



For Immediate Release

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BizStarts Collaborates with AARP Wisconsin for Third Entrepreneurship Empowerment Program

MILWAUKEE (September, 2021) – On Sept. 18 BizStarts will begin the third BizStarts Institute in collaboration with AARP Wisconsin. AARP Wisconsin has provided BizStarts with \$20,000 worth of seed money to get help entrepreneurs in the Institute program get their businesses up and running.

The BizStarts Institute is a program BizStarts started in 2020 that teaches entrepreneurs from underserved areas the basics of running a business. The first part of the program takes place at St. Ann’s Center for Intergenerational Care and happens every Saturday for a consecutive 6 weeks. After the entrepreneurs go through the program they are paired with a mentor and student consultants to assist in getting their business started.

“I can’t tell you how pleased we are to have formed this collaboration with AARP,” said BizStarts’ Executive Director Patrick Snyder. “These businesses need just a small amount to get started and to become cash flow positive. Most of our entrepreneurs are customer financed, they grow as more people purchase from them; meaning with just a small amount of seed money they will never feel the pressure of taking out a loan”

Due to BizStarts collaboration with AARP Wisconsin the program will end the bootcamp part of program with a pitch contest. The entrepreneurs in the program will have the opportunity to present their idea and a panel will choose a winner. The great news is, along with the winner, that all the entrepreneurs will get seed money, so they are all winners. “The hands-on-approach of the Community Boot Camp and Pitch Competition, with guest speakers, one-on-one assistance and topics related to marketing, bookkeeping and business planning is crucial to the success of a small business. The prize money, and seed grants, is just another way to support our Milwaukee area small business owners!” said AARP Wisconsin representative Amber Miller.

To learn more about the BizStarts Institute visit <https://bizstarts.com/bizstarts-institute/>

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BizStarts brings entrepreneurs together from all backgrounds, ethnicities and beliefs to create a collaborative learning environment that embodies positivity, inspires confidence and develops people’s capacity to achieve personal success and business growth. Working together, we are creating economic opportunity, communities with unique character and a vibrant city with prosperity for all.