



Entrepreneurial Micro-Grant Program

Program Guidelines for Fiscal Year 2025	
Lead Division: Entrepreneurship and Innovation	
<input type="checkbox"/> New	<input type="checkbox"/> Revised
<input checked="" type="checkbox"/> Grant	<input type="checkbox"/> Loan <input type="checkbox"/> Tax Credit <input type="checkbox"/> Technical Assistance

Introduction

Background Information: The Entrepreneurial Micro-Grant (EMG) program provides early-stage technology-based companies with services and funding to support their efforts in obtaining significant federal grant funding. Additionally, business planning services rendered by the Small Business Development Centers (SBDCs) increase the entrepreneurial proficiency of state entrepreneurs and small business owners. WEDC provides funding to the Center for Technology Commercialization (CTC) to deliver micro-grants to clients for the services below:

- Small Business Innovation Research/Small Business Technology Transfer (SBIR/STTR) Assistance
- Commercialization Planning Assistance, and
- The Entrepreneurial Training Program

Program's Purpose: This program is intended to help improve the success rate of WI companies and companies seeking federal SBIR/STTR grants. The program provides funding to CTC who provides technical assistance to companies in preparing and submitting federal research grant proposals for the SBIR/STTR and related programs. Through the CTC the EMG program also provides funding and services to help companies develop comprehensive market studies, business plans, and funding plans around commercialization for phase II SBIR proposals.

Eligibility Requirements

The EMG program is administered through a grant made by WEDC to CTC. CTC then facilitates the administration of providing technical and financial assistance to participating individuals and businesses.

Eligible Applicants: Applicants applying to CTC for participation for EMG support must be an individual or business, located in Wisconsin that is starting or expanding. Applicants for SBIR/STTR Assistance also need to be a technology-based or research-oriented business or to firms interested in applying for federal SBIR/STTR grants.

Eligible Use of Funds: Eligible businesses may receive the following assistance under the program:

Small Business Innovation Research/Small Business Technology Transfer (SBIR/STTR) Assistance: Provides assistance to prepare and submit an SBIR/STTR or other federal funding proposal. Applicants awarded federal funding may receive an additional bonus through the program.



Commercialization Planning Assistance: Provides individual and small business applicants assistance in completing business validation activities and a comprehensive market study or business plan or commercialization plan to procure Phase II SBIR/STTR funding or to prepare for angel or venture capital funding. Applicants must utilize an eligible professional services provider.

Entrepreneurial Training Program: An 8- to 12-week course offered periodically by SBDCs in the University of Wisconsin-System that provides assistance with business modeling and/or business plan development to current or prospective business owners.

Available Incentives

FY25: \$250,000

Award Sizes: Eligible businesses may receive financial assistance from CTC depending on the program they are in.

Activities and Expected Outcomes

Award one organization to assist 125 businesses.

Impact: Increase the number of applicants and improve the success rates for Wisconsin companies seeking SBIR/STTR grant funding from the various participating federal agencies.

Metrics:

- Leverage – Total.
- Leverage – Public.
- Pass-through Businesses Assisted (financial).
- Pass-through Leverage Total.
- Pass-through Job Creation.
- Pass-through Job Retention.

Application Guideline:

Timeline: CTC has a continuous application process for EMG support.

How to Apply: The EMG program is administered through a grant made by WEDC to CTC. CTC applies to WEDC to receive the funding via Network Wisconsin.

Eligible businesses will apply to CTC via an online application at wisconsinsbir.org. CTC will process and approve applications and manage the awards to eligible businesses.

Award Process: CTC's application to WEDC will be assigned to a WEDC underwriter and go through WEDC's award administration process.

This single-entity program award is an exception to WEDC's standard awards approval thresholds outlined in WEDC's Awards Administration Policy. Upon Board approval of this program guideline, the award may be approved by WEDC's CEO and does not require further approval by either the Awards Administration Committee or the Board, regardless of the



cumulative awards to the approved entity if the award for this program does not exceed the Board approved budget.

Entrepreneurship Training Program schedules vary but are promoted by the SBDC on their website www.wisconsinsbdc.org and other outreach efforts.

Performance Reporting: CTC will be required to quarterly submit a performance report documenting the assistance provided through the three types of EMG grants, the number of organizations assisted, as well as any other contract deliverable.

WEDC annually selects awards on a sample basis for an audit. All backup to the performance report and financial records are required to be maintained by the Recipient for a period of at least three (3) years after the last performance report is due.

WEDC may impose additional reporting requirements to evaluate project performance and to ensure compliance with contract deliverables.

Revision History:

Program Inception – Fiscal Year 2013

- 7/1/2017: Simplified funding tiers for client services provided.
- 7/1/2019: Clarified performance reporting requirements.
- 7/1/2023: Exempts single-entity program recipients from the standard awards administration policy.