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People's Choice
Award video

I/O ARCADE BAR

Self-described as Madison's place for gaming, **I/O Arcade Bar** is a full service bar featuring custom cocktails, craft beers, and delicious food that is home for anyone who loves gaming. With more than 70 pinball, arcade and board games, there is always something to do at I/O.

Mitchell Turino, the founder and owner, is not new to the service industry. Juggling two different jobs as a bartender at two restaurants, Turino kept hearing his father's voice, "Being self-employed means choosing which 60 hours a week you work," and finally took a chance on himself. When asked about the advice he would give to other aspiring business owners, Turino said, "I would tell them that the worst they can say is no."

After taking the first step of asking WWBIC for more information on services available, Turino has now made his dream of working for himself come true. He has paid back his WWBIC loan, and I/O now provides the community with a place where there is always something fun to do, records to break, new high scores to set, and people to meet.

"I was completely green going in – I had never owned a business before, and hadn't sought business funding," says Turino. "WWBIC walked me

through the whole process – finding a location, securing funding, organizing, hiring, everything. Simply put, this business would not exist without WWBIC."

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Owner:
Mitchell Turino

Business Location:
Madison

Employees at Business:
19

Total Investment:
\$10,000

WWBIC Support:
Training, Lending,
Coaching



*Entrepreneurship and
Financial Wellness Training •
Lending • Coaching*

ioarcade.bar

