

ENTREPRENEURSHIP GUIDE

Assistance For Business Owners Looking To - Do More



Made Possible By...



ABOUT SHEBOYGAN COUNTY, WISCONSIN

Sheboygan County is located in east-central Wisconsin, along Lake Michigan between Milwaukee and Green Bay. Manufacturing, agriculture, education, and a strong work ethic are core elements of Sheboygan County's economy.

Sheboygan County has many world-class amenities to offer businesses, residents, and visitors. Communities within have been ranked as the best place to raise a family, the #1 hometown in the USA, one of the best places to retire, and one of the best small places for business and careers over the last 20 years. With all of these accolades, you are sure to find Sheboygan County a spectacular place to simply do more.



View what makes Sheboygan County unique at:
www.SheboyganCountyEDC.com/OurPromise

CHART OF ENTREPRENEURIAL GROWTH

	Thinking about starting my own business	Business Plan Assistance	Mentoring	Networking	Growing and Expansion	Obtaining Property	Exit Strategies
WHERE TO FIND ASSISTANCE	LTC Center for Entrepreneurship						
	LEIN		LEIN				
			SCORE				
			SBDC				
			Wisconsin Entrepreneur Network				WEN
			Business Associations				
					SCEDC		
						Brokers/Realtors	
							Attorneys
			Business Coaches/Consultants				
FUNDING OR INCENTIVES	ETP						
	Early Planning Grants						
	Business Plan Contests						
				TSGP			
				SCEDC			

WHERE TO FIND ASSISTANCE

LTC Center for Entrepreneurship | www.gotoltc.com/businessIndustry/centerForEntrepreneurship.php

Organization: Lakeshore Technical College (LTC)

Resource(s): Business plan development; One-on-one business consulting; Educational seminars; Regional networking

Best for: Most business start-ups; General business plan assistance

Cost: Consulting is free; Seminars and networking may have marginal costs associated

LEIN | www.gotoltc.com/businessIndustry/centerForEntrepreneurship.php

Organization: Lakeshore Entrepreneurs and Inventors Network (LEIN)

Resource(s): Network; Educational seminars

Best for: Entrepreneurs looking for help with a new product or service; Existing businesses looking to network

Cost: Very low membership cost

SCORE | www.sewisconsin.score.org/chapters/score-se-wisconsin

Organization: SCORE

Resource(s): Business plan development; One-on-one business consulting; Existing business mentorship

Best for: Existing business struggling with an ongoing issues; New Business Start-Ups

Cost: Consulting and mentoring is free

SBDC | www.uwosh.edu/cob/sbdc

Organization: Small Business Development Center (SBDC)

Resource(s): Business plan development; New product or service development; One-on-one business consulting; Business mentorship; Second stage growth mentoring

Best for: Entrepreneurs looking for help with a new product or service; Existing businesses considering expansion

Cost: Consulting and mentoring is typically free

Wisconsin Entrepreneurial Network | www.wenportal.org

Organization: Wisconsin Entrepreneurial Network (WEN)

Resource(s): One-on-one business counseling; Assists high-growth companies; Assists minority-owned companies; Networking; Education seminars

Best for: High-growth companies; Minority-owned companies

Cost: Primarily free

Business Associations

Organization: Local Chambers of Commerce; Industry-specific associations

Resource(s): Networking; Business Assistance Teams; Working on industry-specific challenges and opportunities; Local Business Information

Local Chambers of Commerce

Sheboygan County Chamber of Commerce | www.Sheboygan.org
 Sheboygan Falls Chamber-Main Street Inc. | www.SheboyganFalls.org
 Elkhart Lake Area Chamber of Commerce | www.Elkhartlake.com
 Oostburg Area Chamber of Commerce | www.OostburgChamber.com

Plymouth Chamber of Commerce | www.PlymouthWisconsin.com
 Random Lake Area Chamber of Commerce | www.RandomLake.org
 Howards Grove Advancement Association | www.HowardsGroveAdvancement.com

SCEDC | www.SheboyganCountyEDC.com

Organization: Sheboygan County Economic Development Corporation
Resource(s): Non-traditional financing; Incentives; Real-estate search/consulting; Referrals
Best for: Companies looking to expand or move; Companies that cannot obtain financing through traditional means; Entrepreneurs who just want to know what resources are available
Cost: None

Brokers/Realtors

Organization: Realtors, Real-estate brokers
Resource(s): Property search; Purchase negotiation
Best for: Companies looking to sell or purchase property
Cost: Commission-based

Attorneys

Organization: Law offices
Resource(s): Business legal formation; Contract writing/review; Ownership/equity changes
Best for: Companies looking to protect their interest at any time
Cost: Varies, Typically pay by hour or project

Business Consultants

Organization: Individual business consultants
Resource(s): Expertise in general and specific areas
Best for: Entrepreneurs willing to pay for assistance
Cost: Varies, Typically pay by hour or project

FUNDING AND INCENTIVES

ETP (Entrepreneurship Training Program) | www.wenportal.org/ToolsandResources/FinancingYourBusiness/Grants1/ETP.htm

Contact: Wisconsin Entrepreneurial Network
Type: Grant to cover a portion of the cost of a high-quality entrepreneurship course
Pros (+): It is a grant for serious entrepreneurs
Cons(-): Must make a business plan or grant monies cannot be received; Competitive process

Early Planning Grants (EPG) | www.wenportal.org/ToolsandResources/FinancingYourBusiness/Grants1/EPG.htm

Contact: Wisconsin Entrepreneurial Network (WEN)
Type: Grant to cover part of professional services needed to start-up a business or receive financing
Pros (+): Funds to develop a high-tech or high-impact business
Cons(-): Competitive process; Does not cover "soft costs"; Not for "average entrepreneur"

Business Plan Contests | www.wenportal.org/ToolsandResources/FinancingYourBusiness/Grants1/EPG.htm

Contact: Varies
Type: Several competitions are held to rate business plans
Pros (+): Good way to get feed-back on business plan; Winners typically receive funding to help start the business; Generates press coverage
Cons(-): Entry fee; Feedback not immediate

TAG (Technology Assistance Grants) | www.wenportal.org/ToolsandResources/FinancingYourBusiness/Grants1/TAG.htm

Contact: Wisconsin Entrepreneurial Network (WEN)
Type: Grant
Pros (+): Help cover costs to apply for an STTR or SBIR grant; Helps work through technical issues and sales presentation
Cons(-): It is a state grant to help apply for a larger Federal grant

SCEDC (Sheboygan County Economic Development Corporation) | www.SheboyganCountyEDC.com

Contact: Sheboygan County Economic Development Corporation
Type: Resources; Market Information; Incentives; Financing; General Questions; Real Estate
Pros (+): No cost; Many referrals and connections can be made; Lots of information available by just asking
Cons(-): The SCEDC does not have direct control over most resources

OTHER ON LINE ENTREPRENEUR RESOURCES

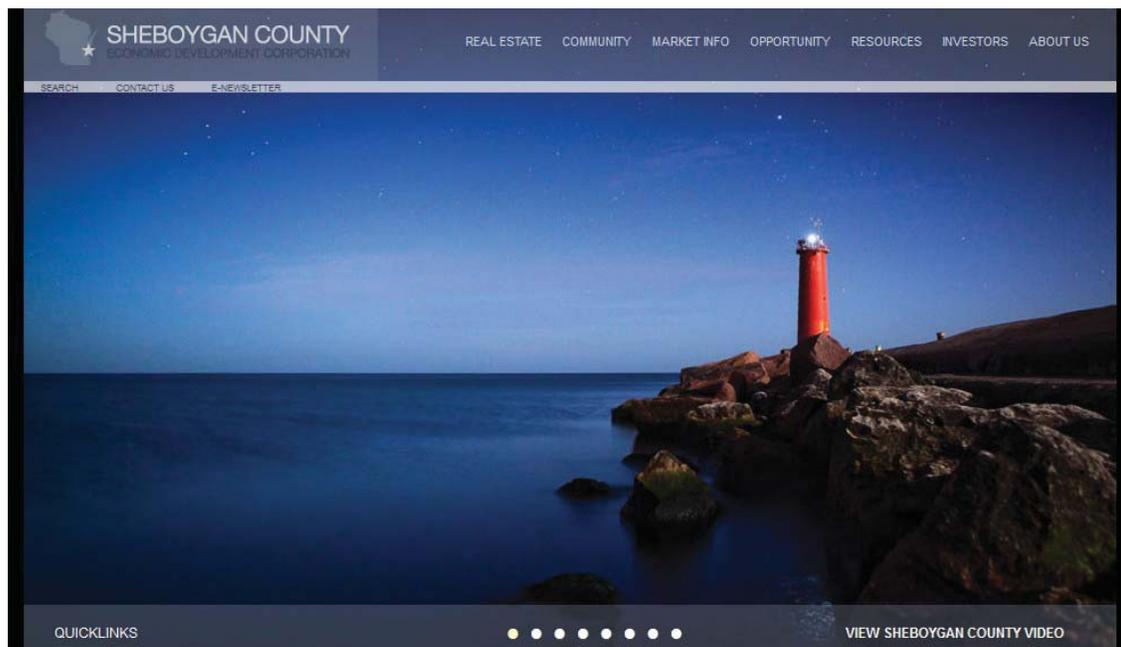
Entrepreneur Magazine
www.entrepreneur.com

Inc. Magazine
www.inc.com

SBA Resource Directory
www.business.gov

SCORE – Counselors to America’s Small Businesses
www.SCORE.org

VIEW OUR OTHER BUSINESS GUIDES AT
www.SheboyganCountyEDC.com/Guides



ABOUT THE SCEDC

The Sheboygan County Economic Development Corporation (SCEDC) is a non-profit public/private partnership with the goal of increasing jobs and investment in Sheboygan County, Wisconsin. We have been successful in this effort by leading initiatives to support business and community development, forging strong strategic partnerships with key local and regional organizations, assisting businesses one-on-one with a variety of short and long-term needs, and providing the most accurate up-to-date information available to our clients and stakeholders.



Watch some of our success stories:
www.SheboyganCountyEDC.com/KeepingThePromise