

Accounting and Taxes

Wisconsin Sales and Use Tax publication by the Wisconsin Department of Revenue:

<http://www.revenue.wi.gov/pubs/pb201.pdf>

IRS Tax Information for Businesses:

<http://www.irs.gov/businesses/index.html?navmenu=menu1>

Understanding the Income Statement

<http://www.investopedia.com/articles/04/022504.asp#axzz1PS6pWNU3>

Accounting Basics

<http://www.entrepreneurial-insights.com/basic-accounting/>

What is a cash flow statement?

<http://www.investopedia.com/articles/04/033104.asp#axzz1PS6pWNU3>

How to Prepare a Cash Flow Statement

https://www.zionsbank.com/pdfs/biz_resources_book-4.pdf

Business Funding Solutions Information

Business Loan Application Checklist

<http://www.sba.gov/content/business-loan-application-checklist>

Got Moo-La? Where to go for business assistance in Wisconsin

<http://datcp.wi.gov/uploads/Business/pdf/GotMoola.pdf>

****Debunking the Grant Myth**

<http://www.hrsa.gov/grantmyths/index.html>

OR

<http://chronicle.com/article/Debunking-Some-Myths-About/45256>

****How to Choose the Right Bank for Your Business**

<http://www.inc.com/guides/choosing-the-right-bank-for-business.html>

****Small Business Financing**

<http://www.businessnewsdaily.com/1733-small-business-financing-options-.html>

Business Financing Guide

<http://entrepreneurs.about.com/od/financing/a/startupfunding.htm>

This link is to the Wisconsin Small Business Resource Guide.

<http://www.smallbusiness3.com/pdf/english/wisconsin.pdf>

Additional resources on the UW-Whitewater Small Business Development Center website:

<http://www.wisconsinsbdc.org/whitewater/local-resources/financial>

Business Planning

SCORE Quick Start Business Plan Free Online Workshop (Be sure you save your work as you go.)

<http://www.score.org/onlineworkshops/quick-start-business-plan>

SBDCnet business plan resource page

<http://www.sbdnet.org/small-business-information-center/business-plans>

Small Business Administration website about starting and managing a business

<http://www.sba.gov/category/navigation-structure/starting-managing-business>

Wisconsin Small Business Resource Guide

<http://www.smallbusiness3.com/pdf/english/wisconsin.pdf>

*****How to write a business plan**

<https://www.sba.gov/writing-business-plan>

Sample business plans

http://www.bplans.com/sample_business_plans.php

Additional resources are available on the UW-Whitewater SBDC website at

<http://www.wisconsinsbdc.org/whitewater/local-resources/business-planning>

Top 10 Business Plan Mistakes

<http://www.entrepreneur.com/article/81188#>

Buying a Business

Buying a Business: Due Diligence Checklist by FindLaw.com

http://smallbusiness.findlaw.com/business-forms-contracts/be3_8_1.html

U.S. Small Business Administration guide to buying a business

<http://www.sba.gov/category/navigation-structure/starting-managing-business/starting-business/establishing-business/buying-existing-business>

Buying a Business article on the Arkansas ASBTDC website

<http://asbtcd.org/services/buying-business/>

“How to Buy a Business” from Entrepreneur.com

<http://www.entrepreneur.com/article/79638>

“How to Negotiate When Buying a Business” on the Inc.com website

<http://www.inc.com/guides/201101/how-to-negotiate-when-buying-a-business.html>

Financial Planning

Reasons why Financial Planning for Small Businesses is essential:

<http://smallbusinessbonfire.com/small-business-financial-planning>

About Financial Planning:

<http://smallbusiness.chron.com/business-financial-planning-2675.html>

Franchising

SBA Guide to Buying a Franchise

<http://www.sba.gov/content/consumer-guide-buying-franchise>

Building your own Franchise

<http://www.sba.gov/content/build-your-own-franchise>

Franchising and SBA Lending

<http://www.sba.gov/content/franchise-findings>

The Franchise King Blog – Information from a Fellow Franchiser

<http://thefranchiseking.com/blog>

Entrepreneur Magazine's 2016 Franchise 500 – Top Ten Franchises

<http://www.entrepreneur.com/franchise500/>

Buyer Beware: Franchise Warning Signs – What to look out for when researching a franchise opportunity

<http://www.entrepreneur.com/article/219998>

International Franchise Associations

<http://www.franchise.org/>

Government Contracting

Business Procurement Institute:

<http://www.wispro.org/>

Obtaining a DUNS Number A Guide for Federal Grant and Cooperative Agreement Applicants:

http://www.whitehouse.gov/sites/default/files/omb/grants/duns_num_guide.pdf

NAICS search to find your industry classification number:

<http://www.census.gov/eos/www/naics/>

General Services Administration (GSA) – How GSA Helps Small Business

<http://www.gsa.gov/portal/content/105221>

Library of Congress Business Reference Services – “Opportunities Don't Always Knock”

<http://www.loc.gov/rr/business/contracts/fed3.html>

Business to Government Market

<http://www.b2gmarket.com/>

Hiring Employees

SBA's 8 Steps to Hiring Your First Employee

<http://www.sba.gov/content/10-steps-hiring-your-first-employee>

IRS information about Employee Identification Numbers

<http://www.irs.gov/Businesses/Small-Businesses-&Self-Employed/Employer-ID-Numbers-EINs>

SBA's Guide for Writing Effective Job Descriptions

<http://www.sba.gov/content/writing-effective-job-descriptions>

SBA's Guide on Writing an Employee Handbook

<http://www.sba.gov/content/employee-handbooks>

Fortune Small Business Article about Employees vs. Independent Contractors

http://money.cnn.com/2008/03/27/smbusiness/hiring_paperwork.fsb/index.htm

Hiring an Intern

<https://www.sba.gov/blogs/how-set-internship-program-your-small-business>

OR

<http://www.forbes.com/sites/sage/2014/06/18/how-to-hire-rockstar-interns-for-your-small-business/#6dd99df31a99>

Additional resources on a variety of topics are available at the UW-Whitewater Small Business Development Center website:

<http://www.uww.edu/sbdc>

Selecting Business Professionals

Questions to Ask When Hiring a CPA or Small Business Accountant

<http://biztaxlaw.about.com/od/helpfrombusinessadvisers/a/Questions-To-Ask-When-Hiring-A-Cpa-Or-Small-Business-Accountant.htm>

*****How to Choose the Right Bank for Your Business**

<http://www.inc.com/guides/choosing-the-right-bank-for-business.html>

Preparing to Purchase Insurance

How to Hire an Attorney article at Entrepreneur.com

<http://www.entrepreneur.com/article/printthis/58326.html>

Preparing to Purchase Insurance

<http://businessinsure.about.com/od/insuringyourbusiness/a/preppurchins.htm>

Invention and New Product

*****Wisconsin Innovation Service Center New Product Assessments**

<http://wisconsinsbdc.org/wisc/npa>

*****Wisconsin Innovation Service Center Licensing Partner Search**

<http://wisconsinsbdc.org/wisc/lps>

*****Invention Development Firms information**

Not sure SBDC link is the right one but here is the link

<http://www.wisconsinsbdc.org/wisc/resources/invention-development>

United States Patent and Trademark Office Inventors Resources

<http://www.uspto.gov/inventors/index.jsp>

United Inventors Association

<http://www.uiausa.org/mc/page.do;jsessionid=F7C5B6BADA8682C107CE8B6B88E63AAA.mc0?sitePageId=122380>

Ask the Inventors

<http://www.asktheinventors.com/default.html>

Federal Trade Commission Facts for Consumers

<http://www.ftc.gov/bcp/edu/pubs/consumer/products/pro21.shtm>

Google's patent search

<http://www.google.com/patents>

*****Additional resources are available on the UW-Whitewater SBDC website at**

<http://www.wisconsinsbdc.org/>

Legal Resources

AskTheLawyers.com

<http://www.askthelawyers.com/>

BitLaw: Contracts and forms index

<http://bitlaw.com/index.html>

Nolo: Law Books, Legal Forms and Legal Software

<http://www.nolo.com/>

Wisconsin State Law Library Business Law

<http://wilawlibrary.gov/topics/comlaw/index.php>

Employment Labor law assistance - Department of Labor

<http://www.dol.gov/elaws/>

Employment laws guide

<http://www.dol.gov/compliance/guide/index.htm>

UW Law and Entrepreneurship Clinic

http://intranet.law.wisc.edu/news/In_the_Media/State_Bar_of_Wisconsin_Profiles_2011-04-06

How to Hire an Attorney article at Entrepreneur.com

<http://www.entrepreneur.com/article/printthis/58326.html>

*****Additional resources are available on the UW-Whitewater SBDC website at**

<http://www.wisconsinsbdc.org/whitewater/local-resources/legal>

Market Research

U.S. Small Business Administration guide to conducting market research

<http://www.sba.gov/content/conducting-market-research>

SBDCnet National Information Clearinghouse

<http://sbdnet.org/>

Market Research Basics

<http://www.allbusiness.com/marketing/market-research/2587-1.html>

Market Research, Industry Research, Business Research

<http://www.virtualpet.com/industry/howto/search.htm>

Five Basic Methods of Market Research

<http://www.allbusiness.com/marketing/market-research/1287-1.html>

Additional resources are available on the UW-Whitewater SBDC website at

<http://www.wisconsinsbdc.org/whitewater/local-resources/marketing>

Marketing Resources

U.S. Small Business Administration guide to making your own marketing plan

<http://www.sba.gov/content/developing-marketing-plan>

UW-Whitewater Wisconsin Innovation Service Center Market Research Service

<http://www.wisconsinsbdc.org/wisc>

SBDCNet Small Business Marketing Tips

<http://www.sbdnet.org/small-business-information-center/marketing-2>

Additional resources are available on the UW-Whitewater SBDC website:

<http://www.wisconsinsbdc.org/whitewater/local-resources/marketing>

Difference Between Sales and Marketing

<http://www.smallbusinessnotes.com/marketing-your-business/the-difference-between-sales-and-marketing.html>

Marketing Journal

<http://www.entrepreneur.com/marketing/index.html>

Online Marketing

<http://www.entrepreneur.com/topic/online-marketing>

Sample Marketing Plans

http://www.mplans.com/sample_marketing_plans.php

Social Media Networking for Beginners

<http://blog.hootsuite.com/beginners-guide-to-social-media-advertising/>

Registration, Licensing, and Permits

“Doing Business As” name registration

<http://www.sba.gov/content/register-your-fictitious-or-doing-business-dba-name>

Registering your corporation or LLC name with the state

<http://www.wdfi.org/corporations/>

Registering your sole proprietorship, general partnership, or association name with the state

<http://www.sba.gov/content/incorporating-your-business#>

Federal licensing and permits

<http://www.sba.gov/content/what-federal-licenses-and-permits-does-your-business-need>

*****State licensing and permits**

<http://dsps.wi.gov/Licenses-Permits/Credentialing>

Search for permits and licenses you might need

<http://www.sba.gov/content/search-business-licenses-and-permits>

Obtaining your Tax ID (EIN)

<http://www.sba.gov/content/obtain-your-federal-business-tax-id-ein>

Information on seller’s permits

<http://www.revenue.wi.gov/faqs/pcs/seller.html>

Seeking Patent Investors

Selling a Patent

<http://www.gaebler.com/Selling-a-Patent.htm>

Patent Assignment & Guidelines

<https://www.legalzoom.com/assets/legalforms/Patent%20Assignment.pdf>

Small Business Certification

Small Business Certification

<http://www.sba.gov/offices/headquarters/obd/resources/4210>

System for Award Management

<https://www.sam.gov/portal/SAM/#1>

Small Business size standards matched to NAICS Codes

http://www.sba.gov/sites/default/files/files/Size_Standards_Table.pdf

Social Entrepreneurship

*****What is Social Entrepreneurship?**

http://ssir.org/articles/entry/social_entrepreneurship_the_case_for_definition

or

https://www.ashoka.org/social_entrepreneur

Inc. Magazine: How to become a social entrepreneur

<http://www.inc.com/guides/201105/how-to-become-a-social-entrepreneur.html>

*****Social Entrepreneur Corps**

<http://www.socialentrepreneurcorps.com>

Social entrepreneurship: Where business and social change meet- C.J. Hayden, MCC

<http://www.socialentrepreneurcoach.com/resources/social-entrepreneurship.html>

*****Entrepreneurship in philanthropy**

http://www.forbes.com/sites/naveenjain/2013/05/04/philanthropy_as_an_entrepreneur/#5799907437a0

OR

<http://cepp.gmu.edu/research/philanthropy-and-entrepreneurship/>

Making connections: Eight social entrepreneurs to follow on Twitter

<http://socialenterprisefocus.blogspot.com/2009/01/tweet-tweet-social-entrepreneurs-to.html>

*****The Meaning of “Social Entrepreneurship” by J. Gregory Dees**

<https://entrepreneurship.duke.edu/news-item/the-meaning-of-social-entrepreneurship/>

Social entrepreneurship research: A source of explanation, prediction, and delight by Johanna Mair

http://econpapers.repec.org/article/eeeworbus/v_3a41_3ay_3a2006_3ai_3a1_3ap_3a36-44.htm

Starting a Business

This is a link to the Small Business Administration website about starting a business:

<http://www.sba.gov/category/navigation-structure/starting-managing-business/starting-business>

This is a link to a site for searching required business licenses and permits by zip code:

<http://www.sba.gov/content/search-business-licenses-and-permits>

This is a link to the Wisconsin Small Business Guide:

<http://www.smallbusiness3.com/pdf/english/wisconsin.pdf>

In Wisconsin Entrepreneur Resources:

<http://inwisconsin.com/entrepreneurs-and-innovators/resources/>

This is a link for the Small Business Owner’s Toolkit:

<http://www.bizfilings.com/toolkit/index.aspx>

This is a link to the IRS publication 583 “Starting a Business and Keeping Records”:

<http://www.irs.gov/pub/irs-pdf/p583.pdf>

This is a link that helps explain basic financials for your business:

<http://sbinformation.about.com/od/businessplans/a/bplanfinancials.htm>

Additional resources are available at the UW-Whitewater Small Business Development Center website:

<http://www.wisconsinsbdc.org/whitewater/local-resources/general-resources>

Technology

QR Codes

What is a QR Code and Why Do You Need One?

<http://searchengineland.com/what-is-a-qr-code-and-why-do-you-need-one-27588>

To create a QR Code go to one of the following websites and enter the URL you would like it linked to:

<http://qrcode.kaywa.com/>

<http://www.the-qrcode-generator.com/>

<http://www.qrstuff.com/>

What kind of hardware to choose for your business

<http://www.entrepreneur.com/article/224538#>

Credit Card processing options

<http://www.merchantaccountguide.com/>

<http://www.entrepreneur.com/article/219739>

Websites to check for news about business and technology

<http://www.entrepreneur.com/technology/index.html>

<http://online.wsj.com/public/page/news-small-business-technology.html>

<http://www.inc.com/technology>

Veteran Owned Business

Center for Veteran's Enterprise

<http://www.vetbiz.gov/>

U.S. Small Business Administration Veterans Business Outreach Centers

<http://www.sba.gov/tools/local-assistance/vboc>

U.S. Small Business Administration Veteran Owned Businesses & Financing

<http://www.sba.gov/content/veteran-service-disabled-veteran-owned>

Website Development

When to Update Your Web Site

<http://www.entrepreneur.com/article/231390>

The Modern Web Site Design

<http://www.webdesign-inspiration.com/web-designs/style/modern>

Web-Friendly Graphics

http://bisteachers.cratercomets.com/sinks_jeremy/web_design/documents/UsingWebFriendlyGraphics.pdf

Hire A Web Design Service

<http://www.forbes.com/sites/davidteten/2013/10/07/how-to-hire-an-outsourced-web-designer-and-be-happy-with-the-results/>

Marketing Budgets

<http://www.socialmediaexplorer.com/social-media-marketing/where-to-put-the-extra-dough-in-your-marketing-budget/>

<http://www.sba.gov/community/blogs/community-blogs/small-business-cents/how-set-marketing-budget-fits-your-business-go>

Women Owned Businesses

Woman-Owned Business (WBE) Pre-Certification Self-Assessment

<http://doa.wi.gov/Documents/DEO/Supplier%20Diversity/Pre-Certification%20Assessment.pdf>

Wisconsin Woman-Owned Business Enterprise (WBE) Certification

<http://www.sba.gov/offices/headquarters/oed/resources/3690>

U.S. Small Business Administration Office of Women's Business Ownership

<http://www.sba.gov/about-offices-content/1/2895>

Wisconsin Women's Business Initiative Corporation

<https://wwbic.com/>

Women's Entrepreneurship in Green Industries Fact Sheet

http://www.dol.gov/wb/media/Tconf_GrWomen_factsheet.pdf

Information on selling to the federal government

<http://www.sba.gov/category/navigation-structure/contracting>

How to Become a WBE

<http://www.inc.com/guides/2010/05/women-owned-business-certification.html>