

ETP CLIENT SUCCESS



“The ETP was valuable in terms of specific goal setting and putting a plan on paper.”

*Sophia Gatti-Taylor, Owner
Wisdom Wellness LLC*



“We realized that a solid vision and detailed business plan would be essential for securing funding. The knowledge we received in the ETP training series has been invaluable.”

*Tammy Imme, Owner
Apple Ridge Academy*



“The SBDC was there for me during the business plan writing, helping me with my marketing analysis and with my financials.”

*Tina Sagal, Owner
Tina's Dress Boutique*

Wisconsin SBDC Network
432 N Lake St Rm 423
Madison WI 53706

The **Wisconsin Small Business Development Center** is a statewide network supporting entrepreneurs and business owners through no-cost, confidential consulting and targeted educational programs. Regional SBDC experts facilitate improvement and growth for small and emerging mid-size companies and help launch successful new enterprises.



A program of University of Wisconsin-Extension. Funded in part through a cooperative agreement with the U.S. Small Business Administration.



Reach your goals with the **ENTREPRENEURIAL TRAINING PROGRAM**

- ▶ Start your business
- ▶ Improve sales & profits
- ▶ Grow your company



Offered statewide by the **WISCONSIN SMALL BUSINESS DEVELOPMENT CENTER**

wisconsinsbdc.org/etp

ENTREPRENEURIAL TRAINING PROGRAM

The Entrepreneurial Training Program (ETP), offered by the Wisconsin Small Business Development Center at UW campuses statewide, provides the tools you need for business idea testing and business model improvement. Through instruction, guest speakers and coaching, the course serves those who are considering starting a business, owners of existing businesses and those who want to grow their companies.

WHAT TO EXPECT

- ▶ Complete, usable business plan
- ▶ Better understanding of the market for your product or service
- ▶ Strategies for attracting financing
- ▶ Instructors with small business experience
- ▶ Professional support from marketing, management and financial experts

GET STARTED TODAY!

Visit wisconsinsbdc.org/etp
or call **(800) 940-7232**

- ▶ Find a center in your area to see scheduled ETP courses
- ▶ Access the ETP grant application online
- ▶ Get contact details for your regional center

WHY TAKE ETP?

The ETP is an 8 to 14 week course that offers an easy, step-by-step process based on the Lean Business Model Canvas framework.

ETP shows you how to:

- ▶ Answer the question “Will people buy my product or service?”
- ▶ Appeal to more customers
- ▶ Quickly develop a business plan to show investors and lenders
- ▶ Use time and money in smarter ways

IS ETP RIGHT FOR YOU?

ETP will help you achieve your goals if you are an entrepreneur or small business owner and want to:

- ▶ Start a new enterprise
- ▶ Learn more about how to run your business
- ▶ Create a solid strategy for increasing sales and/or profits



“We had a very short amount of time to get our act together, get financing and get the contract done. I’m very lucky I had gone through ETP because I had my plan ready to go.”

*Erin Egan, co-owner
Alpaca Blanket Project*

DO YOU QUALIFY FOR AN ETP GRANT?

GRANT
COVERS **75%**

The Wisconsin Economic Development Corporation (WEDC) offers qualified applicants ETP educational grants that cover \$750 of the \$1,000 course fee. See if you qualify and apply online at wisconsinsbdc.org/etp.