Inner Compass LLC

Back in 2001, Jeff Nerone was looking for a greeting card that would express his inner feelings and discovered many from a woman, but nothing from a man. He went to a bookstore to find something on men’s issues, all women’s issues sections, African American issues sections, but no men’s issues section.

Then it hit him; he would fill that gap. He envisioned a line of greeting cards, internet magazines, and an internet talk radio show. And so began Inner Compass – a media company selling content with a focus on helping men lead emotionally healthy lives. He began working on a business plan to secure financing. After spending almost a year on it, he had not gotten far. Then he found the SBDC on the WEN portal and enrolled in the Entrepreneur Training Program and Business Plan Development class (ETP). He now has a well researched complete business plan. He needed motivation and a structured process with deadlines to keep him focused and on track. ETP provided that. Completion of the business plan made his business concept real.

One “golden nugget” take away from ETP was the One Minute Commercial (Elevator Pitch) he developed during the class. It not only succinctly described his business, but gave him an excellent networking tool.

Jeff has had two successes since graduating from ETP. He has launched his internet live radio talk show, now running on WMUR (at Marquette University) Tuesday nights from 9:00PM – 10:00PM. He also entered the Elevator Pitch Olympics, part of the Wisconsin Early Stage Symposium held on November 5-6, 2008 in Madison. There were 18 competitors in the Olympics which was attended by over 500 people, including potential investors from as far as New York, Boston, and Louisville. Two high-tech companies won and Jeff received the only honorable mention. Jeff’s win received considerable press, including an article in the Wisconsin State Journal, “Jeff Nerone hit a nerve with the judges and the audience alike.”

Since then, he has had interest from other media and people interested in participating on his radio show. His website is getting over 11,000 hits per month. Recognizing the power of networking and media exposure, he plans on entering several business plan competitions in 2009, and continuing to grow his business.

“My participation in ETP became part of my professional growth and made me stick to my vision.” – Jeff Nerone, Business Owner, Inner Compass LLC