



Rock County Entrepreneurial Business Development

Leverage the Rock County Entrepreneurial Business Development program to accelerate, plan, validate and transform your concepts into reality.

WHAT IS THE RCEBD?

The Rock County Entrepreneurial Business Development (RCEBD) program is a regional resource that assists start-ups and small businesses located in Rock County, WI.

We help you evaluate your business concepts, sales and marketing needs, operations requirements as well as your current and future organizational priorities.

Our goal is to assist you in developing a sustainable business through coaching, mentoring, technical assistance and connecting you to the resources you need to be successful.



Explore, Focus & Navigate Your Business Concepts and Growth Opportunities.

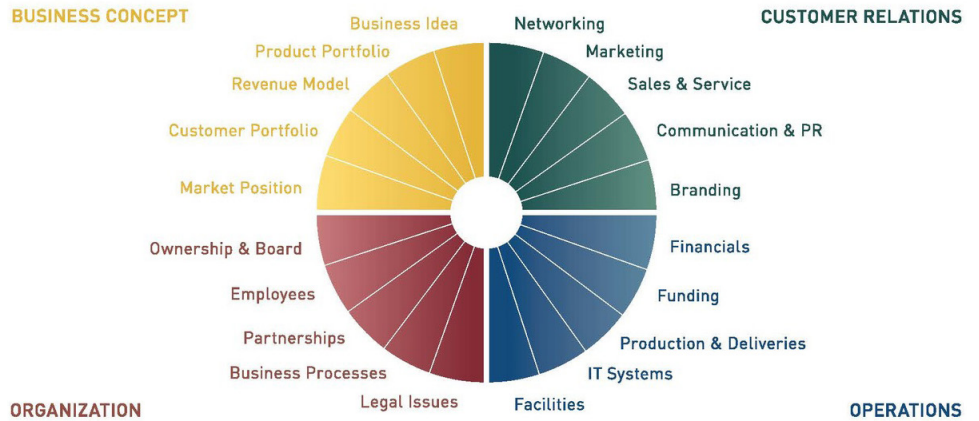
Follow these Steps:

- 1. Eligibility** - If you are an entrepreneur, early-stage or second stage company located in Rock County, then complete the program's online application by visiting RockCountySmallBiz.com.
- 2. In-Take & Entry Level Review** - During this one-on-one exchange, your current and/or proposed business concept(s), product/service and related ideas will be discussed. Next, a formal GrowthWheel® Assessment will be generated to provide a visual, analytic road map.
- 3. Strategy Development & Connections** - Per your GrowthWheel® Assessment, key opportunities and challenges; resource and technical assistance identification; and implementation steps will be outlined and prioritized.
- 4. Coaching & Mentoring** - Periodic reviews and status updates will be scheduled to ensure that milestone progress is occurring. When / where appropriate, strategic pivots and additional resource recommendations will be identified and evaluated.



GrowthWheel®

GrowthWheel® is an entrepreneurial and small business assessment tool that provides a visual road map for identifying strategic action items for your business.



Assisting you in...

Business Concept Review & Prioritization

New Business Formation & Expansion

Customer & Market Diversification

Identification & Pursuit of Debt/Equity Funding

Small Business Ownership Transition

Assess Business Concepts & Plans

Develop & Diversify Customers and Markets

Financial Assistance, Mentoring & Networking Linkages



The RCEBD is part of a growing regional and statewide small business and entrepreneurship ecosystem. Through collaborative, value-added partnerships, RCEBD provides opportunities to develop customized, business specific assistance to emerging entrepreneurs and small businesses throughout Rock County.

Let us help you realize your plans to start and grow your business in Rock County!

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RockCountySmallBiz.com



Law & Entrepreneurship Clinic



PARTNERS



NOTE: This is an evolving, as well as partial, list of RCEBD partners.