



Space Race

South Milwaukee



What is ONE business you would love, love, love, love to see in South Milwaukee?

South Milwaukee Storefront Competition

Workshop#1

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RENEWTHOUSE**WNS**



Space Race
South Milwaukee

November 20, 2025

Workshop Outline

Brief background

Introduction

- RenewTowns Team, MATC, and UWW Enactus Team
- Participants – Who, Your Business Idea, and Your Why

What is a great video pitch? Is 3 minutes enough?

Workshop Core #1: Your Business Idea

- How to Position it
- How to Present it
- How to Pivot
- Business Model Innovation

Workshop Core #2: Using AI to power your Small Business

- AI Revolution
- Examples
- How to use it for your business
- Examples – Prompts

Interactive Session – Completing the Worksheets

Bonus: Anyone ready to pitch?



HELP COMMUNITIES REVITALIZE THEIR DOWNTOWNS
BUILD A SUSTAINABLE AND VIBRANT COMMUNITY





Vibrant Communities Don't Just Happen. *They're Built.*

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Space Race

South Milwaukee

Overall Process

Space Race Launch

- Promotion, Eligibility, Signup

Workshops

- Attend workshops, submit pitch deck and video

Judging

- Community Votes using Community App
- Student entrepreneurs provide insights
- Judges interview finalists



*trust the
process.*

Additional Criteria:
Collaboration

We are trying to
find connections
between storefront
ideas

Method

1

Your description of your business or idea TODAY

Description

What it is
today

If you already have something in place

Keywords/Descriptors

Your description of your business in the FUTURE

Description

WHAT IS
YOUR
VISION?

Keywords/Descriptors

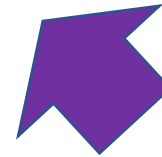
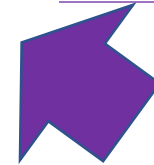
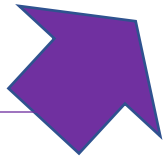
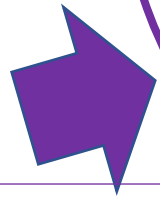
How to get to your business in the FUTURE

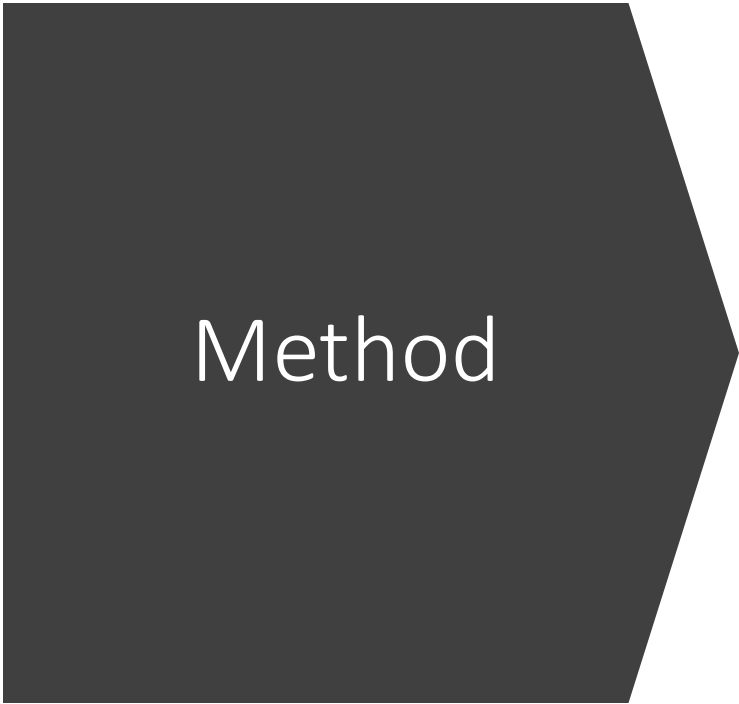
Description

WHAT IS
YOUR
VISION?

Keywords/Descriptors

What drivers or changes will get you there





Method



2

IMPACT FEASIBILITY MATRIX

PLEASE SEE THE SECOND DOCUMENT

Method

3

The Business Model Canvas

Designed for:

Designed by:

Date:

Version:

Key Partners 	Key Activities 	Value Propositions 	Customer Relationships 	Customer Segments 
	Key Resources 		Channels 	
Cost Structure 			Revenue Streams 	



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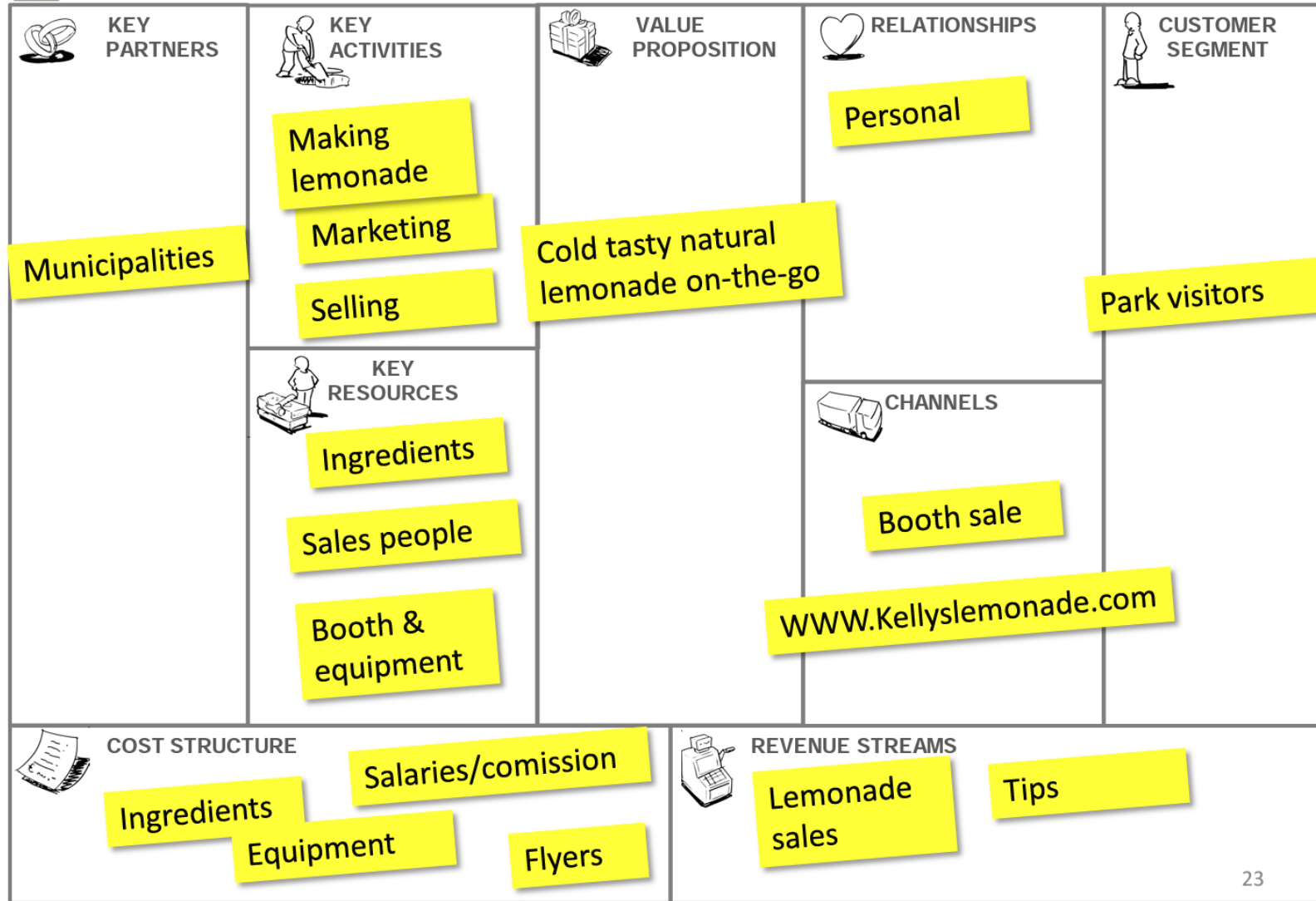
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The makers of Business Model Generation and Strategyzer

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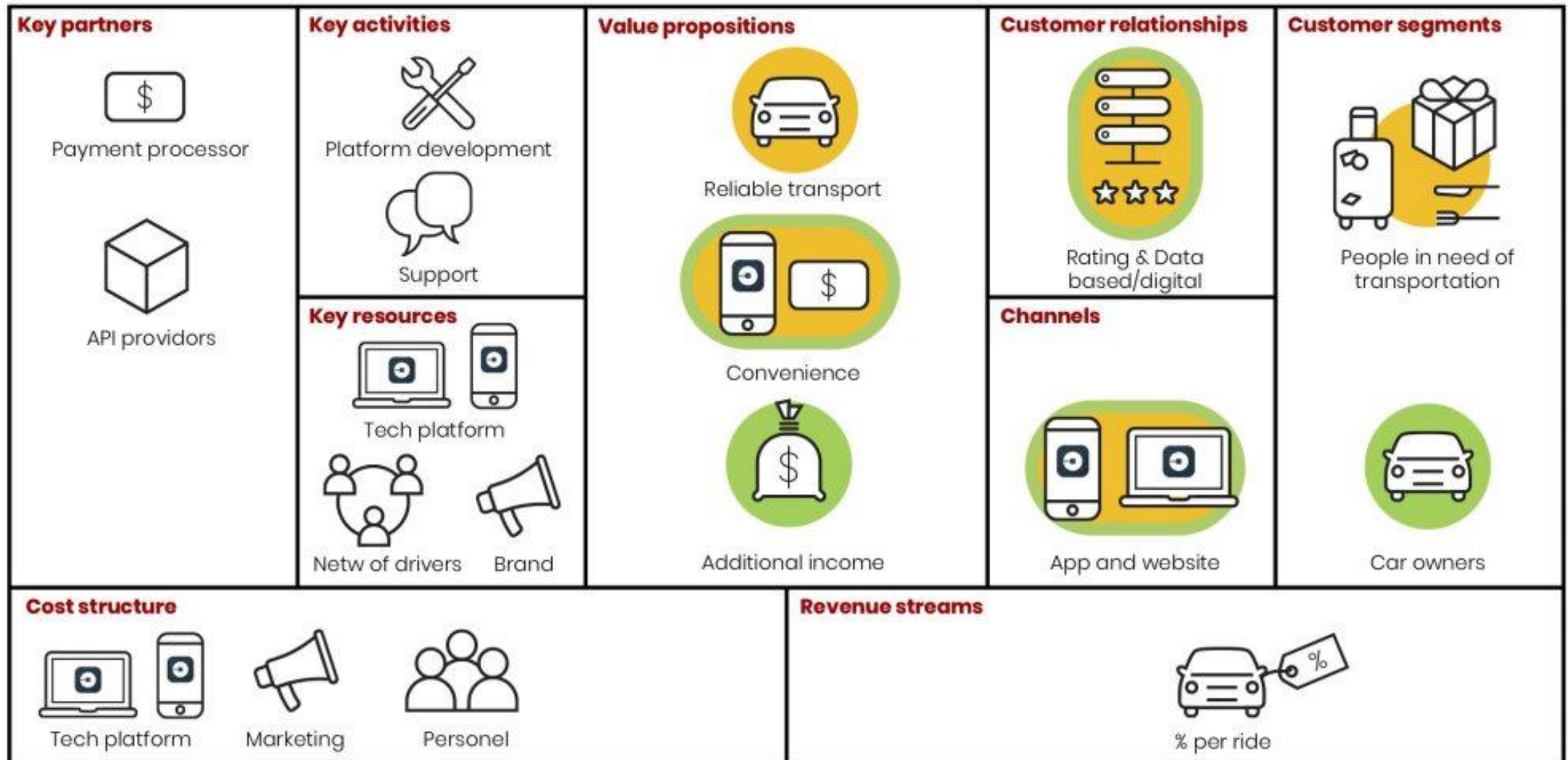


Kelly's Lemonade Stand: Refreshing Lemonade



BMI • Business model canvas

UBER



The Business Model Canvas

Designed for:

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Key Partners 	Key Activities 	Value Propositions 	Customer Relationships 	Customer Segments 
	Key Resources 		Channels 	
Cost Structure 			Revenue Streams 	

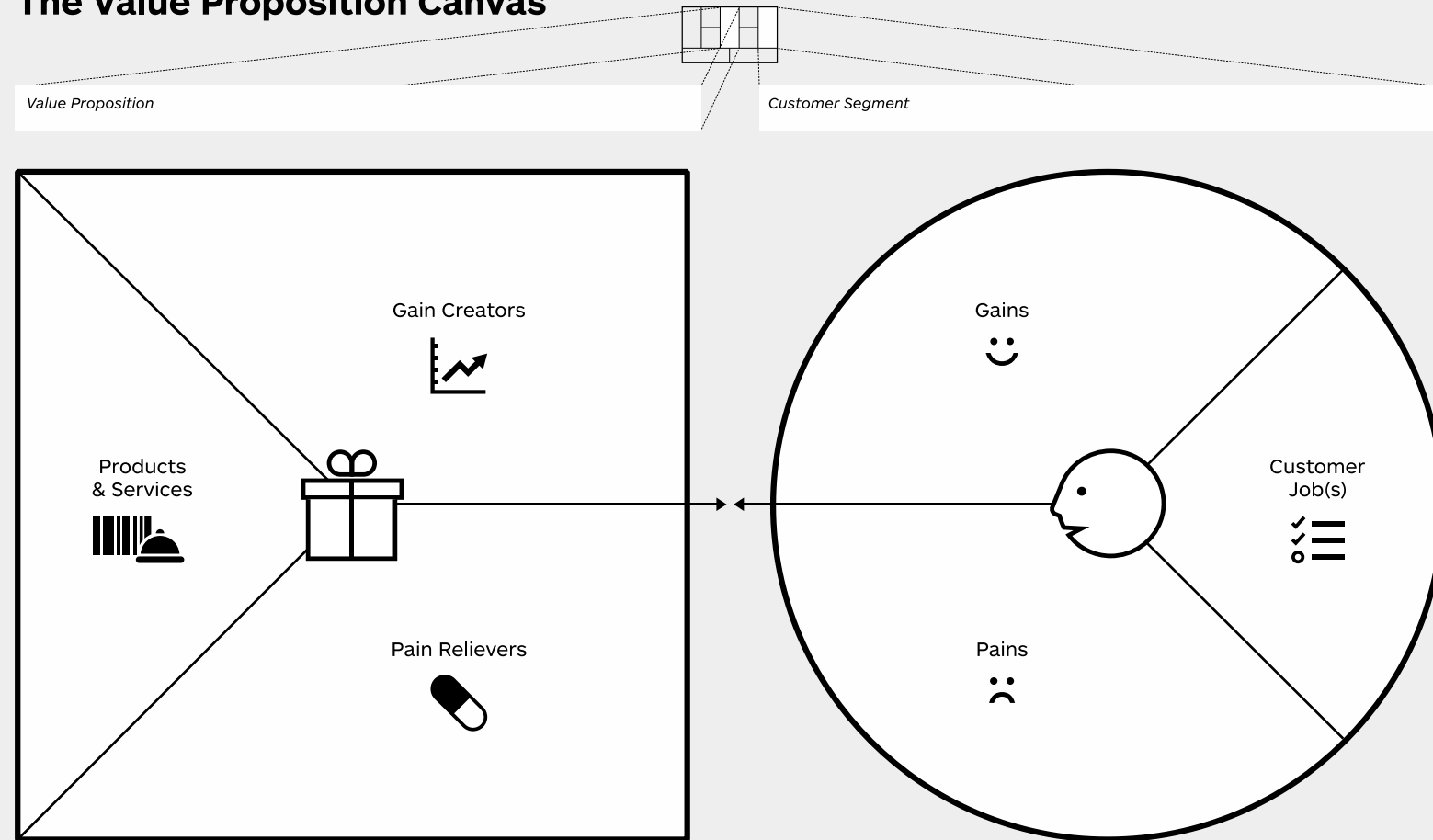


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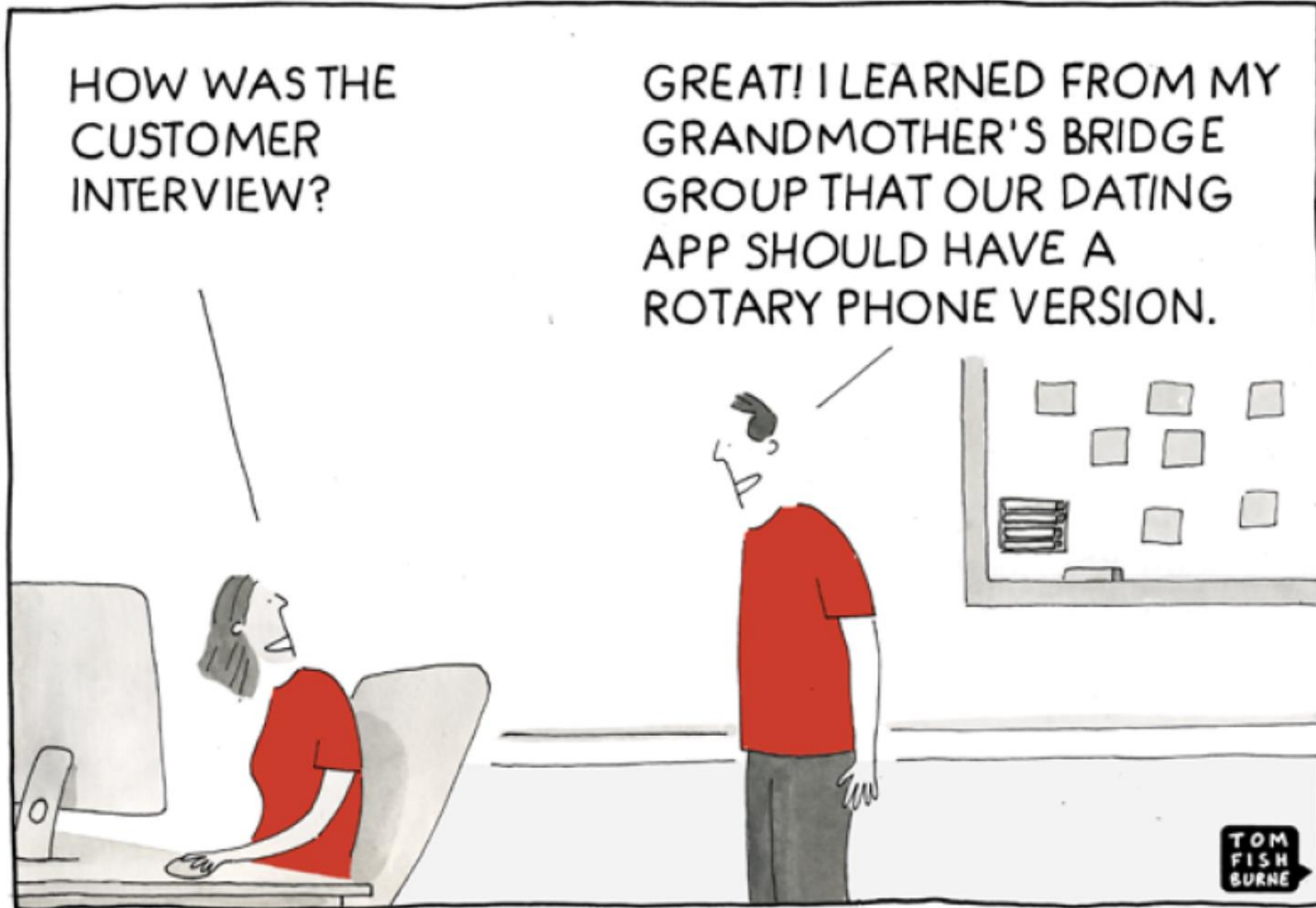
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The Value Proposition Canvas



Are You Talking to Relevant Customers?



Method

4

CATEGORY MAP (HARD)

SO WHAT?

1. What's Your Idea?
2. What's the Problem?
3. Where Does Your Idea Fit?

WHO CARES?

4. Who's Your Customer?
5. What's Your Path to Market?
6. Where's the Money?

WHY YOU?

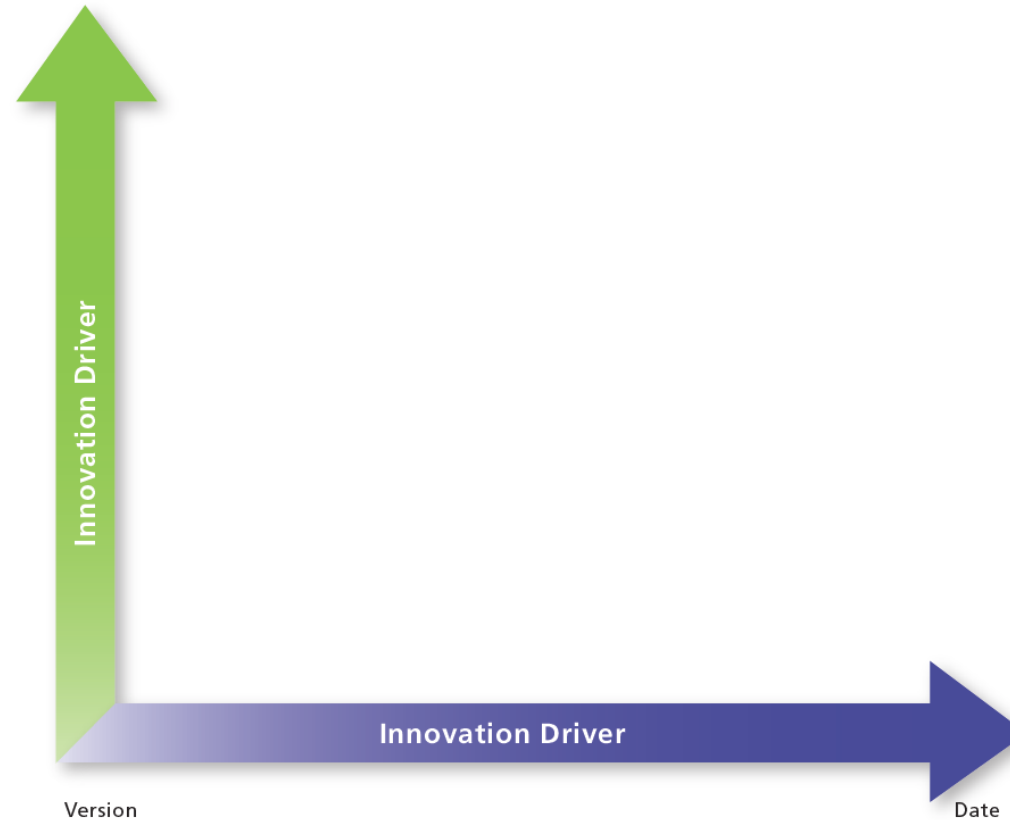
7. What's Your Competitive Edge?
8. Can You Execute?
9. What's Your Value Proposition?

The Category Map Tool

Highlight the Commercial Opportunity

1. Map the current market space showing the categories of solutions that exist.
2. Use a dotted line to highlight the opportunity for your idea in this landscape.

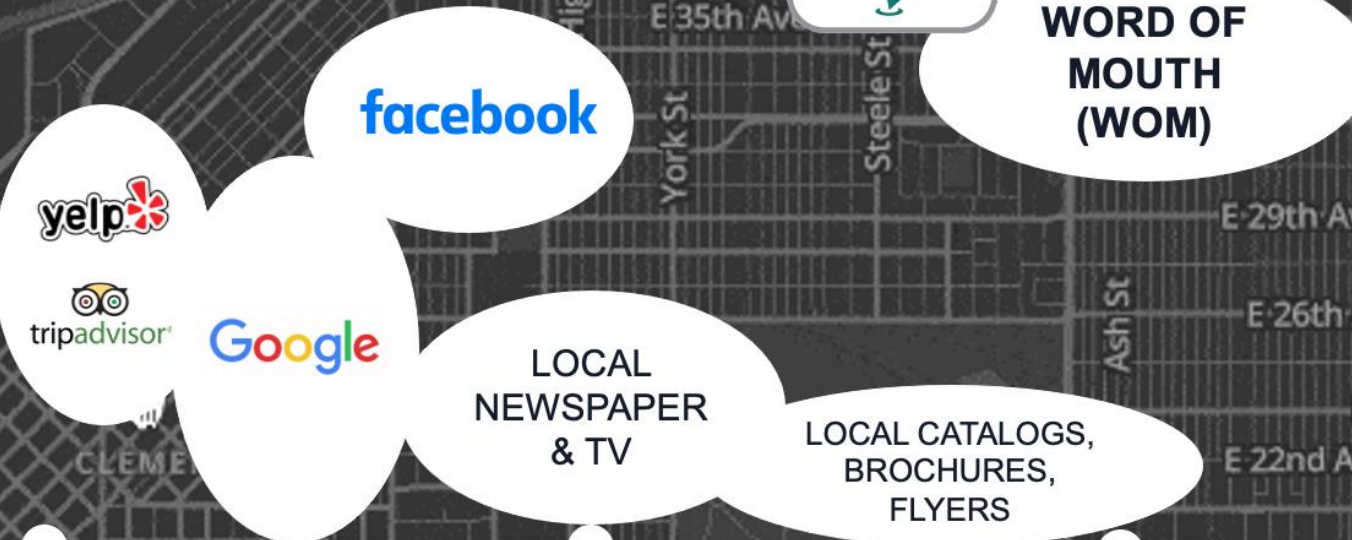
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Travel and Tourism 3.0

CATEGORY MAP

LEVEL OF USER ENGAGEMENT



DEGREE OF LOCALIZATION

INTERACTIVE SESSION



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RENEWTOWN**S**