Providing resources for small businesses

What the SBDC can do
The Wisconsin Small Business Development Center is a statewide network supporting entrepreneurs and business owners through no-cost, confidential consulting and business education for:

- Business planning and startup
- Finance and capital access
- Marketing and sales growth
- Financial management
- Management and strategic planning

Did you know?
The SBDC is part of the UW System Institute for Business & Entrepreneurship, which offers other programs that can supplement and complement:

- Center for Technology Commercialization
- Food Finance Institute
- Center for Business Intelligence
- Business Dynamics Research Consortium

Learn more at wisconsinsbdc.org/stevenspoint

SBDC at UW-Stevens Point

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Getting results for small businesses

In our state: Wisconsin
In 2020, the Wisconsin SBDC Network helped businesses start, manage and grow. By the numbers:

- **256** New businesses created
- **$107.5M** In capital investment
- **7,870** Clients served
- **26,275** Jobs supported
- **193** Business education programs
- **3,359** Business education participants
- **56% / 44%** Breakdown of pre-venture to existing clients consulted
- **17,722** Hours spent working with clients

In every state: Success you can trust
The Wisconsin SBDC Network is a nationally accredited member of the largest business support network in the country. SBDC clients experience:

» Sales growth 3x the national average (13.4 percent)
» Job growth 7x the national average (9.7 percent)

In our center: UW-Stevens Point
Our center serving Adams, Langlade, Lincoln, Marathon, Oneida, Portage, Vilas, Waupaca and Wood counties contributed to the following in 2020:

- **28** New businesses created
- **3,712** Jobs supported
- **$2.2M** In capital investment
- **925** Clients served
- **1,209** Hours spent working with clients
- **455** Business education participants
- **59% / 41%** Breakdown of pre-venture to existing clients consulted
- **11.5%** Minority clients served

Regional highlights
1. Successfully flipped programs to a virtual format to be able to continue providing our clients with quality educational efforts during the pandemic.
2. Used all virtual consulting methods such as video calls, emails, and telephone conversations to expand access to the business community during the shutdown and beyond.

Success, in the words of our client
“We’re so thankful there are people like Melissa at the SBDC who are willing to help people like us starting a new business.”
Lindsay Wanserski, National Dental Academy, Wausau

* Funded in part through a cooperative agreement with the U.S. Small Business Administration.
Responding to COVID-19: Special Report

In our state: Wisconsin
In 2020, the Wisconsin SBDC Network helped businesses during an extraordinary year, not only connecting them with pandemic relief but also guiding them through recovery.

- **4,099** Clients served
- **$7.7M** In state aid (WEDC We’re All In and 20/20 Grants)
- **225,946** COVID-19 relief website pageviews
- **$21.1M** In federal aid (PPP, EIDL and EIDL Advance)
- **1,733** COVID-19 relief training participants
- **4,099** Clients served
- **$1.3M** In federal aid (PPP, EIDL and EIDL Advance)
- **$552K** In state aid (WEDC We’re All In and 20/20 Grants)
- **430** We’re All In Grant applications assisted
- **6,410** We’re All In Grant applications assisted

Regional efforts
1. Held seven specific COVID programs in response to the pandemic.
2. Actively involved in half a dozen economic recovery boards across the service area.

Client Success: National Dental Academy, Wausau
National Dental Academy happily embraced the silver linings that appeared once the COVID-19 pandemic caused a major shift in their business model.

**How owner Lindsay Wanserski and Bethany Bertrand adjusted:**
- Pivoted to virtual online classrooms, saving money on overhead costs.
- Gained control and streamlined how course materials were taught.
- Embraced the partial remote instruction and plan to keep this model post-pandemic.