



**ENTREPRENEURIAL BOOT CAMP**  
100 N 72<sup>nd</sup> Ave, WAUSAU, WI 54401

**APPLICATION PROCESS**

- 1) Send in the application fee and the completed application below – Make sure you tell us three reasons why you wish to attend Wausau’s Entrepreneurial Boot Camp.
- 2) After receiving and reviewing your application, a staff member will contact you to conduct a brief interview.
- 3) You will be contacted shortly, thereafter, if you are selected as a Boot Camp participant

**Romey Wagner, Camp Facilitator**  
[romey@wausauincubator.com](mailto:romey@wausauincubator.com)  
715-848-2016

**BOOT CAMP DATES, TIMES AND COST**

1. Dec 1-5--2011 and Feb 9-13--2012
2. Classes on Thurs, Fri and Mon from 5 – 9 PM and on Sat from 8:00 AM to 4 PM
3. Cost is \$75 and includes materials, snacks, water and lunches
4. Please make out checks to Northcentral Technical College/Boot Camp

**REQUIRED INFORMATION**

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City/State/Zip \_\_\_\_\_ Email \_\_\_\_\_  
Phone (\_\_\_\_\_) \_\_\_\_\_ Cell (\_\_\_\_\_) \_\_\_\_\_

Please let us know three reasons why you want to attend the Boot Camp: (feel free to use a separate sheet of paper or CONTINUE ON BACK PAGE if necessary)

- 1) \_\_\_\_\_
- 2) \_\_\_\_\_
- 3) \_\_\_\_\_

**CIRCLE ANSWERS**

1. Sex: M F
2. Household Size: 1 2 3 4 5 More than 5
3. Household Income: Under \$25,000 \$25,000 – \$50,000 \$50,001 to \$75,000 Over \$75,000
4. Ethnic Origin: American Indian or Alaska Native; Asian or Pacific Islander; Black, not of Hispanic origin; Hispanic; White, not of Hispanic origin.
5. Veteran Status: Y N

# ENTREPRENEURIAL BOOT CAMP

## Overview

The Boot Camp is an intensive learning program designed to train potential entrepreneurs. The concept of the boot camp aims to:

- Train participants in the basic skills necessary to start or expand a business
- Develop the entrepreneurial spirit
- Create networks of new business owners
- Provide support services of venture capital, businesses operation and planning, as well as marketing.

## Dates / Agenda

- Thursday, December 1, 2011; 5 – 9 pm = Overview, Featured Presentation, Attorney Program, Plan Development
- Friday, December 2, 2011; 5 – 9 pm = Business Plan Discussion, Marketing, Plan Development
- Saturday, December 3, 2011; 8 am – 4 pm = Successes, Accounting Program, Plan Development, Lunch, Real Estate, Plan Development
- Monday, December 5, 2011; 5 – 9 pm = Resources, Participant Presentations

## Outcomes

The goal of the boot camp is to provide the participants with a working tool they can utilize in additional educational training programs over the course of the business development.

The investment in time and energy will yield the following results:

- Development and/or revision of a solid business plan
- Complete presentation to be delivered utilizing PowerPoint showcasing the highlights of the business plan and presented to an executive panel of investors, business leaders and entrepreneurship coaches.
- A comprehensive design for a marketing plan along with the development of a brand platform for the service / product listed within the business plan.

## Awards

All participants completing Camp will receive a certificate of completion and a sweatshirt, compliments of Northcentral Technical College.

- Two participants will receive an award based upon their plan and presenting a viable business concept. The individual selected shall embody the spirit of entrepreneurship. The awards include complimentary hours from Ruder Ware Law Firm and Schenck, a certified public accounting firm.
- The Entrepreneurial and Educational Center will offer one full scholarship to one participant to enter into a comprehensive business plan development class offered by the Small Business Development Center. The awards are valued at approximately \$7,000.

## ***Agenda***

### **Thursday, Dec. 1**

<b>Time:</b>	<b>Topic:</b>
5 – 6 pm	Introduction Get to know you Expectations / Outcomes -Mark Borowicz, Northcentral Technical College -Heather Wessling, City of Wausau -Romey Wagner, Entrepreneurial & Education Center
6 – 7 pm	Featured Presentation – Art Juedes & Rick Gering (Eastbay founders)
7 – 8 pm	Attorney Presentation – Matt Rowe (Ruder Ware)
8 – 9 pm	Plan Development

### **Friday, Dec. 2**

5 – 6 pm Development Center)	Review / Develop / Design Business Plan – Vicki Lobermeier (Small Business
6 – 7 pm	Marketing – Kirk Howard (Kinzie Green)
7 – 9 pm	Plan Development

### **Saturday, Dec. 3**

8 – 9 am	Success Story – Bobby and Tara Nowak (Sweet Lola’s Bakery)
9 – 10 am	Accountant Presentation – Tom Grimm (Schenck & Associates)
10 – 12 noon	Plan Development
12 noon – 1 pm	Lunch
1 – 2 pm	Real Estate – Ann Werth (City of Wausau)
2 – 4 pm	Plan Development

## **Monday, Dec. 5**

5 – 6 pm Resources available – Mark Borowicz (Northcentral Technical College)

6 – 9 pm 20 min. presentation report out to executive panel – panel members:

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- Art Juedes –Co-founder of Eastbay
- Howard Manske – Angel Investment Group Representative
- John Small – Village President of Marathon City
- Rick Gering – Co-founder of Eastbay
- Steve Immel – Attorney with Ruder Ware
- Chad Curtis – SBA Lender with Associated Bank