**Q: How much does it cost to participate in this program?**  
**A:**This program is completely free for businesses as the **Small Business Growth Program** has been purchased by the sponsoring organization.

**Q: Why did the sponsoring organization pay for this program?**  
**A:**It is in their best interest to see a strong and healthy region better utilizing the Internet and its’ applications.

**Q: Is there a size business this program is best for?**  
**A:**Typically small and medium sized businesses (less than 50 employees) are best suited to this program as the businesses most likely to lag behind with Internet utilization.

**Q: After I have completed the assessment, you will provide me with what?**  
**A:**You will receive your own custom “**DEi Scorecard**” that shows how you stack up against your peers and competition. [Click here to see example DEi Scorecard](http://sngroup.com/wp-content/uploads/2014/11/Example-DEi-Scorecard.pdf).

**Q: What is a DEi score?**  
**A:**Digital Economy index, or **DEi score**, is a number from 1-10 measuring your organization’s use of broadband with 10 being the highest.

**Q: What is on the DEi Scorecard?**  
**A:**The**DEi Scorecard** shows what applications (eSolutions) your peers are using across the United States and their reported economic benefits. According to your assessment answers, we show you a) how you stack up amongst your competitors and b) the economic impact of adopting the top three Internet applications you are not currently utilizing.

**Q: How do you know the economic impact?**  
**A:**The **DEi Scorecard** reports the impacts from like-sized businesses in your industry sector. Over the past 24 months SNG has run assessments with thousands of businesses across the United States.

**Q: So all I get is the DEi Scorecard, right?**  
**A: The DEi Scorecard** is the first piece of critical business intelligence you receive. If you choose to move forward, you can also receive one-on-one help to deploy applications, as well as several online tools to help with next steps.

**Q: I feel like I am on top of what my business should be doing online – why should I complete this Business Assessment?**  
**A:**An overwhelming majority of businesses participating in this **Business Assessment** and the**Small Business Growth Program** report back that the business information they received was a tremendous help and uncovered areas of improvement they had not previously thought about.

**Q: What kind of impacts should a business expect from adopting an additional Internet application?**  
**A:** Small and medium enterprises (SMEs) deploying just one additional revenue-generating Internet practice can their revenues by as much as 18%. Streamlining just one process with online tools can drive cost savings as high as 5%.

**Q:  Is this dependent on the speed of my Internet connection?**  
**A:** No matter your speed, it is likely that you can do more online. Your service speed doesn’t matter and for the most part the speed of Internet service in your region does not matter.  More and more business is being done online – make sure you are there!

**Q: I am not entirely comfortable sharing this information about my business.**  
**A:**As a third-party firm with strict research roots, SNG keeps your answers in strict confidentiality and only reports in aggregate. SNG never shares personal/business data with any other entity.