



News Release

For Immediate Release

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New Business is Booming, and the CO.STARTERS Entrepreneurial Training Program Ensures Success!

(Sparta, WI) Couleecap Inc., with support from the Wisconsin Economic Development Corporation and local partners, are offering new entrepreneurs and existing business owners alike the opportunity to build strong, sustainable business models and reach new markets by launching new businesses or expanding existing ones. The CO.STARTERS Entrepreneurial Training Program offers an innovative and action driven approach to equipping new entrepreneurs and existing small business owners everything they need to get started, adjust, or expand an existing business.

CO.STARTERS is a cohort-based, facilitated program designed for small business owners at all stages of development. CO.STARTERS participants gain current insights, tools, and relationships to turn ideas into action. Each aspiring entrepreneur graduates the 10-session program with a much deeper understanding of how to create a sustainable venture, articulate their models to potential funders or investors, and repeat the process with their next great idea.

2020 was a year that brought extremely turbulent and tumultuous times for many of us, but in the midst of mass lay-offs, depressed economic conditions, and a public health crisis, opportunity still arose. As Monroe County moves into the post-pandemic world, residents are working to seize that opportunity and build resiliency. The launch of a September CO.STARTERS cohort is the time to get started on that new idea!

The September CO.STARTERS program will be held on Thursday nights from 5:30 – 9:30pm beginning on September 9th and concluding on October 28th (with no class on September 30th). At this time, we are preparing for in person classes at a location in Sparta to be determined. Cost is \$300 per participant with opportunities for scholarships, discounts, and deferments.

CO.STARTERS sessions are run by local small business owners and entrepreneurs who are trained facilitators. This program is community minded and offers the opportunity to connect with and learn from other business owners and economic development professionals throughout the area. Participants will gain the tools they need to build sustainable ventures and will also leave the course with a larger, stronger network of support.

To register and for more information contact Couleecap Business & Income Developer, Amanda Warthesen, at amanda.warthesen@couleecap.org or (608) 304-7978.

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