Program Cancellations/Refunds
A full refund is issued to program participants if the School of Continuing Education cancels a program for any reason. Participant withdrawals made at least two weeks (14 days) prior to the start of a program can receive a 100% refund. When a participant withdraws less than two weeks prior to the program start, participants may have their fees transferred one time to any currently available program, otherwise participants will receive a refund minus a 20% administrative fee. For programs with a fee of $35 or less, no refund will be given. Once a program has begun, refunds are no longer issued.
Entrepreneurial Training Program (ETP)

The Entrepreneurial Training Program (ETP) offered by the Wisconsin Small Business Development Center at the University of Wisconsin-Milwaukee provides the tools you need for business idea testing and launching your business.

Through instruction, guest speakers and coaching, ETP serves those who are considering starting a business, owners of existing businesses who are struggling to get a handle on all of the details, and those with successful companies that they want to grow.

WHY ETP?
The ETP is a 12 week course that offers an easy step-by-step process based on the Lean Startup Framework, and shows you how to:

• Answer the question, “Will people buy my product or service?”
• Appeal to your target market
• Quickly develop an investment-ready business plan
• Create realistic financials

WHAT YOU GET

• Complete, ready-to-use business plan in just weeks
• Validated understanding of your concept’s market
• Answers to business questions
• Professional support through a network of marketing, legal and financial experts
• Strategies for attracting financing

ETP GRANT

The Wisconsin Economic Development Corporation offers a grant to qualified applicants that covers 75% of the ETP tuition, reducing your cost to $250.

Grant recipients must meet attendance requirements, complete a business plan within six months of the start of course and participate in at least one hour of no-cost business consulting with the Small Business Development Center at UWM.

RESERVE YOUR SPOT

1. Check uwm.edu/sce-sbdc for upcoming dates
2. Apply for the grant online or call 414-227-3129 for an application OR scan the QR code
3. Register for the program online or by phone

CONTACT US

Phone: 414-227-3129
Email: sbdc@uwm.edu
Web: uwm.edu/sce-sbdc

PROGRAM DATES & LOCATION

The ETP is offered at the UWM School of Continuing Education in downtown Milwaukee. Classes meet once a week for 12 weeks. Visit uwm.edu/sce-sbdc for upcoming dates.

PREREQUISITES

In order to succeed in the course, you should have proficiency in Excel, Word and email, and be comfortable using the internet for research purposes.

ABOUT WISCONSIN’S SMALL BUSINESS DEVELOPMENT CENTER

For 30 years the SBDC has worked with new entrepreneurs to turn ideas into viable business concepts, and with established businesses to improve their performance. We champion entrepreneurial success through business counseling and educational programs developed at local, regional and statewide levels to support Wisconsin small business creation and growth.

The SBDC is funded in part through a cooperative agreement with the U.S. Small Business Administration. All opinions, conclusions or recommendations expressed are those of the author(s) and do not necessarily reflect the views of the SBA. Reasonable accommodations for persons with disabilities will be made if requested at least two weeks in advance. Call 414-227-3240 or email sbdc@uwm.edu. An EEO/AA employer, the University of Wisconsin provides equal opportunities in employment and programming, including Title IX and ADA requirements.

SBDC PROGRAMMING IS OFFERED BY UW-MILWAUKEE IN COOPERATION WITH:

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“ETP provided a very clear path to starting my own business. I learned the steps that I need to take to reach the next level of my business. This course also prevented me from making some very costly mistakes.”

- Lisa Owen

COVERS 75%