

Wiscontrepreneur

make your passion your profession

Year Two (2008) Accomplishments

The Wiscontrepreneur Initiative consists of programs and activities designed to support and enhance entrepreneurship across the UW-Madison campus and, ultimately, throughout the State of Wisconsin. Begun in early 2007, the Wiscontrepreneur Initiative is supported in part with funding from the Ewing Marion Kauffman Foundation of Kansas City. Below is a highlight summary of calendar year 2008 Wiscontrepreneur accomplishments made possible by the energy and enthusiasm of UW-Madison faculty, staff and students campus-wide.

Teaching and Learning

- Opened the Entrepreneurial Residential Learning Community (ERLC) in fall 2008. Located in Sellery Hall, the ERLC is home to 30 UW-Madison undergraduates interested in entrepreneurship. Wisconsin School of Business Professor Anne Miner is the faculty director and is leading ERLC residents in a number of activities structured around their common interests in entrepreneurship.
- Expanded the campus-wide [online inventory](#) of entrepreneurship-related academic and experiential learning opportunities, bringing the total number of entries to 75.
- Offered several new entrepreneurship-focused courses, bringing the total to 23 such courses on campus, including:
 - **Nuts and Bolts: How to Survive in the Real World and Remain an Artist:** One-credit course on arts entrepreneurship offered to 18 students.
 - **Entrepreneurialism in Society:** A School of Human Ecology course (cross-listed in several other departments) focusing on the social, economic, political, cultural and historical factors that have made the U.S. a nation of entrepreneurs. The course drew 96 students in Fall 08 and has more than 110 registered for Spring 09.
 - **Entrepreneurship in Business, the Arts and Nonprofits:** Offered at the ERLC, the course drew nearly 60 students over two semesters.
 - **MHR 422:** The additional section of the Wisconsin School of Business' undergraduate entrepreneurial education course is open to students campus-wide and enrolls more than 50 non-business majors.
 - **BME 601: Introduction to Entrepreneurship:** This College of Engineering course is open to students from any department having a minimum of junior standing.
- Created the Wiscontrepreneur Scholarship program for UW-Madison sophomores who demonstrate commitment to, and interest in, entrepreneurship. Administered by the Office of Student Financial Aid and the Office of Corporate Relations, the program provided 10 scholarships of \$2,500 each for students in majors as diverse as Arabic, political science, social work, sociology and business. For more: <http://www.news.wisc.edu/15984>

- Hosted three campus-wide entrepreneurship outreach events as part of the “Make your passion your profession” series. One of these events, held just prior to the presidential election, focused on the intersection of politics, entrepreneurship and social media. In all, the three programs introduced more than 300 students to entrepreneurship ideas, knowledge and skills.
- Utilized the Wiscontrepreneur campus seed grant program to help launch an “Arts Enterprise” initiative designed to encourage fine and performing arts students with entrepreneurial skills. The initiative includes a course, a website, a new student organization and an Arts Enterprise Symposium (Jan. 30 – Feb. 1, 2009). Led by Professor Stephanie Jutt in the School of Music, Arts Enterprise is a partnership with the Bach Dancing and Dynamite Society.
- Supported the New Arts Venture Challenge (as part of Arts Enterprise), a competition open to all UW-Madison students to encourage new thinking/innovative ideas in the arts. The first prize of \$2,000 can be used to produce an arts event, etc. or to start a new entrepreneurial venture. <http://www.artsenterprise.wisc.edu/challenge.php>
- Saw a 25 percent increase in the number of students participating in the 2nd annual 100-Hour Challenge, co-sponsored by SWAP, UW-Madison’s “surplus with a purpose” recycling unit, and Venture Investors, LLC. See <http://www.news.wisc.edu/releases/14461>
- Presented the Wiscontrepreneur Initiative to faculty and staff at two campus-wide symposia – the UW-Madison Showcase and the Teaching and Learning Symposium. Both events drew scores of campus faculty, staff and students who learned about the Wiscontrepreneur Initiative and other efforts to expand entrepreneurship on campus.
- Promoted and expanded participation in the Burrill Business plan competition to include business plans from students in all majors. The expansion led to an increase in participation, jumping from 10 teams in 2007 to 17 in 2008.

Entrepreneurship in Research Commercialization

- Collaborated with the Wisconsin Alumni Research Foundation (WARF) and University Research Park to create MERLIN Mentors. Based on a successful formal mentoring program at MIT, MERLIN fosters growth in the number and quality of Madison area start-up enterprises by helping new entrepreneurs learn from experienced business people. See <http://www.merlinmentors.org>.
- UW-Madison-linked firms or ventures founded in 2008 include Drive Alternatives, City Dictionary, Orchard Street Press, Pharma Development Concepts, LLC, Powered Green, PerBlue, ProactiCare and Sky Vegetables. Additionally, several ventures formed in prior years became active in 2008 through addition of new management teams or financing initiatives including Ken & Dew, NeuWave Medical Technologies, Phoenix Nuclear Laboratories and Swallow Solutions.
- Fostered venture creation through business startup consultation assistance to more than 20 students and more than 30 faculty, staff and alumni.
- Supported new programs at WARF aimed at forming more fundable UW-Madison startups. Programs include a gap funding mechanism and monitoring procedures to track progress of WARF-licensed startups.

- Assisted with the second Wisconsin Entrepreneurial Bootcamp (WEB). This five-day intensive program, organized by the Wisconsin School of Business and WARF, introduced 56 graduate students to the basics of business opportunity recognition, sound concepts of management and entrepreneurship.
- Ten start-up companies with roots at UW-Madison entered the 2008 National University Startups Competition, with two of those companies emerging as winners. Sponsored by the National Council for Entrepreneurial Tech Transfer (NCET2), the annual competition provides a forum for exposure, education and feedback to entrepreneurs and universities on the subject of how to create top-level investment-worthy university spin-outs.

Statewide Implementation and Communications

- Led and coordinated the State of Wisconsin's participation in the first annual *Global Entrepreneurship Week* (Nov. 17-23, 2008). Wisconsin had 33 partners who sponsored 17 activities. Nine dynamic events on the UW-Madison campus drew more than 600 participants.
- Redesigned www.Wiscontrepreneur.org to better serve as the online hub for the Wiscontrepreneur Initiative and to provide in-depth information about entrepreneurship activities across the UW-Madison campus and statewide.
- Held a student focus group to solicit ideas on entrepreneurship programs and events that would generate broad student interest and participation. As follow-up, distributed an online entrepreneurship survey to more than 500 students. With nearly 100 students responding, the survey indicated that, while the UW was doing a lot to encourage an entrepreneurial spirit, a number of students still want more entrepreneurship curricula and opportunities to engage successful young entrepreneurs.
- Supported an international collaboration with the UW-Madison and Wageningen University in the Netherlands. Six Dutch graduate students attended UW-Madison's WEB program and, later in the year, five UW-Madison graduate students attended the Dutch WEB.

NOTE: For more information about the Wiscontrepreneur initiative, please contact Charles Hoslet, 608-263-2840, hoslet@ocr.wisc.edu or visit www.Wiscontrepreneur.org