



MADISON REGION
ECONOMIC PARTNERSHIP



BizReady Program Overview

The City of Madison proudly presents the BizReady Program, a 12-month initiative to empower local small business owners with the tools, guidance, and opportunities needed to thrive in today's competitive market.

Program Components:

- 1. Peer-to-Peer Roundtables:**
 - Small groups of 8-9 businesses per roundtable, guided by experienced facilitators.
- 2. One-on-One Mentoring:**
 - Personalized mentoring to address specific challenges, offering tailored guidance and resources.
- 3. Expert Presentations:**
 - Insights from industry experts on relevant topics, including technical assistance for effective business management.
- 4. Learning Workshops:**
 - Practical workshops focused on applying key concepts, with shared outcomes among participants.
- 5. Networking Opportunities:**
 - Build lasting relationships and create business opportunities within a supportive community.
- 6. Action Plan:**
 - A detailed plan outlining the use of additional capital to grow your business, including measurable outcomes and timelines.

How It Works:

Selected participants engage in a year-long journey to overcome business challenges. This includes:

- **Monthly Reports:** Track progress and tailor support.
- **Customized Support:** Receive assistance based on your unique needs.
- **Knowledge & Confidence:** Graduate with the tools to tackle future business milestones.

Eligibility:

Open to City of Madison-based small business owners facing business planning, sales, or banking challenges.