



## Year Three (2009) Accomplishments

*The Wiscontrepneur 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 Wiscontrepneur Initiative is supported in part with funding from the Ewing Marion Kauffman Foundation of Kansas City. Below is a highlight summary of calendar year 2009 Wiscontrepneur accomplishments made possible by the energy and enthusiasm of UW-Madison faculty, staff and students.*

### Teaching and Learning

- Launched a “Work Hard, Play Hard” speaker series that highlighted the intersection of sports and entrepreneurship. Partners included the UW Athletic Department and Badger Sports Properties. A panel of four student entrepreneurs drew more than 40 participants to the Kohl Center in October while prominent UW-Madison alumnus and successful entrepreneur Kenny Dichter, CEO of MarquisJet, spoke at Camp Randall Stadium and met with classes of students in business, sociology and journalism during **Global Entrepreneurship Week** (Tuesday, Nov. 17).
- The School of Human Ecology’s Entrepreneurship in Society course, now in its second full year, enrolled more than 120 students in both semesters, bringing the total number of students who have taken the course to almost 500.
- Continued other popular curricula, including Entrepreneurship in Business, the Arts and Nonprofits; Technology Entrepreneurship; and Entrepreneurial Management.
- In partnership with the Business, Environment and Social Responsibility (BESR) program and MG&E, offered a one-credit course “Sustainability Meets Entrepreneurship” that featured six, standing-room-only, Friday forums attended by both students and community members and included presentations by entrepreneurs, leaders in clean tech and Wisconsin Lt. Gov. Barbara Lawton.
- Held the 3<sup>rd</sup> Annual 100-Hour Challenge with SWAP, UW-Madison’s “surplus with a purpose” recycling unit. The 2009 Challenge drew 188 students and 65 entries.
- Awarded four Student Venture Seed Grants of up to \$3,000 to entrepreneurial-minded UW-Madison students. The students use the grants to build on their business ideas and launch, or further, their ventures.
- Helped launch the Student Business Incubator, in partnership with Associated Students of Madison and Students in Free Enterprise. The incubator, run by students/for students, is home to six student start-ups competitively chosen by a student selection committee.
- Continued to promote participation in the Burrill Business plan competition to students in all majors which resulted in a record-number 18 participants in 2009.

- Welcomed the second group of primarily incoming freshman to the Entrepreneurial Residential Learning Community (ERLC) in fall 2009. Located in Sellery Hall, the ERLC houses 64 students interested in entrepreneurship. Led by faculty director Professor Anne Miner of the Wisconsin School of Business, ERLC residents engage in a number of activities structured around their common entrepreneurial interests.
- Held the 3<sup>rd</sup> Annual Wiscontrepneur Deli, in partnership with Madison MAGNET (a local young professionals networking organization), at the ERLC during Global Entrepreneurship Week (Nov. 18).
- Sponsored the Arts Institute's second annual Arts Venture Challenge, a competition open to all UW-Madison students to encourage innovative ideas in the arts. The first prize of \$2,000 is used to produce an arts event or to start a new entrepreneurial venture.

### Entrepreneurship in Research Commercialization

- Celebrated the first anniversary of the MERLIN (Madison Entrepreneur Resource, Learning, and Innovation Network) Mentors program with a panel presentation at the 2009 Wisconsin Early Stage Symposium. By year end, there were 89 MERLIN mentors and 18 active mentoring teams working with entrepreneurs.
- Supported the third annual Wisconsin Entrepreneur's Bootcamp (WEB), a program designed to introduce graduate students to entrepreneurship and to the tools, skills and issues faced in technology entrepreneurship. This year's WEB included 60 students — up from 45 in the first year, including five students from Wageningen University in the Netherlands who were participating via an international entrepreneurship exchange.
- In partnership with BioForward, the state association of companies in the biotechnology and medical-device sector, hosted a briefing for member companies to learn more about accessing the university's biotechnology resources and facilities as well as programs designed to support new and emerging high-tech and biotech companies.
- Completed a Beta version of the campus census of startup companies and launched a Web site that facilitates user updates/additions. Nearly 300 companies have their roots in UW ideas, technologies and innovations.
- Along with Godfrey & Kahn, S.C., hosted a briefing for early stage companies at the University Research Park on issues relating to international trade and transactions.
- Organized and hosted bimonthly Early Stage CEO Breakfast Roundtables for emerging companies to help them make connections with angel investors and others. Each of the 2009 roundtables drew 10-15 CEOs and several interested parties.
- Introduced the Soft Landing Initiative in partnership with University Research Park to help international high-tech companies establish an American presence and provide potential opportunities for UW start ups.
- Opened the Metro Innovation Center, a high-tech business incubator in downtown Madison operated by the University Research Park. The Center provides fertile ground for nurturing more entrepreneurial pursuits in information technology, engineering, medical devices and computer sciences start-up companies.
- In concert with WARF and the UW-Madison Law School, opened the Law and Entrepreneurship Clinic in fall 2009. Law student volunteers, working as "associates" in a law firm under the direction of "partner attorneys," assist early stage companies with legal issues and challenges.

## Statewide Implementation and Communications

- Organized and held the first-ever UW System Summit on Entrepreneurship at UW-Stevens Point. The meeting drew **75** participants from UW System institutions. The day-long event included stimulating presentations, “hands-on” small group sessions and a provocative panel of UW student entrepreneurs.
- Brought the Extreme Entrepreneurship Tour to the University of Wisconsin-Platteville.
- Participated in two meetings, hosted by Governor Doyle, which brought together fund managers of major foundations and pension funds in Wisconsin to discuss the value and importance of alternative investments in venture capital.
- Introduced high school students enrolled in the Pre-College Enrichment Opportunity Program for Learning Excellence (PEOPLE) in Milwaukee to the basics of entrepreneurship in cooperation with the Center for Teaching Entrepreneurship.
- Coordinated the State of Wisconsin’s involvement in Global Entrepreneurship Week (GEW) November 16-22, 2009. Wisconsin hosted 23 activities that attracted more than 1,200 participants. As part of GEW, the Business School supported the participation of several UW-Madison students in the Dutch WEB in the Netherlands. One of the UW students was awarded the top prize of \$10,000 for his creativity.
- Continued support for the Kauffman Community Internship Program operated by the Morgridge Center for Public Service. The program placed 16 students into statewide public-service organizations to stimulate entrepreneurial thinking and practice.
- With the Wisconsin Angel Network and the Midwest Research University Network, co-sponsored educational events in Chicago and Madison on advanced topics in due diligence for angel investors and technology-transfer officials.
- Organized a panel on High Impact Entrepreneurship as one of the tracks at the City of Madison’s Small Business Conference which drew 240 participants.
- Provided a Wiscontrepreneur Statewide Seed Grant to BizStarts Milwaukee, an organization committed to enhancing startup development in the Milwaukee 7 region.
- Continued collaboration with Madison MAGNET to support several greater-Madison-area entrepreneurship events. This included presentations in the Entrepreneurial Toolkit series and co-hosting the third annual Entrepreneurial Deli.
- Presented the Wiscontrepreneur program at several Wisconsin Technology Council events directed at a statewide audiences, including:
  - Wisconsin Innovation Network events in Madison, Milwaukee and Appleton
  - A Young Entrepreneurs Panel at the Wisconsin Entrepreneurs’ Conference
  - First Look Investor Forum at the Early Stage Symposium

*NOTE: For more information about the Wiscontrepreneur initiative, please contact Charles Hoslet, 608-263-2840, [hoslet@ocr.wisc.edu](mailto:hoslet@ocr.wisc.edu) or visit [www.Wiscontrepreneur.org](http://www.Wiscontrepreneur.org)*