



Why will people buy your products or services (what makes your idea special)?

What makes you think you will be successful)?

- Relevant education:
  
- Relevant previous experience:
  
- Partners and management:
  
- Funding sources:
  
- Other:

**ENTREPRENEURIAL TRAINING PROGRAM (ETP) APPLICATION**  
**WISCONSIN DEPARTMENT OF COMMERCE and WISCONSIN SMALL BUSINESS DEVELOPMENT CENTER**  
**CERTIFICATION STATEMENT**

**THE APPLICANT**

1. Certifies that to the best of his/her knowledge and belief, the information being submitted on this ETP application is true and correct.
2. Understands that the Entrepreneurial Training Program is a competitive process and that not all applications are funded.
3. Certifies that the 25% matching funds provided by the applicant are not provided by other state sources.
4. Applicant agrees to pay the SBDC \$650 if a completed business plan is not submitted and accepted by the SBDC within 3 months of completion of the course.
5. Agrees to complete and submit two evaluation surveys: one at the end of the Course and the other eighteen months after completing the course.
6. Agrees to release a copy of the Business Plan to be funded by this application to the SBDC which is available to the Wisconsin Dept. of Commerce.
7. Applicant certifies that he/she has not declared bankruptcy during the past 12 months.

The SBDC and the Wisconsin Department of Commerce will keep your business plan confidential. However, for promotional purposes, may we release your:

- |                                | <u>Yes</u>               | <u>No</u>                |
|--------------------------------|--------------------------|--------------------------|
| a) Name?                       | <input type="checkbox"/> | <input type="checkbox"/> |
| b) Business name and location? | <input type="checkbox"/> | <input type="checkbox"/> |

I understand and agree to these terms.

Applicant Signature \_\_\_\_\_ Date \_\_\_\_\_

Printed Name \_\_\_\_\_ Title \_\_\_\_\_

**For SBDC Use Only**

Based on the limited introductory information,

	Yes	No
Does this idea seem viable in the market?	<input type="checkbox"/>	<input type="checkbox"/>
Does applicant have a good understanding of the customer?	<input type="checkbox"/>	<input type="checkbox"/>
Does the applicant have sufficient management skills?	<input type="checkbox"/>	<input type="checkbox"/>

Signature below authorizes:                       DENIAL       APPROVAL

SBDC Reviewer: \_\_\_\_\_ Date: \_\_\_\_\_