

- The data show that the study region, while average in age distribution, is considerably more educated than the state as whole. Therefore, there should be a larger pool of individuals available who fit the entrepreneurial age and educational model.
- This suggests that potential entrepreneurs in the study region would be able to finance a new start-up more readily than would be expected given the state median.
- An area resident who teaches start-up business classes reports that classes taught in Madison typically enroll many Stoughton residents, and over the last year, the course taught in Stoughton has more than doubled in size.
- In any future Stoughton business incubator, it will be important to cater to self-employed businesses to some extent. The impact of such businesses on the local economy is often ignored in economic development, but they are especially important to regional growth and innovation.
- It is clear from this list that Dane County is among the premier locations in the three-state area in terms of innovation potential. The individual components of the innovation index provide additional insights into the entrepreneurial strengths of Dane County.
- Dane County leads the state in Total Innovation Index, Human Capital, Economic Dynamics, Productivity and Employment, and Economic Well-Being. The only innovation measure where Dane County lags behind the national average is economic dynamics, the measure of local resources available to entrepreneurs and innovators. Fortunately, that measure is also the one where a focused, local entrepreneur support program, including a business incubator, could have the most positive impact.
- Ultimately, the research shows that Stoughton does not necessarily have a gap in support services, but there does appear to be a less than effective delivery system for those services.