

# INSITE Entrepreneurship Guide

A wide variety of UW–Madison and community resources are available to assist entrepreneurs in all stages of business development.



**WISCONSIN**  
SCHOOL OF BUSINESS

UNIVERSITY OF WISCONSIN–MADISON

TOGETHER FORWARD®

BUSINESS STAGE	BUSINESS NEEDS													RESOURCES			
	IDEATION	Open to UW–Madison Faculty, Staff, and Students Only	Seminars, Talks, Workshops & Immersive Training Programs	Certificates and Degrees	Competitions	Live-Learn Communities	Business Planning	Research & Product Development	Sales & Marketing	Legal, Regulatory and Intellectual Property Assistance	Financial Management	Mentoring	Networking		Funding	Real Estate	
IDEATION & EARLIER-STAGE STARTUP	X				X									X		100 Hour Challenge	
			X											X		Advocacy Consortium for Entrepreneurs	
	X	X												X		Arts Enterprise	
	X	X						X						X		Hub	
		X														INSITE Research & Policy Talks	
	X	X			X									X		Transcend	
	X				X			X							X	NEST Software Competition	
	X	X			X		X	X							X		New Arts Venture Challenge
	X	X			X		X	X							X		Qualcomm - Trancend Innovation Contest
	X	X			X		X	X							X		Wisconsin Energy and Sustainability Challenge
										X							Kurt F. Wendt Library - TechSearch
	X									X							Wisconsin Alumni Research Foundation (WARF)
	X							X				X					Wisconsin Innovation Initiative (Wi2)
	X	X											X			X	MadVentures CoWorking
	X							X				X	X	X	X		Venture Well
							X										Business and Entrepreneurship Clinic
										X							Law and Entrepreneurship Clinic
	X	X			X								X	X			Entrepreneurship Residential Learning Community
													X		X		100state
		X						X								X	Sector67
																X	Horizon Coworking
	X				X		X						X	X			WSB Business Plan Competition
															X		Wisconsin Angel Network
X							X	X			X			X		Ideadvance Seed Fund	
SCALING & LATER-STAGE STARTUP		X				X					X				X	Madworks Coworking/ Accelerator	
															X	University Research Park	
											X					Madison Entrepreneur Resource, Learning and Innovation Network (MERLIN)	
		X														Wisconsin Technology Council (WTC)	
		X					X				X	X		X		Wisconsin Women's Business Initiative Corporation	
		X					X		X		X						American Family Insurance Accelerator
		X					X					X	X	X	X		gener8tor/gBeta

VISIT [GO.WISC.EDU/ENTREPRENEURSHIPGUIDE](https://go.wisc.edu/entrepreneurshipguide) to learn more about each organization.

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SCALING & LATER-STAGE STARTUP						X	X				X	X	X		Madcelerator
													X		Madison/Dane Development Corporation
													X		Wisconsin Economic Development Corporation (WEDC)
													X		Qualified New Business Venture Accreditation
														X	Madison Region Economic Partnership
ANY STAGE		X				X					X	X			Madison SCORE
	X	X													UW-Madison Campus Events Calendar
		X										X			Distinguished Entrepreneurs' Luncheons
	X					X	X				X		X		WARF Entrepreneurs Series
		X				X		X		X	X				Discovery to Product (D2P)
	X		X												Small Business Development Center
	X		X												Entrepreneurship Ph.D. Minor
	X		X												Entrepreneurship Undergraduate Major
	X		X												Entrepreneurship Graduate Certificate
	X		X												Entrepreneurship Undergraduate Certificate
	X	X													Strategic Innovation Graduate Certificate
	X	X													Fellowship in Enterprise Development
	X	X										X			Wisconsin Entrepreneurial Boot Camp
		X										X			BioForward
		X										X			Biotech Happy Hour
		X										X			Capital Entrepreneurs
		X										X			Doyenne Group
		X										X			Forward Technology Festival
		X										X			Hi-Tech Happy Hour
		X				X					X		X		Center for Technology Commercialization
														X	Cresa
		X													Startup Grind - Madison
	X					X	X				X		X		WARF Accelerator Program
		X										X			WARF Essential Topics Series
		X				X					X		X		WARF UpStart Program
	X	X				X					X		X		Weinert Center WAVE Program
		X										X			1 Million Cups
				X									X		Governor's Business Plan Contest
		X										X			Wisconsin Innovation Network
													X		BrightStar Wisconsin


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