



STARTUP FOND DU LAC WEEK

Startup Wisconsin is committed to advancing and developing Wisconsin's tech and startup ecosystems through unique programming, collaborative partnerships, and networking.

Black Business Owners Speak: Interviewing 48 entrepreneurs in NE WI

November 14, 2020 | 3-4:30 p.m. | Virtual Webinar

In this session we will discuss the purpose, method, and findings of interviews with 48 African American business owners in northeastern Wisconsin. We'll share their thoughts on motivation to start businesses, financing, support systems, and community environment.

Results indicate that their businesses survive in spite of local economic development programming not serving their needs, and we'll share suggestions for improvements to these programs that would address their concerns. Lastly, we'll share how Extension is expanding this research into the Milwaukee area and collaborating with the ColorBold Business Association to implement findings immediately with the participants and their peers.

Presenters include Angie Allen, Rajon Hall, Mia Ljung. Presenter bios available at <https://bit.ly/33BdLNy>

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