

INSITE DECISION GUIDE

UW-Madison Campus Entrepreneurship Resources

Entrepreneurship Experiences, Events and Start-up Resources

Explore Entrepreneurship

Follow campus events

INSITE Campus Entrepreneurship Feed & Widget
See all university events, including talks and competitions, tagged "entrepreneurship" by organizers. Use INSITE's Mac Widget or check out RSS feeds on the INSITE page.
www.bus.wisc.edu/insite
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Wiscontrepneur Portal
Madison community entrepreneurship resources and campus news.
www.wiscontrepneur.org
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Learn about current topics

Collegiate Entrepreneurs Organization
Talks and social gatherings.
<http://ceo.rso.wisc.edu/>
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Entrepreneurship Association
Talks and social gatherings.
www.uwea.com
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National Organization for Business & Engineering
Group organizes social and educational events for students interested in business and engineering.
www.engr.wisc.edu/studentorgs/sube/index.html
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Students in Free Enterprise
Student group offers consulting opportunities, talks and manages the student-led incubator at University Square.
<http://sife.rso.wisc.edu>
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INSITE Policy Talks
Government leaders, business professionals and thought leaders discuss emerging topics.
www.bus.wisc.edu/insite
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WARF Gilson Series
Presentations on technology entrepreneurship issues.
www.warf.org/news/index.jsp?cid=57
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Explore entrepreneurship research

INSITE MHR 977
Doctoral seminar where guests researchers do public talks (enrollment not required).
www.bus.wisc.edu/insite
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Competitions

Develop and present a plan

Burrill Business Plan Competition
Attend free seminars led by experts to prepare you to develop and present a formal business plan. Win \$10,000.
www.bus.wisc.edu/burrill
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New Arts Venture Challenge
Propose a new arts effort. Win \$2,500 to produce your idea.
www.artsenterprise.wisc.edu
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SAGE Climate Leadership Challenge
Green competition. Win \$50,000.
www.sage.wisc.edu/clc
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Envision and create a prototype

100 Hour Challenge
Use UW-Madison surplus supplies to make a product with artistic, environmental or business value. Chronicle the journey on YouTube and win \$300.
<http://challenge.wiscontrepneur.org>
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NEST Software Competition
Develop a new software application. Win \$5,000.
<https://contest.cs.wisc.edu/>
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Tong/Schoofs Competition
Prize for creativity and prototype. Win \$12,500.
<http://studentservices.engr.wisc.edu/innovation/index.html>
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Qualcomm Wireless innovation Prize
Prize for creativity, prototype and plan. Win \$10,500.
<http://innovation.wisc.edu/qualcomm/>
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Get Help with Intellectual Property

Assistance with assessment / patenting

Wisconsin Alumni Research Foundation
Guidance and support for faculty, staff and students with assessment, patenting and licensing.
www.warf.org
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Patent search

Kurt F. Wendt Library
Patent search service.
http://wendt.library.wisc.edu/help_with_research/patents
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Find Resources for a Start-up

Find space

Student Business Incubator
Run by Students in Free Enterprise.
www.uwsbi.com
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University Research Park
Flexible leases and space in Research Park or the Metro Innovation Center.
www.universityresearchpark.org
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Peer mentoring

Law and Entrepreneurship Clinic
Start-ups receive advice on legal issues. Online application.
www.law.wisc.edu/academics/clinics/le/index.html
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Office of Corporate Relations CEO breakfast series
Executive engagement, by invitation bi-monthly.
www.ocr.wisc.edu
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Madison Entrepreneur Resource, Learning and Innovation Network (MERLIN)
Mentors matched with community and campus entrepreneurs.
www.merlinmentors.org
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Small Business Development Center
Low-cost instruction on planning, financials and more.
<http://exed.wisc.edu/sbdc>
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Entrepreneurs' Resource Clinic
Assistance for campus and community entrepreneurs.
<http://discovery.wisc.edu/home/discovery/town-center/entrepreneurs-resource-clinic/business-acceleration-home.cmsx>
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Learn about resources and funds

Office of Corporate Relations First Look Investor Forums
Area investors see new university technology-based companies.
www.ocr.wisc.edu
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Office of Corporate Relations Micro Grants
Up to \$500 awarded competitively for new UW-linked start-ups.
www.ocr.wisc.edu
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Wisconsin Entrepreneurs Network
One-on-one advising, resources, help with SBIR/STTR grants.
www.wenportal.org
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Learn about family businesses

Family Business Center
Talks, workshops and more for family business ventures.
<http://fbc.wisc.edu/>
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Version: June 6, 2011, 2:10 P.M.

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UW-Madison Campus Entrepreneurship Resources

(Continued)

Entrepreneurship For-Credit Instruction and Immersion Programs

Pursue Deeper Knowledge

Degree programs

Entrepreneurship PhD Minor

For non-Business doctoral students. Learn about entrepreneurship theory and research (organized by INSITE)

www.bus.wisc.edu/insite

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Entrepreneurship Undergraduate Major

Offered by the Management & Human Resources Department.

www.bus.wisc.edu/mhr/UndergraduatePrograminEntrepreneurship.asp

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Certificate programs

Entrepreneurship Graduate Certificate

Introduction to entrepreneurship fundamentals. Required courses in Business with elective course options from offerings across the campus. Offered by the Management & Human Resources

Department with support from INSITE and the Weinert Center.

www.bus.wisc.edu/mhr/certificate

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Entrepreneurship Undergraduate Certificate

Introduction to entrepreneurship fundamentals. Required courses in Business with elective course options from offerings across the campus. Offered by the Management & Human Resources

Department with support from INSITE and the Weinert Center.

www.bus.wisc.edu/mhr/certificate

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Strategic Innovation Graduate Certificate

Introduction to principles of organizational creativity and change, technology management, and the role of innovation in society. Required courses in Business with elective courses from offerings across the campus. Offered by the Management & Human Resources Department with support from INSITE and the Weinert Center.

www.bus.wisc.edu/mhr/certificate

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Immersion programs

Entrepreneurship Residential Learning Community

Interact with faculty, visit area start-ups, access resident-only classes (MHR365 - Entrepreneurship in Business, the Arts and Nonprofits, 3 credits; MHR 365 - Social Entrepreneurship, 1 credit) and pursue your own venture ideas with guidance.

www.housing.wisc.edu/erlc/

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Wisconsin Entrepreneurial Boot Camp (WEB)

Week-long immersion program on entrepreneurship fundamentals for science and engineering graduate students. Hosted by INSITE and Weinert. Follow-on opportunity at a university and research center in the Netherlands.

www.bus.wisc.edu/web/

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Sample for-credit courses: theory and practice

Class	Description
AAE540	Strategic use intellectual property
BME 601	Biomedical entrepreneurship
Consumer Sci. 357	Master essential retailing skills
ECE 601	Business for engineers
EPD 690	Entrepreneurship for engineers
FIN 757/457	Learn about entrepreneurial finance
IE 671	Explore e-commerce
LAW 753	Introduction to intellectual property
LAW 854	Transactional IP
LAW 918	International IP
LAW 953	Law and entrepreneurship
LAW 953	Organizational forms and contracts
ME 549	Product design
MHR 715*	Technology strategy in firms
MHR 722/422**	Management of start-up ventures
MHR 727/427	Growth strategies for start-up s
MHR 734/434	Develop and present a business plan
MHR 738	Prepare a venture plan, seek \$
MHR 765/365	Innovation and tech entrepreneurship
MHR 977	Entrepreneurship research and theory
MKT 700/300	Introduction to marketing
MKT 737	Developing breakthrough products
MKT740	New product development
OTM 860	Plan for quality in new offerings
SOHE 501	Role of entrepreneurship in society
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NOTES

* MHR715 Required for Strategic Innovation Graduate Certificate

** MHR722 Required for Entrepreneurship Graduate Certificate

** MHR422 Required for Entrepreneurship Undergraduate Certificate

About INSITE. The Initiative for Studies in Transformational Entrepreneurship (INSITE) conducts research and teaches about entrepreneurship and the processes of innovation that create social value. INSITE promotes research and teaching on these topics by faculty in departments across the university.

INSITE partners within the Wisconsin School of Business include the Small Business Development Center and Weinert Center for Entrepreneurship.