

Funds available now to help Rock County manufacturers find new customers!

Find new customers through top-notch market research. Your business can survive and grow by reaching new customers or new markets. The Rock County Development Alliance has teamed up with an internationally recognized leader in market research, the Wisconsin Innovation Service Center (WISC), to help you to do the following:

- Replace lost business.
- Diversify across industries.
- Reduce vulnerability to market downturns.
- Focus on the best market segments for your company.
- Find and reach new customers in new markets.

WISC brings 30 years of expertise to Rock County to provide Customer Diversification Assessments for select manufacturers that have lost business due to the recession. WISC develops customized research and implementation plans to fit the specific strengths of each company.

As part of a Customer Diversification Assessment project, WISC researchers conduct interviews with a sample of target customers and access premier information sources to develop the following:

- Discovery of market sectors with greatest growth potential.
- Analysis and summary of trends in the targeted markets.
- Identification of potential customers.
- Determination of the key drivers of purchase and supplier decisions.
- Presentation of a custom prospect lists, including contact information.

Projects are usually completed within 60 business days.

Exceptional Times, Exceptional Value! A Customer Diversification Assessment normally costs \$3,000, however, the Rock County Development Alliance is currently providing funding to offset this expense. A forgivable loan, in the amount of \$2,250, is provided so qualifying Rock County companies only have to pay \$750.

If it's documented that the results of this Assessment translate into increased sales (of \$5,000 or greater) within the first 12-months following the Assessment project, then a donation of not less than \$2,250 will be made - by the company - to one of the following 501(c)(3) organizations: The Forward Foundation or The Greater Beloit Economic Development Corporation.

Pre-Screening Application – To apply, your company must be located in Rock County and be a manufacturer, large or small. Service-based companies will be considered for eligibility on a case-by-case basis.

Contact Us – For additional information, please contact:

James Otterstein (608.757.5598 or otterste@roc.rock.wi.us)
Mary Rajek (608.757.3160 or mary@rockcountyalliance.com)
WISC office (262.472.1365 innovate@uw.edu)





Customer Diversification Assessment Request for Proposal Form

1200 Hyland Hall
University of Wisconsin-Whitewater
Whitewater, Wisconsin 53190
262-472-1365 Fax 262-472-1600

Submitted by (Contact Person): _____

Business: _____

Address _____

City _____ State _____ Zip _____ Phone _____

Website: _____

Proposal is to be sent to:

Name: _____

Company: _____

Address: _____

Work Phone: () _____ - _____ Cell Phone: () _____ - _____

Email: _____

Preferred Method of Contact: Cell Phone ____ Work Phone ____ Email ____

FOR CENTER USE ONLY	
FILE	_____
CNO #	_____
NAICS #	_____
SIC #1	_____
SIC #2	_____

Confidential Disclosure Agreement

Enclosed are a description and other materials pertaining to the project for review by the UNIVERSITY OF WISCONSIN INNOVATION SERVICE CENTER (hereafter called WISC). I understand that WISC will send me a proposal covering the objectives outlined by this submission.

I understand that:

1. WISC will use best efforts to keep this disclosure confidential. Staff and consultants reviewing my submission will have signed a nondisclosure agreement with WISC stating that they will keep the submission in strict confidence, unless they receive written permission from me to disclose the client company information.
2. In consideration for this confidential research, I agree to hold harmless the University of Wisconsin, its employees, agents, students, and others assisting in my idea, both now and in the future, from any loss or damage arising out of this disclosure and subsequent evaluation.
3. Materials submitted herewith or in the future in connection with this project may be retained by WISC, returned to me at my expense, or destroyed after three years by WISC. It is my responsibility to advise WISC of any change of my mailing address and whether I want the materials submitted returned to me.
4. Request for counseling: I request business management counseling from a Small Business Administration resource partner, the Wisconsin Innovation Service Center. I agree to cooperate should I be selected to participate in surveys designed to evaluate SBA assistance services. I understand that any information received by an SBA resource partner counselor will be held in strict confidence by the counselor to the extent allowable by law. I further understand that SBA resource partner counselors have agreed not to: (1) recommend goods or services from sources in which the individual counselor has an interest; and (2) accept fees or commissions developing from any SBA resource partner counselors. In consideration of the provision of management and/or technical assistance by a resource partner counselor, I agree to waive all claims arising out of this assistance, against SBA personnel, the resource partner from whom I sought assistance, its host organizations, and the counselor(s) arising from this assistance.

I have carefully read this agreement form and understand its contents.

Signature of Client

Date

Signature of WISC Manager

Date

WISC is a service of the University of Wisconsin-Extension Small Business Development Center Network and the University of Wisconsin-Whitewater College of Business and Economics and is partially funded by the U.S. Small Business Administration. All SBA funded programs are extended to the public on a non-discriminatory basis.

Company Information

Company Core Competencies

Products/Services Provided: _____
 Percentage of Total Business by Product/Service: _____
 Value-Added Services: _____
 Certifications: _____
 Unique Expertise: _____
 Product Size Capabilities: Between _____ & _____
 Tolerance Capabilities: _____
 Materials Capabilities: _____
 Competitive Advantages: _____

 Competitive Disadvantages: _____

**Please submit an equipment list along with this form.*

Best Customers

Customer Name	Industry/Segment	Location	Parts/Service Provided	Why Successful?

Continue on another page

Worst or Lost Customers

Customer Name	Industry/Segment	Location	Why Unsuccessful?

Preferred Industries/Geographic Market

Region(s) or States: _____
 _____ U.S. _____ Canada _____ North America _____ International

Proposed Industries for Diversification

Any theoretically optimal industries or market segments

1. _____ 2. _____ 3. _____ 4. _____ 5. _____ 6. _____

But NOT within the following market segments:

1. _____ 2. _____ 3. _____ 4. _____

Business/Personal Information

(This information is useful in understanding our clients; it is for statistical use only and is kept confidential.)

A. Business Information, please complete the following:

Type of Business (e.g., Manufacturer, R&D, Service, Retail) _____

Primary Products/Services _____

Years in Business _____ Number of Employees _____ Annual Sales \$ _____

Has your business successfully marketed any new products? Yes _____ No _____

Does your business hold any patents? Yes _____ No _____

Check if the following apply: Minority-Owned _____ Woman-Owned _____ Veteran-Owned _____

B. Key Company Contact Information, please complete the following:

Name _____ Job Title _____

Male _____ Female _____ Veteran Yes _____ No _____

Education (Check highest level) High School _____ College _____ Degree _____

Ethnic status: _____ White _____ Hispanic _____ Native Hawaiian/Pacific Islander
_____ Black _____ Asian _____ American Indian/Alaskan Native