

## STARTING A BUSINESS? HERE'S HELP



### Why Go Into Business?

People in Oconto County go into business for many reasons. They wish to control their economic destiny, exercise creative freedom, profit from their work, and gain the satisfaction of becoming successful by their own efforts. However, there are also risks associated with going into business. For this reason, you should conduct a thorough risk assessment. A good business book or website can walk you through a risk assessment and help you navigate the processes of getting a business up and running. The Department of Commerce publication “*An Entrepreneur’s Guide for Going into Business in Wisconsin: Piecing it All Together*” also provides comprehensive information on starting your business. **The Build Your Business “BYB” Web Site** found at [www.wisconsin.gov/state/byb](http://www.wisconsin.gov/state/byb) has a number of assessment tools (i.e. Business Wizard) that can help you evaluate whether or not owning and running a business is right for you. The new **Business Wizard** can help also. Using a simple question and answer format, this online program identifies permit, license, tax and employment requirements specific to your business.

### Business Education!

Whether you have a high school diploma, a college degree or a Ph.D., you will need some practical advice to start a business. Many programs and services are designed specifically to help you get started. Oconto UW-Extension web site offers links to the following at <http://www.uwex.edu/ces/cty/oconto/cnred/index.html>. In addition, the site contains other business related topics.

**Small Business Administration- SBA** Both the federal and state SBA offers multiple resources, partners and programs to support the needs of the small business. [www.sba.gov](http://www.sba.gov) (608)441-5263 or (414)297-3941  
1-800-U-ASK-SBA

### Small Business Development Centers - SBDC

Small Business Development Centers are conveniently located on or near University of Wisconsin campuses and offer one-on-one counseling and business education courses. [www.wisconsinsbdc.org](http://www.wisconsinsbdc.org) 1-800-940-SBDC



### **Service Corps of Retired Executives - SCORE**

SCORE counselors are active and/or retired business executives who are highly qualified to assist new or expanding businesses. [www.score.org](http://www.score.org)

### **Wisconsin Women's Business Initiative Corporation - WWBIC**

The Wisconsin Women's Business Initiative Corporation (**WWBIC**) is an economic development corporation providing quality business education and access to capital for entrepreneurs. Established in 1989, WWBIC consults, educates and mentors owners of small and micro businesses throughout Wisconsin. [www.wwbic.com](http://www.wwbic.com) (414)263-5450 or (608)257-5450

### **Women's Business Center**

To assist women achieve their dreams and improve their communities by helping them start and run successful businesses, regardless of social or financial disadvantage, race, ethnicity or business background. The Office of Women's Business Ownership and the Online Women's Business Center are integral components of Entrepreneurial Development's network of training and counseling services.

[www.onlinewbc.gov/](http://www.onlinewbc.gov/)

### **Wisconsin Technical College System**

The Wisconsin Technical College systems offers training and technical assistance delivered in various formats at the 16 different campus locations. [www.witechcolleges.com](http://www.witechcolleges.com)

### **Wisconsin Community Action Program Association - WISCAP**

WISCAP has 16 agencies around the state to help low income people create new businesses. [www.wiscap.org](http://www.wiscap.org) or [www.virtualincubate.com](http://www.virtualincubate.com) (608)244-4422

### **Chambers of Commerce**

Call Wisconsin Manufacturers and Commerce at (608)256-3400 to find out about your local chamber.

### **Wisconsin Department of Commerce**

The Entrepreneur's Toolkit provides business start-up information and assistance, networking contacts and technical resources all on one CD. The information caters to individuals interested in starting any type of business including retail, service or technology companies. Click on the link below to be connected to a variety of websites and documents to help move your business idea into a reality. <http://www.commerce.state.wi.us/>

## **What is a Business Plan?**

If you choose to start a business, you should prepare a clear plan that takes your idea from concept to reality. A business plan is basically a plan that lays out how you are going to run your business. A business plan is a management tool which will help guide the future of your company. It is a mandatory document if you plan to seek business financing. Many web sites offer examples of BP such as <http://www.bplans.com/sp/businessplans.cfm>. You may also purchase software programs to assist in writing a plan.

