

Small Business Development Center

SBDC Course Helps Create Blueprint for Success

When Rick Acevedo launched Acevedo PC Services LLC in 2008, his goal was to build a successful business and sell it to a larger company in five years. That's exactly what he did, last year selling the company to Pewaukee-based public accounting and business resources firm, Jannsen & Company. Acevedo attributes his spot-on business planning to the Entrepreneurial Training Program (ETP) he took at the Small Business Development Center (SBDC) at UW-Milwaukee.

Acevedo found the SBDC course to be the best option in terms of value and hands-on involvement. The 10-week course costs considerably less than other business planning services he encountered. "And you were the one who did the market research and planning, so you really took ownership of your business plan," says Acevedo.



To complete a market assessment, Acevedo used data provided by the SBDC. The market research showed market demand and competition for IT services in the Milwaukee area. Acevedo saw potential for his business to find and keep enough customers to be profitable.

At course completion, Acevedo had a 131-page business plan that enabled him to secure a SBA guaranteed line of credit through the Landmark Credit Union. Just two years later, Acevedo PC Services was named 2010 Hispanic Business of Year by the Hispanic Chamber of Commerce of Wisconsin and in 2011 received the Angie's List Super Service Award. Acevedo also participated in the 2013 SBA Emerging Leadership initiative.

Acevedo PC Services' founder and its clients transitioned smoothly into Jannsen & Company after the acquisition in August 2013. Now an employee of Jannsen, Acevedo feels that he continues to benefit from the entrepreneurial skills he acquired. He adds, "Having that knowledge that I can start a business, that I can generate clients and manage a business on my own, actually makes me a better employee."

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