Nicole Urquhart developed Baby Express to help reduce Racine’s infant mortality rate. Baby Express provides reliable, on-demand transportation for women covered by Medicaid who need prenatal care and well-baby checkups.

Nicole credits WWBIC’s Small Biz class with helping her launch the business with a solid business plan. In addition to her own full-time job as owner, she has two employees. “I was skeptical about the class,” she said.

“I thought I knew how to write a business plan because I had written grants and had purchased business plan software. “I found out I had more to learn.”

“One of the greatest things I took from the class was the value of relationships with others in the business community.”

– Nicole Urquhart
Baby Express

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Linking Service to SUCCESS

Our Mission – Since 1987
The Wisconsin Women’s Business Initiative Corporation (WWBIC) is a statewide economic development organization focused on business creation, expansion, sustainability, job creation and retention in urban and rural areas. We provide access to capital including direct lending, one-on-one business assistance, business education and financial awareness education programming. Our services are open to anyone in Wisconsin; our mission supports women, people of color, and people of lower wealth and incomes –those most likely to be underserved by traditional financial institutions.

WWBIC Statewide Achievements Over the Past 25 Years
• 1,661 businesses directly financed.
• 7,628 jobs created and retained by WWBIC clients statewide.
• $29.6 million loaned to small business owners.
• 46,910 individuals served.

Economic Development Achievements in 2012 alone
• 397 businesses assisted with startup, expansion or sustainability.
• 878 jobs created or retained by WWBIC clients.
• 2.7 jobs on average created by each WWBIC loan client.
• 4.0 jobs on average retained by each WWBIC loan client.
• $3.5 million approved in direct loans to 126 business owners.
• 2,910 people received classroom or individualized education.

Achievements through Financial Education Programming
• 125 low-wealth individuals have become first-time home owners, leveraging more than $12 million in Milwaukee housing sales.
• 76 people have started or expanded their businesses adding $2.63 million to the local economy.
• 77 people have returned to school for post-secondary education enhancing potential earned income by $1.3 million per year.

Coffee With A Conscience®
Our Milwaukee-based social business venture, Coffee With A Conscience®, provides a hands-on learning lab and showcase for our clients, while contributing to WWBIC’s earned revenues.

Milwaukee Location:
Coffee With A Conscience®
Schlitz Park Business Center
1555 River Center Drive

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WWBIC’s financial statements are audited by Ritz Holman