# INSITE ENTREPRENEURSHIP 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.*
http://bus.wisc.edu/centers/insite
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**Wiscontrepreneur Portal**
*Madison community entrepreneurship resources and campus news.*
www.wiscontrepreneur.org
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### Learn about current topics

**Collegiate Entrepreneurs Organization**
*Talks and social gatherings.*
http://ceo.rso.wisc.edu/index.html
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**Entrepreneurship Association**
*Talks and social gatherings.*
https://www.facebook.com/#!/pages/UW-Entrepreneurship-Association/184578081562779
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**The Hub**
*Helps computer science students connect with business students interested in starting companies.*
http://www.hubclub.info/drupal
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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.*
http://bus.wisc.edu/centers/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 Research Seminars / MHR 977**
*Doctoral seminar where guest researchers do public talks (enrollment not required).*
http://bus.wisc.edu/centers/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.*
http://bus.wisc.edu/degrees-programs/non-business-majors/burrill-business-plan
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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 Global Stewards Sustainability Prize**
*Green competition. Win $50,000.*
http://www.gssp.sage.wisc.edu/
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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.wiscontrepreneur.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://innovation.wisc.edu/
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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**
*Student-led incubator for student start-ups.*
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.*
http://www.uwle.org
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**Office of Corproate 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/erc
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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 famly business ventures.*
http://fbc.wisc.edu/
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# INSITE ENTREPRENEURSHIP DECISION GUIDE

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)*
http://bus.wisc.edu/centers/insite
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**Entrepreneurship Undergraduate Major**
*Offered by the Management & Human Resources Department.*
http://bus.wisc.edu/bba/academics/majors/management-human-resources/entrepreneurship
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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.*
http://bus.wisc.edu/mba/academics/certificate-programs/entrepreneurship
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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.*
http://bus.wisc.edu/bba/academics/majors/certificate-entrepreneurship
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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.*
http://bus.wisc.edu/mba/academics/certificate-programs/strategic-innovation
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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 |
| GenBus 310 | Accounting/finance for non-business majors |
| GenBus 311 | Marketing mgm't for non-business majors |
| 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 | Law and Entrepreneurship Clinic |
| 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 722/422/322** | 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 741/441 | Innovation and tech entrepreneurship |
| MHR 977 | Entrepreneurship research and theory |
| MKT 700/300 | Introduction to marketing |
| MKT740 | New product development |
| OTM 860 | Plan for quality in new offerings |
| InterHE 455 | Role of entrepreneurship in society |

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**NOTES**

** MHR715 Required for Strategic Innovation Graduate Certificate*

*** MHR722 Required for Entrepreneurship Graduate Certificate*

*** MHR422/322 Required for Entrepreneurship Undergraduate Certificate*

#### Immersion programs

**Entrepreneurship Residential Learning Community**
*Interact with faculty, visit area start-ups, access resident-only clasess (MHR320 - Entrepreneurship in Business, the Arts and Nonprofits, 3 credits; MHR 321- 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.*
http://bus.wisc.edu/degrees-programs/non-business-majors/wisconsin-entrepreneurial-bootcamp
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**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.