



Small Business Growth Program

In-house promotion

How Internet Applications Drive Business Growth





Small Business Growth Program



The Small Business Growth Program is a web report application that has been developed by Strategic Networks Group to assist small business utilize broadband; help build their online and technical capability, and adopt Internet tools and strategies to help drive revenues in their business.

"SMEs deploying just one additional revenue-generating Internet practice can increase their revenues by as much as 18%". (source: SNG)





SNG Research



- SNG have worked with more than 10 American States, measuring utilization on both households and businesses including recent projects with:
 - Georgia
 - Illinois
 - Kansas
 - Kentucky
 - North Carolina
 - Maryland
 - Nebraska
 - New York
 - Wisconsin
- Information from these assessments are used for comparison. Regions and businesses can learn where they stand.



Audiences



Individual Small and Medium Sized Business

Local Chambers

Agencies Invested in Fostering Economic Growth





Outcomes



How?

The business will complete an online **Business Assessment**. The personalized information generated on the **DEi Scorecard** (Digital Economy Index Scorecard) for their business includes:

- The **DEi Score** is based on the current Internet—enabled applications that the business is using.
- Current level of Internet use to other organizations of similar size in the same industry.
- Identifies the top three Internet tools and strategies to drive new revenues and/or cost savings for this particular business.

Result:

Businesses are shown a path forward to compete, grow revenues, and mitigate costs.



How this helps



A community:

Increasing utilization among businesses by 10% means:

- Increasing revenues by 24%
 - Decreasing costs by 7%

A business:

Extensive research conducted by SNG amongst businesses across the US shows:

"Streamlining just one process with online tools can drive cost savings as high as 5%".





Five Step Program









Getting Started



The program starts with the Business Assessment

In order for businesses to invest time in the program, they need to know:

- NO one is trying to sell them anything, this is the Small Business Growth Program that was purchased by the ORGANIZATION to help them grow their business.
- Their answers are kept in strict confidentiality and are reported only in aggregate.

Business participants will receive free of charge:

- The DEi Scorecard, with invaluable insights to drive revenues and improve efficiencies, based on their peers' answers across the country.
- Access to six elearning Business Modules available to review online at a time and pace that suits them.
- Contact information for the Program Administrator.





scorecard Measurement of Use:



Why it matters?

- Measuring current use of Internet applications allows us to compare a business with their peers by:
 - Industry
 - Size
- Reported impacts from peer businesses across the US are averaged and used to predict revenue and cost impacts of Internet application deployment.
- Employing Internet solutions for your business is NOT dependent on your...
 - Connection Speed
 - Technical Expertise





The Incentive... Personalize Results:



A DEi Scorecard is delivered to each business and organization

- Individualized 'broadband health check' that:
 - benchmarks competitiveness against peers
 - estimates ROI from increased utilization
 - Includes top 3 recommendations
 - provides links to local advisors and support
- Data based on the individual's current broadband utilization against industry average
- Coaches will review **DEi Scorecard** with businesses as a "launching point" to training, coaching, etc.



Digital Economy Index

This scorecard compares your current level of Internet use to other organizations of similar size in your industry sector. The Digital Economy index (DEi) is a score based on the Internet-enabled applications (e-

By using this scorecard you can uncover additional esolutions that can bring the greatest potential impact to your organization through improved efficiencies, nnovation, and increased profitability.

Caroline Economic Development Corp.

1 - 4 employees

Professional & Technical Services

Opportunities to improve your score

Organization size:

Increasing use of e-solutions (and your DEi score) improves your organization's productivity. competitiveness, and bottom-line - and how you rank against your peers.

Below are the top three e-solutions identified for your organization where the opportunity to drive new revenues and/or cost savings are the most significant.

Annual Impacts

-Solution	Percent	Amount
dvertising and promotion		\$ 14,510
ew revenues	8.1%	\$ 14,450
ost savings	0.07%	\$ 60
Ei increase		0.58
ich media or service creation		\$ 4,960
ew revenues	2.8%	\$4,920
ost savings	0.05%	\$ 40
Ei increase		0.78
overnment transactions		\$ 160
ew revenues	0.0%	\$ 0
ost savings	0.17%	\$ 160
Ei increase		0.39

Total annual impacts from	\$19,63
NEW e-solutions	per yea

Based on averages for your industry and size. Actual results may

The Digital Economy index (DEi) measures your current use of Internet-enabled applications (esolutions) on a scale from 0 (none) to 10 (maximum).

Your DEi score:

Your Industry Sector

Professional & Technical Services

Sector DEL

and region with same or higher DEi score

Getting started

To get started now, please contact

your Program Administrator at Rural Maryland Broadband Initiative

fimcquaid@salisbury.edu phone: 410-713-9776

To take the next step please contact your

For more information about your Scorecard and how you can benefit from e-solutions, please follow the links below

Rural Maryland Broadband Initiative

http://www.mdbroadbandmap.org

MDBDP-10011

Rural Maryland Broadband Initiative





Steps To Take in Your Community



Review our Outreach Toolkit here and you will find examples to help you:

Target organizations to act as your recruiters for businesses to take assessments:

- Email text to organizations
- Example DEi Scorecards
- Ask organizations to promote the program by:
 - Sending a dedicated email to member businesses
 - Promoting the program at in-person meetings
 - Placing an ad in local paper
 - Providing local paper with press release for coverage
 - Provide banner advertisement for your own and local websites
- For questions...
 - Direct to the program FAQ

