

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 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.

- Individual Small and Medium Sized Business
- Local Chambers
- Agencies Invested in Fostering Economic Growth

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.

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%”.

Small Business Growth Program - to Drive Growth



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.

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:

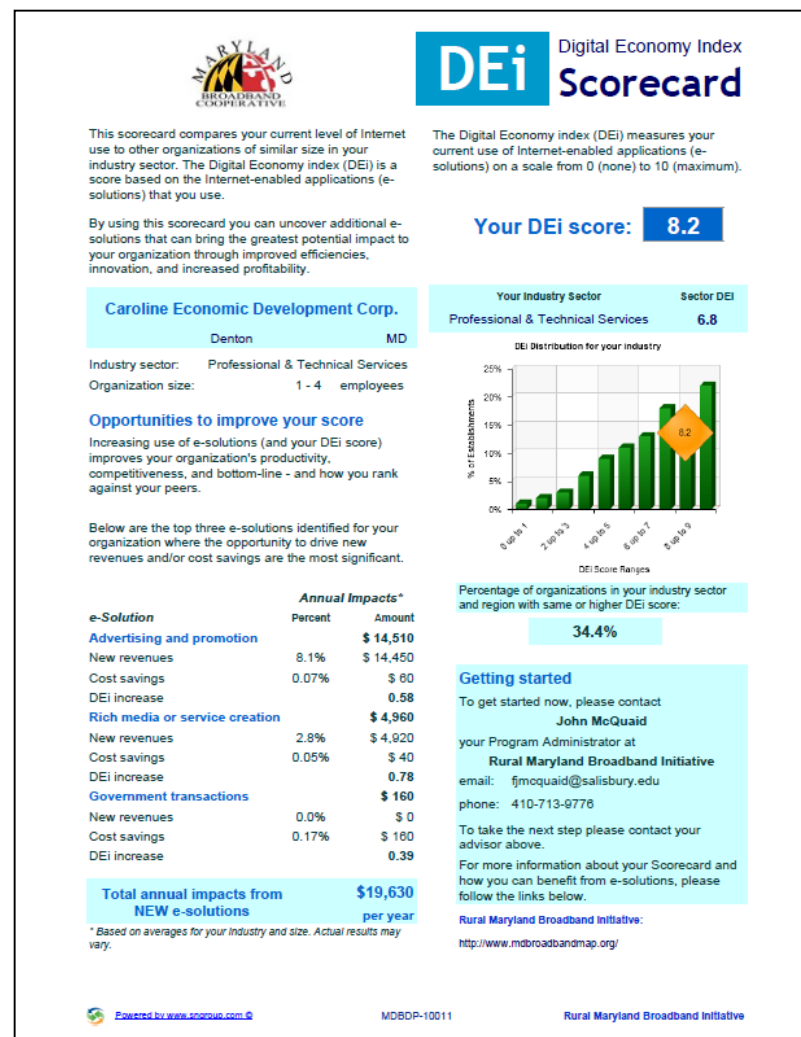
A DEi Scorecard is delivered to each business and organization

 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.



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