

Illinois SBDC

at the
Champaign County EDC



Madeleine Wolske

DIRECTOR

Illinois SBDC
at Champaign
County EDC



Small biz owner
specializing in event
organization, community
investment strategy, &
artist markets

Amplify resource
accessibility through
community partnerships

Previous Business
Librarian at Champaign
Public Library

Partners of our SBDC





Welcome!

The Illinois Small Business Development Centers (SBDCs) are funded by the Small Business Administration (SBA) and Illinois Department of Commerce and Economic Opportunity (DCEO) to help entrepreneurs start a new business or expand an existing business.

Confidential and no-cost advising for entrepreneurs.

Our Services

- **General business advising**
- **Business ideation and feasibility**
- **Market research**
- **Customer identification and targeting**
- **Marketing strategy**
- **Business plan development**
- **Help with access to funding**
- **Business education and training opportunities**
- **Connections with professional resources**



729

Workshop
Attendees

65

Training
Workshops

Diverse & Inclusive Training

We offer a comprehensive video library of information webinars, allowing users to navigate their entrepreneurial journey at their own pace.

Our expert instructors cover topics customized to new laws and requested assistance from clients, ensuring we meet the specific needs of each individual.

SBDC Impact: Marketing Programs

#64A644

R: 100 G: 166 B: 68

Primary Green

#F3A020

R: 243 G: 160 B: 32

Primary Orange

#E33F25

R: 227 G: 63 B: 37

Primary Red

#F6C019

R: 246 G: 192 B: 25

COLORS

The green, orange, and red shades are the primary brand colors with the yellow to be used as an accent color. The white single color logo is for use on top of dark backgrounds or can be used on any of the main brand colors. The black single color logo is for use on top of light backgrounds and for applications that require a single color.

TYPEFACES

Chillow Regular is the logo font. Chillow Regular is ideal for titles or headlines. Lato Regular is recommended for body/paragraph



EAT MOVE
GROOVE



LOGO FONT
CHILLOW REGULAR



0.75" minimum width
PRINT
50 px minimum width
ONLINE

Feedback from client to Scott Clanin:
"We are proud to share our revamped website with you! We launched it today, incorporating the feedback provided from your audit with us last fall. Thank you again. [Employee] is now a website development expert and we have a beautifully upgraded website!"

- **Social Media Audit:** 2 completed
- **Website Audit:** 9 completed
- **Brand Jumpstart:** 14 completed

Additional Resources Expanding Capacity through Collaboration



Industry, Competitor, Customer Research Tools & Services

Gain valuable insights into market trends, competitor strategies, and customer preferences to inform your business decisions and drive success.



University of Illinois, Enterprise Works at Research Park

Tailored workshops and support services (including student interns) specifically designed for innovative industries such as manufacturing, agriculture, and healthcare technology.



Valuation Specialists

Thanks to a grant from the Illinois Institute for Rural Affairs (IIRA) at Western Illinois University (WIU), we provide no-cost services from valuation specialists. These experts guide you through business purchases or sales, ensuring a smooth transition.

100%

of survey respondents rated our services as 'Excellent' and are 'Extremely likely' to recommend our services, **reflecting our commitment to excellence.**

“I had previously worked with the SBDC and that was somewhat helpful in terms of forms to complete, etc. Then I met with Madeleine, which took things to the next level. She recommended the Branding program with Clanin, which led to my hiring Clanin for other marketing work, and that has been amazing. She offered a lot more information and is so creative and energetic. I felt like she really "got" my business and my goals. I will continue to meet with her, as each time we meet, I learn so much and move my business ahead. She is a goldmine. Thank you!” —Susan Kundrat of Eat, Move, Groove

CONTACT US



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