



Entrepreneur's Toolkit

What you need to know and where to get it.

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Entrepreneur Assessment

- **Are You an Entrepreneur?**

- **Self Evaluation Test For Going Into Business**

- http://www.score-manchester.org/bus_test.htm

- **Entrepreneurial Self Evaluation Quiz -**

- http://www.cbsc.org/manitoba/publications/Self_Evalu_Quiz.pdf

- **Business Quizzes**

- http://www.score.org/business_quiz.html

- **Entrepreneurial Fitness Tests**

- <http://www.entrepreneur.com/startingabusiness/selfassessment/archive115870.html>

Publications

- [Starting A Business](#) – PDF Document
- **Order Form** for “[An Entrepreneur’s Guide for Going Into Business In Wisconsin...Piecing It All Together](#)” – PDF Document
- **Entrepreneur’s Search Engine** from the Kauffman Foundation
<http://www.entrepreneurship.org/ResourcesCenter/>
- **Small Business Administration – Start Up Guide**
http://www.sba.gov/starting_business/startup/guide.html
- **Small Business Administration Library** – over 200 free publications
<http://www.sba.gov/library/pubs.html>

Provided by <https://pickyourrown.org>

Business Assistance

• **Small Business Administration (SBA)** <http://www.sba.gov> Online courses, workshops and guides are available at <http://www.sba.gov/training/courses.html>. 608-441-5263 or 414-297-3941.

• **Small Business Development Center (SBDC)** <http://www.wisconsinsbdc.org> SBDC Business AnswerLine at 1-800-940-SBDC.

• **Service Corps of Retired Executives (SCORE)** <http://www.score.org>

• **State Bar of Wisconsin - Business Assistance Program** For more information on the Business Assistance Program, please call the State Bar at 608-250-6006, service@wisbar.org or visit <http://www.wisbar.org/bar/pbbap.htm>

• **Wisconsin Entrepreneurs' Network** <http://www.wenportal.org>.

• **Wisconsin Women's Business Initiative Corporation (WWBIC)** <http://www.wwbic.com>

• **Wisconsin Technical College System (WTCS)** <http://www.witechcolleges.com>

• **Wisconsin Community Action Program Association (WISCAP)** <http://www.wiscap.org>

Business Structures

- **Primer on Selection of a Business Entity**

http://www.wdfi.org/_resources/indexed/site/corporations/primerselectionbusentity.pdf

- **Available Types of Business Entities** (WI Dept. of Financial Institution document)

http://www.wdfi.org/_resources/indexed/site/corporations/types_bus_entities.pdf

- **Creating a Limited Liability Corporation Online in WI**

http://www.wdfi.org/corporations/whats_llc.htm

- **Small Business Legal Structures from NOLO – Law For All**

<http://nolo.com/index.cfm> then select Bus & Human Resources – Ownership Struct.

- **Registering Your Business in Wisconsin**

Handout

Rock County Development



Marketing & Feasibility Studies

- **Wisconsin Innovation Service Center** – Helping existing and aspiring entrepreneurs make profitable new product and marketing development decisions.

<http://academics.uww.edu/BUSINESS/innovate/>

- **Market Analysis** – Center for Business Planning

<http://www.businessplans.org/topic50.html>

- **Marketing Virtual Library** – Internet Marketing Research

<http://www.knowthis.com/research/marketingresearch.htm>

- **Feasibility Study** – A Valuable Business Tool

<http://www.extension.iastate.edu/agdm/wholefarm/html/c5-65.html>

- **Starting a Small Business** – the Feasibility Analysis

<http://www.montana.edu/wwwpb/pubs/mt9510.pdf>

Recommendations

- Speak to others
 - Friends
 - Family
 - Owners
- Collect information
- Evaluate carefully
 - Accountant
 - Attorney
- Determine Go/No Go

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Questions / Comments





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