



## UW-Madison Campus Resource Guide

1. Practice with entrepreneurial skills	G. Steven Burrill Business Plan Competition	<a href="http://www.bus.wisc.edu/burrill">www.bus.wisc.edu/burrill</a>	Write and present a plan to win \$10,000 OR attend non-credit seminars for practice with specific topics like preparing financial statements, conducting market research, and related topics
	Schoofs and Tong Prototype Prizes	<a href="http://studentservices.engr.wisc.edu/innovation/index.html">http://studentservices.engr.wisc.edu/innovation/index.html</a>	Undergraduates may develop and build prototypes for new products and compete for prize money.
	Wiscontrepreneur 100-Hour Challenge	<a href="http://www.wiscontrepreneurship.org/challenge/index.php">www.wiscontrepreneurship.org/challenge/index.php</a>	Contest to create a product or service using materials from UW SWAP (Surplus with a Purpose) in 100 hours
	Growth Strategies MHR722	Timetable, <a href="http://www.bus.wisc.edu/weinertcenter">www.bus.wisc.edu/weinertcenter</a>	Consult with area companies on growth strategies
	WAVE Program	<a href="http://www.bus.wisc.edu/weinertcenter">www.bus.wisc.edu/weinertcenter</a>	Second year MBA students work on evaluating UW technologies, a growth plan for an area company or their own business plan
2. Attend events or join groups with general interest in entrepreneurship	Family Business Development Center	<a href="http://exed.wisc.edu/fbc/">http://exed.wisc.edu/fbc/</a>	Educational events focused on the unique need of family businesses.
	INSITE - research seminars	<a href="http://www.bus.wisc.edu/insite">www.bus.wisc.edu/insite</a>	Presentations open to the campus by leading researchers at UW and other universities. Part of the doctoral seminar MHR765 (enrollment not required)
	Entrepreneurship Association	<a href="http://www.uwea.com">http://www.uwea.com</a>	Undergraduate and graduate students meet throughout the year for events with speakers
	INSITE – policy talks	<a href="http://www.bus.wisc.edu/insite">www.bus.wisc.edu/insite</a>	Presentations open by government professionals, business leaders and policy-makers. Part of the doctoral seminar MHR765 (enrollment not required)
	National Organization for Business & Engineering	<a href="http://www.engr.wisc.edu/studentorgs/sube/index.html">http://www.engr.wisc.edu/studentorgs/sube/index.html</a>	Formerly Students Uniting Business & Engineering, the group organizes social and educational events for students interested in business and engineering
	WARF Gilson Series	<a href="http://www.warf.org/news/index.jsp?cid=19">http://www.warf.org/news/index.jsp?cid=19</a>	Presentations on entrepreneurship in Wisconsin
	Students in Free Enterprise	<a href="http://sife.rso.wisc.edu/">http://sife.rso.wisc.edu/</a>	An organization for UW graduate and undergraduate students interested in entrepreneurship, economics and doing community outreach
	Office of Corporate Relations	<a href="http://www.wiscontrepreneurship.org/">http://www.wiscontrepreneurship.org/</a>	Wiscontrepreneur is a portal for campus events and community happenings beyond campus

## UW-Madison Campus Resource Guide (continued)

3. Assistance with IP for an idea or invention you have pursued	WARF	<a href="http://www.warf.org">www.warf.org</a>	Assists UW faculty, staff and students with intellectual property assessments and patent applications and defense
	Kurt F. Wendt Library	<a href="http://wendt.library.wisc.edu/help_with_research/patents">http://wendt.library.wisc.edu/help_with_research/patents</a>	Conducts patent searches and assists with materials for patent applications
4. Resources for a company you've started	University Research Park	<a href="http://www.universityresearchpark.org/">www.universityresearchpark.org/</a>	Business incubator and park with more than 100 companies
	Student Incubator	<a href="http://sife.rso.wisc.edu/incubator/index.html">http://sife.rso.wisc.edu/incubator/index.html</a>	An incubator at University Square opening January 2009 to assist students at early stages of company development
	Small Business Development Center	<a href="http://exed.wisc.edu/sbdc/">http://exed.wisc.edu/sbdc/</a>	Counseling and peer groups for small businesses
	Office of Corporate Relations CEO Breakfast Series	Allen Dines, OCR, 262-2797	Invitational event for chief executives of emerging UW-Madison-affiliated companies is held every two months
	Wisconsin Entrepreneurs Network	<a href="http://www.wenportal.org/">www.wenportal.org/</a>	General business assistance and help with resource identification
	Office of Corporate Relations First Look breakfasts	Allen Dines, OCR, 262-2797	UW-linked start-ups may present to qualified investors at bi-monthly meetings
	Office of Corporate Relations Entrepreneurial Development Micro Grants	Allen Dines, OCR, 262-2797	Up to \$500 awarded competitively for new UW –linked start-ups to do preliminary planning

## UW-Madison Campus Resource Guide (continued)

5. A degree in entrepreneurship	Strategic Management in the Life & Engineering Sciences MBA	<a href="http://www.bus.wisc.edu/smiles">www.bus.wisc.edu/smiles</a>	A full-time, 2 year day MBA program for scientific and engineering graduate students interested in innovation and entrepreneurial action in hi-technology industries
	Weinert Center Entrepreneurship MBA	<a href="http://www.bus.wisc.edu/weinertcenter">www.bus.wisc.edu/weinertcenter</a>	A full-time, 2 year day MBA program. Second-year students in the WAVE program work with area businesses, evaluate new technologies and develop their own business plans and may qualify for investment from the WAVE Fund
	PhD Minor in Entrepreneurship for Non-Bus. Majors	Anne Miner, <a href="mailto:aminer@bus.wisc.edu">aminer@bus.wisc.edu</a>	For doctoral students not in Business interested in entrepreneurship theory and research
	Entrepreneurship BA	<a href="http://www.bus.wisc.edu/mhr/UndergraduatePrograminEntrepreneurship.asp">www.bus.wisc.edu/mhr/UndergraduatePrograminEntrepreneurship.asp</a>	For an undergraduate degree in Entrepreneurship in the School of Business' Management & Human Resources Department.

## UW-Madison Campus Resource Guide (continued)

6. Specific knowledge to accomplish a task	G. Steven Burrill Business Plan Competition	<a href="http://www.bus.wisc.edu/burrill">www.bus.wisc.edu/burrill</a>	NON-CREDIT. Attend free seminars throughout the year on a broad range of topics, such as doing market research, preparing financial statements, and talking to the media
	Small Business Development Center	<a href="http://exed.wisc.edu/sbdc/">http://exed.wisc.edu/sbdc/</a>	NON-CREDIT. Low-cost seminars open to the public address topics such as business planning, using accounting software in a small business and grant writing
	Wisconsin Entrepreneurial Bootcamp	<a href="http://www.bus.wisc.edu/weinertcenter/Web.asp">http://www.bus.wisc.edu/weinertcenter/Web.asp</a>	NON-CREDIT. Apply to a 1 week long summer immersion program on entrepreneurship fundamentals for engineering and life science graduate students
	Consumer Science 357 Course		Master essential retailing skills
	FIN 757/457 Course		Learn about entrepreneurial finance
	IE 671 Course		Explore e-commerce, including technologies, strategies, and applications
	LAW 753 Course		An introduction to intellectual property
	LAW953 Course		Learn about organizational forms and contracts relevant to entrepreneurs
	MHR 727/427 Course		Learn about growth strategies for start-up companies
	MHR 722/422 Course		Learn about management of start-up ventures
	MHR 734/434 Course		Learn about the development of business plans. Craft a plan and present
	MHR765 Course		Learn about innovation and technology as well as entrepreneurial action in old and new firms.
	MHR765 – Doctoral seminar course		Learn about entrepreneurship research and theory in this course
OTM 860 Course		Learn how to plan for quality in new services and products	