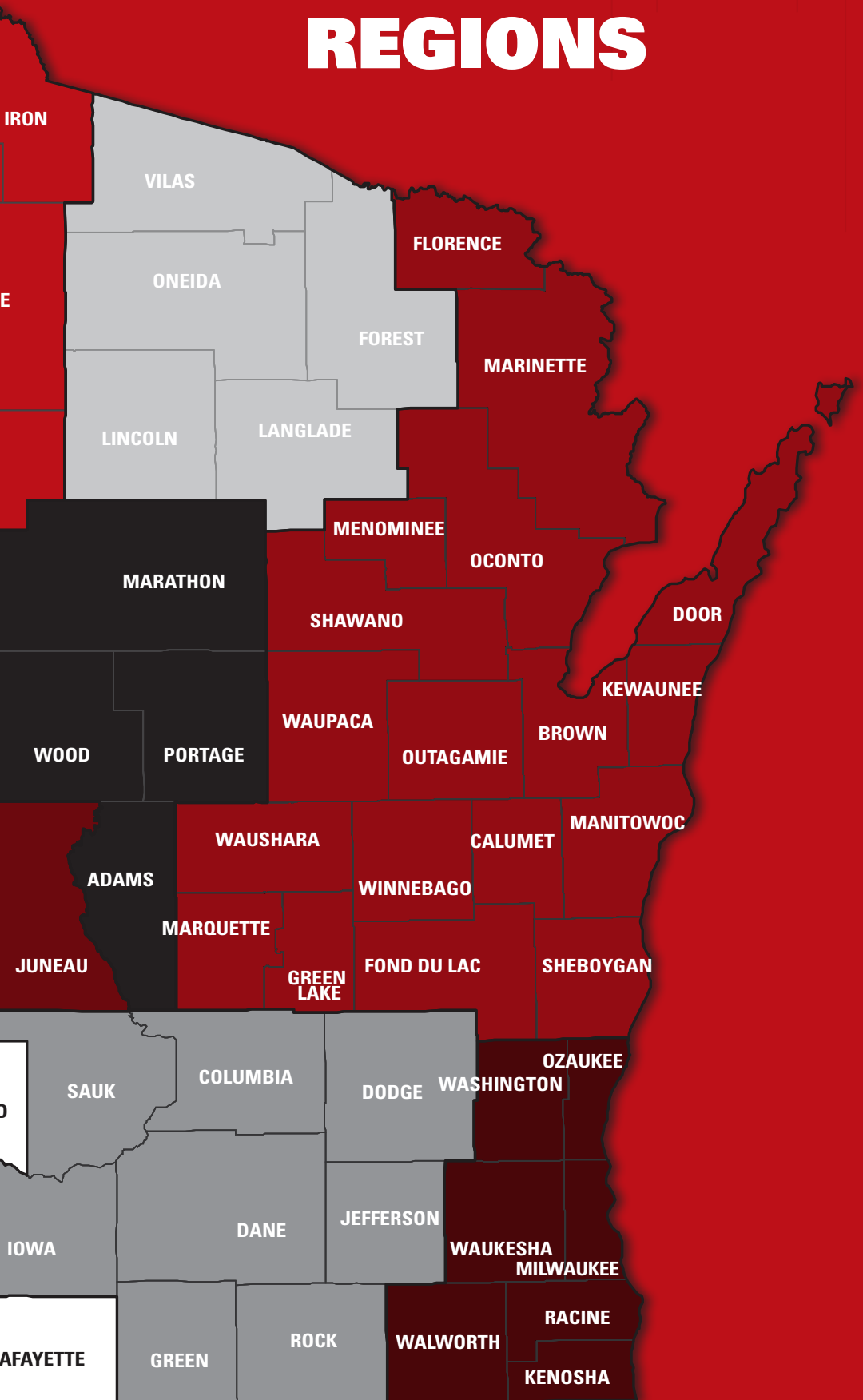
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REGIONS

- Northwest Wisconsin Business Development Corporation
- Momentum West
- 7 Rivers
- Prosperity Southwest
- Grow North
- Centergy
- Thrive
- New North
- Milwaukee 7

ECONOMIC DEVELOPMENT REGIONS



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TO OUR FRIENDS, VALUED PARTNERS
AND NETWORK STAKEHOLDERS

THANK YOU



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with the U.S. Small
Business Administration.