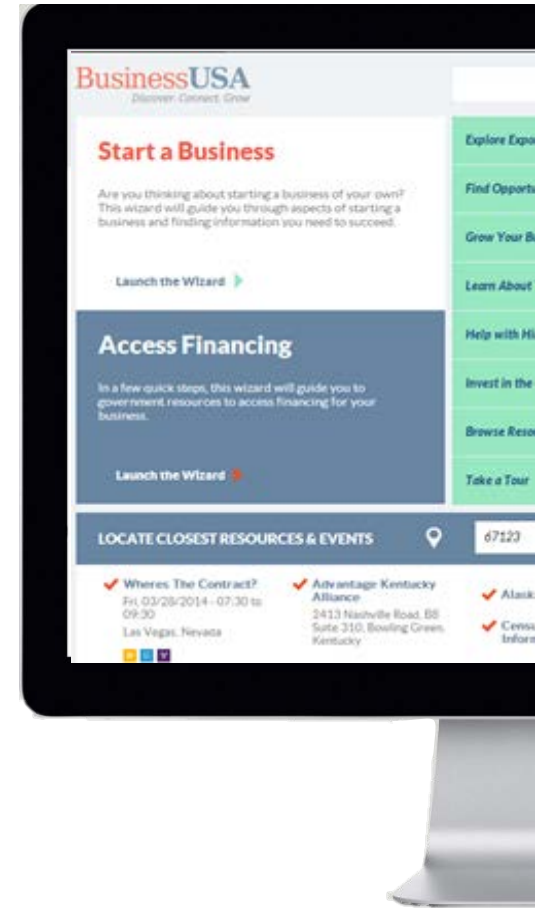


# BusinessUSA

## Initiative Overview

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Minority Business Development Agency Webinar -  
BusinessUSA Making It Easier for Businesses to Connect  
July 23<sup>rd</sup>, 2014



# BusinessUSA is the gateway to resources for entrepreneurs and businesses to grow and succeed

- ❖ BusinessUSA is the official business assistance resource for the U.S. government
- ❖ Co-managed by the U.S. Department of Commerce and the U.S. Small Business Administration
- ❖ Established in October 2011



# Presidential Memorandum



*Making it Easier for America's Small Businesses  
and America's Exporters to Access Government  
Services to Help them Grow and Hire"*

***President Barack Obama***  
**(October 28, 2011)**



# Alignment to Other Executive Orders and Initiatives

## Customer Service

- ❖ Executive Order 13571 - Streamlining Service Delivery and Improving Customer Service (April 27, 2011)

## Technology and Efficiency

- ❖ Digital Government Strategy (May 23, 2012)

## Exports

- ❖ Presidential Memorandum – Maximizing the Effectiveness of Federal Programs and Functions Supporting Trade and Investment (Feb 17, 2012)



**BusinessUSA**

# Raising Awareness

- ❖ BusinessUSA serves *all* businesses and entrepreneurs
- ❖ Current marketing and outreach efforts focus on:
  - Small and medium sized enterprises
  - Exporters
  - Veteran entrepreneurs
  - Women and minority owned businesses
  - Rural enterprises
  - Businesses in need of disaster recovery assistance



# The 24 Federal Agency partnership makes it work...



# Easy Access to Government Resources

- ❖ Prior to BusinessUSA, businesses and entrepreneurs **needed to know** what resources existed and **which Agency** to contact



- ❖ Today, businesses and entrepreneurs can **discover all resources** through

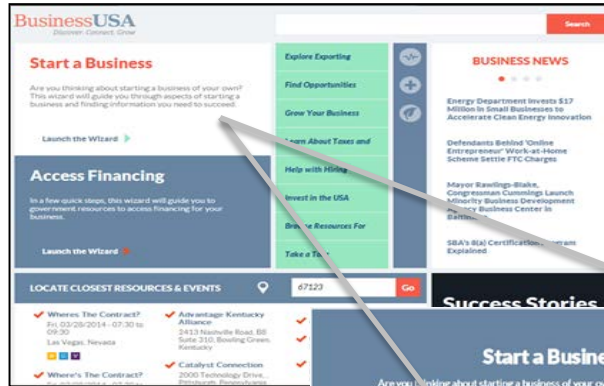
- Business.USA.gov
- 1-800-FED-INFO
- E-mail
- Chat
- Social Media

- ❖ Tomorrow, even more channels

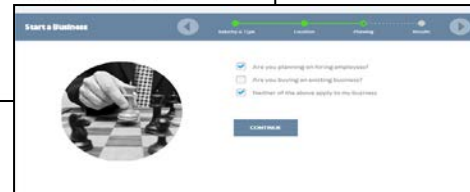
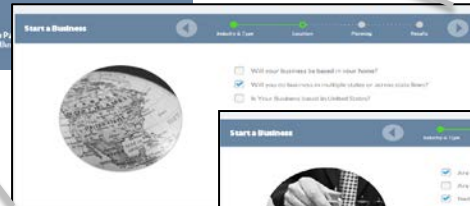


# Business.USA.gov

❖ Better access to resources for businesses and entrepreneurs



❖ BusinessUSA simplifies the search by offering “wizards”, or prescreening questionnaires





# FBOpen: Government Opportunities Made Easier

- ❖ A set of open-source tools to help small businesses search for opportunities to work with the U.S. government
- ❖ Scours government procurement portals such as FedBizOps.gov and Grants.gov to find listings
- ❖ Scalable to include other data sources such as State Department Trade Leads and Challenges from Challenges.gov

# Opportunities Interface

625 Search results SORTED BY RELEVANCE

< **1** 2 3 4 5 6 7 8 >

ADVANCED

☐ Show closed listings

☐ Show non-competed listings (sole source)

Data Source:

▼

## Construction Supplies

Department of the Air Force

This is a pre-solicitation notice for the purchase of&nbsp;miscellaneous **construction** supplies.&nbsp;Please see solicitation number FA5606-14-T-0022 for further information.

☐ Due: May 15th, 2014    ☐ Posted: Apr 30th, 2014

61%  
RELEVANT

Opportunity #  
[f3n0424079a001-construction-supplies-lamarre](#)

☐ Source: [fbo.gov](#)

☐ [View listing](#)

- ❖ A simple, Google-style page where users can search available federal contracts and grants

## Y--PARKER CREEK BRIDGE CONSTRUCTION, SALEM DISTRICT, OR

Department of the Interior

... For Bid for a firm fixed price **construction** services contract

48%  
RELEVANT

Opportunity #  
[114-200270](#)



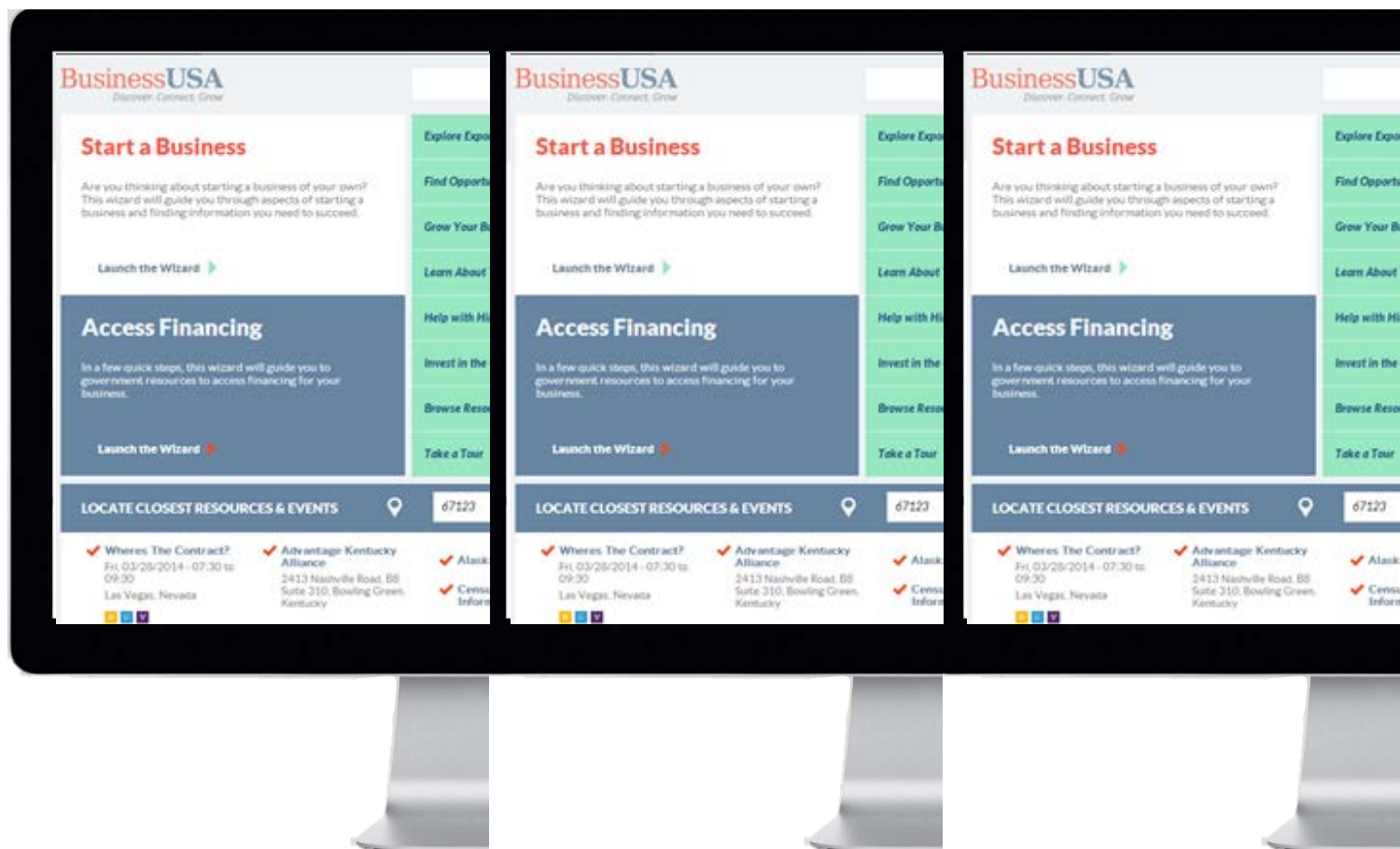
# Housing 7,000+ Federal, State and Local Resources

## ❖ Current content offerings help business customers:

- Start or grow a business
- Protect intellectual property
- Improve efficiency
- Identify procurement opportunities
- Locate financing
- Learn about health care
- Access data and information
- Begin or expand exporting
- Facilitate veterans' entrepreneurship
- Receive disaster assistance
- Understand taxes and regulations
- Invest in the United States
- And many, many more...



# Demo



# BusinessUSA Recognition



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Awarded: Outstanding Achievement for Excellence in Mission – AFCEA ('13)

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Nominated: IT Program of the Year – FedScoop 50 ('13)

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Finalist: Excellence in Collaboration – Government Technology Research (GTRA) Award ('13)

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Awarded: Igniting Innovation 2014 Dynamite Award – ACT-IAC ('14)

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Finalist: ACT-IAC Excellence.Gov Awards ('14)

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# BusinessUSA Performance

Since February, 2012...



- ❖ Over 2 million website visits and more than 6 million page views
- ❖ 7,300+ federal, state and local business resources and about 27,000 local events available via the website
- ❖ 95,684 content subscribers; 30,840 Twitter followers and still growing
- ❖ 20,850 calls handled via IVR or agent
- ❖ 6000+ emails received and responses provided
- ❖ 260+ links from partner websites to BusinessUSA

# Join the BusinessUSA community...

- ❖ Visit the website at [business.usa.gov](http://business.usa.gov) and provide feedback...submit online or email me directly at [dennis.alvord@businessusa.gov](mailto:dennis.alvord@businessusa.gov)
  - Does the site have useful content and information?
  - Is it clear how you can use the customer service icons to get more help?
  - What would be useful to you that you didn't find?
- ❖ Keep in touch...sign up for our email newsletter and follow us or ask us business related questions on Twitter [@BizUSA](https://twitter.com/BizUSA)
- ❖ Spread the word to others that may be able to benefit from these government enterprise assistance resources
- ❖ Add a widget or a link to BusinessUSA from your website <http://business.usa.gov/link-to-us>



## **Your check list:**

- ✓ Visit the website at [business.usa.gov](http://business.usa.gov) and submit feedback
- ✓ Sign up for the email list
- ✓ Follow us on twitter [@BizUSA](https://twitter.com/BizUSA) and linkedin
- ✓ Spread the word about 1-800-FED-INFO



# Thank You!

**Dennis Alvord**

Executive Director, BusinessUSA

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