Deysi Seda started Sharper Construction as a Hispanic, woman-owned business in 2007 in Racine with husband Jaime Rodriguez. They began as residential builders, but as the economy took a downturn, quickly adapted by taking on commercial construction and government contracts. The business got stronger, added a Milwaukee office, and now employs three full-time and one part-time staff, with plans to grow as market conditions improve.

“Education and networking are essential to growing a business,” Deysi says. She learned about WWBIC at a WWBIC Business Finance Seminar and received a loan in 2011. She continues to appreciate WWBIC’s business assistance program.

“It was just incredible. I focused on my business plan and was able to obtain a loan during these very challenging times!”

– Deysi Seda, Owner
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.

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

Milwaukee Location:
Coffee With A Conscience®
Schlitz Park Business Center
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WWBIC’s financial statements are audited by Ritz Holman