SBDC 2/10/17 Z. BARES

The Small Business Development Center at UW-River Falls consults with anyone and everyone about starting and developing a small business idea. Zach Bares (BARR-ish) has the story.

MP3 RUNS: 1:14 secs. O/C: STD

ZACH BARES: THE SMALL BUSINESS DEVELOPMENT CENTER IS PART OF THE UW EXTENSION PROGRAM AND THEY ARE FULLY FUNDED BY THE STATE OF WISCONSIN. THEY OFFER NO COST CONSULTATION TO ANYONE IN PIERCE, ST. CROIX OR POLK COUNTY WHO IS INTERESTED IN STARTING A SMALL BUSINESS. THE CENTER’S DIRECTOR FOR INNOVATION AND BUSINESS DEVELOPMENT, DANIELLE CAMPEAU, SAYS THAT THEY WORK WITH A WIDE VARIETY OF PEOPLE.

DANIELLE CAMPEAU: “WE ESSENTIALLY OFFER CONSULTING SERVICES TO ENTREPRENEURS SO THOSE INDIVIDUALS THAT JUST HAVE AN IDEA ABOUT STARTING UP A BUSINESS AND THEY WANT HELP, ALL THE WAY UP THROUGH SMALLER COMPANIES THAT ARE ESTABLISHED AND ARE GROWING AND THEY’RE LOOKING TO EXPAND.”

BARES: 11 STUDENTS GRADUATED IN DECEMBER AFTER THEY HAD GONE THROUGH THE ENTREPRENEURIAL TRAINING PROGRAM AND ABOUT HALF OF THE STUDENTS ARE FOLLOWING THROUGH WITH THEIR ORIGINAL IDEA THAT THEY CAME IN WITH. CAMPEAU SAYS THE TRAINING IS VERY RIGOROUS.

CAMPEAU: “WE DEPLOY WHAT’S CALLED THE LEAN STARTUP PROCESS. THAT’S A PROCESS WHERE WE WORK WITH CLIENTS TO REALLY UNDERSTAND WHETHER THEY HAVE A MARKET FOR THEIR PRODUCT IDEA. AND SO THE ENTIRE PREMISE OF THAT PROCESS IS THAT THEY’RE GOING OUT AND TALKING TO POTENTIAL CUSTOMERS TO DETERMINE WHETHER OR NOT THEIR BUSINESS IDEA MAKES SENSE.”

BARES: ONCE THE GATHERING OF INFORMATION CONCLUDES STUDENTS ARE ASKED TO REVISE THEIR IDEAS BASED ON MARKET FEEDBACK AND MOVE ON FROM THERE. FOR THE FALCON NEWS SERVICE, I’M ZACH BARES.

The next group of students is set to graduate this May and this time the number of students leaving will be close to 20.

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