

"The blend of robust resources and knowledgeable guest speakers was invaluable. I would highly recommend UpStart to anyone looking to turn an awesome business idea into an authentic business plan."

— Roxie Hentz



UpStart

SUPPORTED BY WARF

Entrepreneurship Program for Women and People of Color

To learn more and apply for this free program, visit:
warf.org/UpStart

Or contact the UpStart program at UpStart@warf.org, (608) 263-2500



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WARF

Wisconsin Alumni Research Foundation

Investing in research, making a difference

The UpStart advantage

What sets the UpStart program apart from other entrepreneurship training opportunities?

- Free to participants, with all program materials included.
- A welcoming environment celebrates curiosity and instills confidence.
- Carefully selected instructors share their expertise in fundamentals like accounting, sales and marketing.
- A local focus leverages the knowledge and resources of the UW–Madison community to identify the most promising opportunities.
- A several-week duration helps refine ideas and build momentum.
- A cohort of like-minded participants with diverse achievements and experiences expands your knowledge and extends your professional network.



WARF's UpStart program is invested in your success

It takes more than a good idea to start a successful business. The WARF UpStart program delivers the training and tools needed to help transform ideas into enterprises.

Evening classes, practical advice from expert instructors and the support of peers who share the journey from concept to conclusion empower entrepreneurs with diverse talents.

Step-by-step sessions on key business topics provide a realistic framework for participants and increase the likelihood of obtaining financial support.

Best of all, the WARF UpStart program is free to participants from a variety of educational backgrounds and all walks of life.

Sample class schedule

Classes run for several weeks with sessions beginning in the winter and fall each year. The classes meet Tuesday evenings from 6 to 8:30 p.m. with instruction in the following topics:

- Ideation Session to Spur New Business Ideas and Meet Everyone
- The Business Model Canvas
- Market Research and Understanding Your Customer Segments
- Marketing and Public Relations
- Using the Web for Your Business
- Insurance and Risk Management
- Operations Management
- Accounting, Recordkeeping and Basic Tax Issues
- Financial Projections
- Financing Your Business
- Legal Issues for Small Business
- Understanding the Business Plan
- Pitching Your Business

