

SNG's Small Business Growth Program (SBGP) shows SMEs the business implications (in terms of new revenues and/or cost savings) of using Internet applications. The table below provides an overview of benefits along with the level of activities to successfully deliver the SBGP.

Overall Program Value	Good	Better	Best
Community Benefits	<ul style="list-style-type: none"> Business community more informed about technology use and adoption path 	<ul style="list-style-type: none"> Better understanding of local business technology challenges and opportunities 	<ul style="list-style-type: none"> Higher level and more effective technology use by businesses Healthier business environment for tech support vendors
Business Benefits	<ul style="list-style-type: none"> Assessment DEi Scorecard High level coaching on DEi Scorecards with trusted coaches 	<ul style="list-style-type: none"> Coaching with Financial Impact Calculator to customize action plan for each individual business Connection to local business assistance resources 	<ul style="list-style-type: none"> Clear understanding of path to and costs of higher tech use Access to pre-qualified local vendors Reduced fear of tech unknowns
SNG Role	<ul style="list-style-type: none"> SNG explains SBGP to local stakeholders, after 'warm introduction' from lead stakeholder Provide sample emails, newsletter articles, etc. Provide telephone coaching session to each business receiving a scorecard Provide community overview report on barriers, drivers, and opportunities (more firms completing assessment= more data available) 	<ul style="list-style-type: none"> Process for engaging local economic development organizations Train and mentor coaches by participating in first DEi Scorecard calls Provide webinar-based business technology training tied to the assessment and DEi Scorecard 	<ul style="list-style-type: none"> Process for engaging tech vendor community Online form for gathering information from tech vendor companies Community tech vendor registrants provided to lead local stakeholder organization
Community Role	<ul style="list-style-type: none"> Send emails to local business community. Post notice on web sites, Facebook, Twitter. Talk up the assessment at community meetings. 	<ul style="list-style-type: none"> Targeted and coordinated marketing approach to a business segment – retail, manufacturing, tourism Local DEi Scorecard coaches (SBDC, chamber, EcDev, SCORE) 	<ul style="list-style-type: none"> Gather and distribute information on local Tech Advisor Directory Create/improve tech training and networking opportunities for local businesses Link local businesses technology needs to appropriate local vendors
Community Engagement Level	Promote	Support	Link