

INSITE DECISION GUIDE

UW-Madison Campus Entrepreneurship 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

Entrepreneurship Association

Talks and social gatherings.

www.uwea.com

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National Organization for Business & Engineering

Formerly Students Uniting Business & Engineering, the 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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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=19&scid=46

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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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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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Practice Entrepreneurial Skills

Develop and present a plan

New Arts Venture Challenge

Propose a new arts effort. Win \$2,500 to produce your idea.

www.artcenterprise.wisc.edu

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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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Climate Change Challenge

Green competition. Win \$20,000.

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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Tong/Schoofs Competition

Prize for creativity and prototype. Win \$12,500.

<http://studentservices.engr.wisc.edu/innovation/index.html>

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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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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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Strategic Management in Life & Engineering Sciences MBA

Two-year, full-time day MBA program for students with degrees in scientific disciplines interested in innovation and strategy.

www.bus.wisc.edu/smiles

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Entrepreneurship MBA

Two-year, full-time day MBA program administered by the Weinert Center. Students may apply for WAVE investment.

www.bus.wisc.edu/weinertcenter

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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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Courses to accomplish a task

Class	Description
AAE540	Strategic use intellectual property
Consumer Sci. 357	Master essential retailing skills
FIN 757/457	Learn about entrepreneurial finance
IE 671	Explore e-commerce
LAW 753	Introduction to intellectual property
LAW 953	Organizational forms and contracts
MHR 715	Intro. to Strategic Mgm't in the Life & Engineering Sciences
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 765	Innovation and tech entrepreneurship
MHR 977	Entrepreneurship research and theory
OTM 860	Plan for quality in new offerings
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Non-credit programs

Entrepreneurship Residential Learning Community

Interact with faculty, visit area start-ups, access a resident-only class and pursue your own venture ideas with guidance.

www.housing.wisc.edu/erlc/

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Wisconsin Entrepreneurial Boot Camp (WEB)

Week-long summer immersion program on entrepreneurship fundamentals for science and engineering graduate students.

Hosted by INSITE and the Weinert Center.

www.bus.wisc.edu/weinertcenter/Web.asp

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Find Resources for a Start-up

Find space

University Research Park

Flexible leases and space in Research Park or the Marquip Building on Madison's east side.

www.universityresearchpark.org

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Student Business Incubator

Run by Students in Free Enterprise.

<http://sife.rso.wisc.edu/sbi/index.html>

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Peer mentoring

Small Business Development Center

Low-cost instruction on planning, financials and more.

<http://exed.wisc.edu/sbdc>

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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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Learn about resources and funds

Wisconsin Entrepreneurs Network

One-on-one advising, resources, help with SBIR/STTR grants.

www.wenportal.org

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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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Learn about family businesses

Family Business Development Center

Talks, workshops and more for family business ventures.

<http://exed.wisc.edu/fbc>

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