ENTREPRENEUR TRAINING PROGRAM

1. Write a Business Plan
2. Connect to Professionals
3. Start Your Business

75% Tuition Grant Available
The Entrepreneurial Training Program is a 10-week course offered by the Wisconsin Small Business Development Center at the University of Wisconsin-Milwaukee. Based on the Lean Startup Framework, the Entrepreneurial Training Program provides the tools you need to test your business idea and launch your business.

Through instruction, guest speakers and coaching, The Entrepreneurial Training Program serves those who are:
- Considering starting a business
- Business owners who are struggling to get a handle on all of the details
- And those with successful companies that they want to grow

**Course Prerequisites:** You should have proficiency in Excel, Word and email, and be comfortable in using the Internet for research purposes.

**Learn How To**
- Answer, “Will people buy my product or service?”
- Appeal to your target market
- Quickly develop an investment-ready business plan
- Create realistic financial expectations

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

**About SBDC**
For 30 years the Wisconsin Small Business Development Center (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’s small business creation and growth.

**Contact Us**
414-227-3240
sbdc@uwm.edu
uwm.edu/sce-sbdc

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**Register Today**
Register for the ETP course at uwm.edu/sce-sbdc or call 414-227-3129. Classes meet once a week for 10 weeks.

**Location**
School of Continuing Education
161 W. Wisconsin Ave., 7th floor, Milwaukee, WI 53203
In the Plankinton Building adjacent to the Shops of Grand Avenue.
Parking is available in the adjacent ramp.

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**ETP Course Grant**
The Wisconsin Economic Development Corporation offers a grant to qualified applicants that covers 75 percent 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 free business consultation with the Small Business Development Center at UW-Milwaukee.

**HOW TO APPLY FOR THIS GRANT**
Voice Search – “ETP Milwaukee” and apply online or call 414-227-3129 for an application

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**SBDC programming is offered by UW-Milwaukee in cooperation with**

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*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.*