BusinessUSA Update & Next Steps

Council of Federal Executive Secretariats

March 5, 2013

Agenda

- Background & Overview
- What's New
- On-line Demo
- Future Plans
- Join the Initiative
- Questions BusinessUSA

Presidential Memorandum
October 28, 2011

The White House

Office of the Press Secretary

Presidential Memorandum -- Making it Easier for America's Small Businesses and America's Exporters to Access Government Services to Help Them Grow and Hire

MEMORANDUM FOR THE HEADS OF EXECUTIVE DEPARTMENTS AND AGENCIES

SUBJECT: Making it Easier for America's Small Businesses and America's Exporters to Access Government Services to Help Them Grow and Hire

As I outlined in my State of the Union address to the Congress on January 25, 2011, winning the future in the global economy will require a Government that wisely allocates its scarce resources to maximize efficiency and effectiveness so that it can best support American competitiveness, innovation, and job growth. If we are to thrive in the global economy, and make America the best place on Earth to do business, we need to equip our Government with the tools necessary to support innovation and job growth in the 21st century.

Accordingly, we must make it easier for businesses to access the full range of Government programs and services without having to waste effort navigating their way through the Federal bureaucracy. At the same time, we must further streamline and coordinate Federal programs to reduce costs and provide customer oriented service.

Businesses looking for assistance from the Federal Government should feel like they are interacting with one entity, rather than a number of separate, albeit linked, components. This means adopting a "No Wrong Door" policy that uses technology to quickly connect businesses to the services and information relevant to them, regardless of which agency's website, call center, or office they go to for help.

In addition, a business's interactions with the Federal Government should be individualized and efficient. If the

The Challenge

NOW: A BUSINESS LOOKING FOR GOVERNMENT RESOURCES STARTS HERE
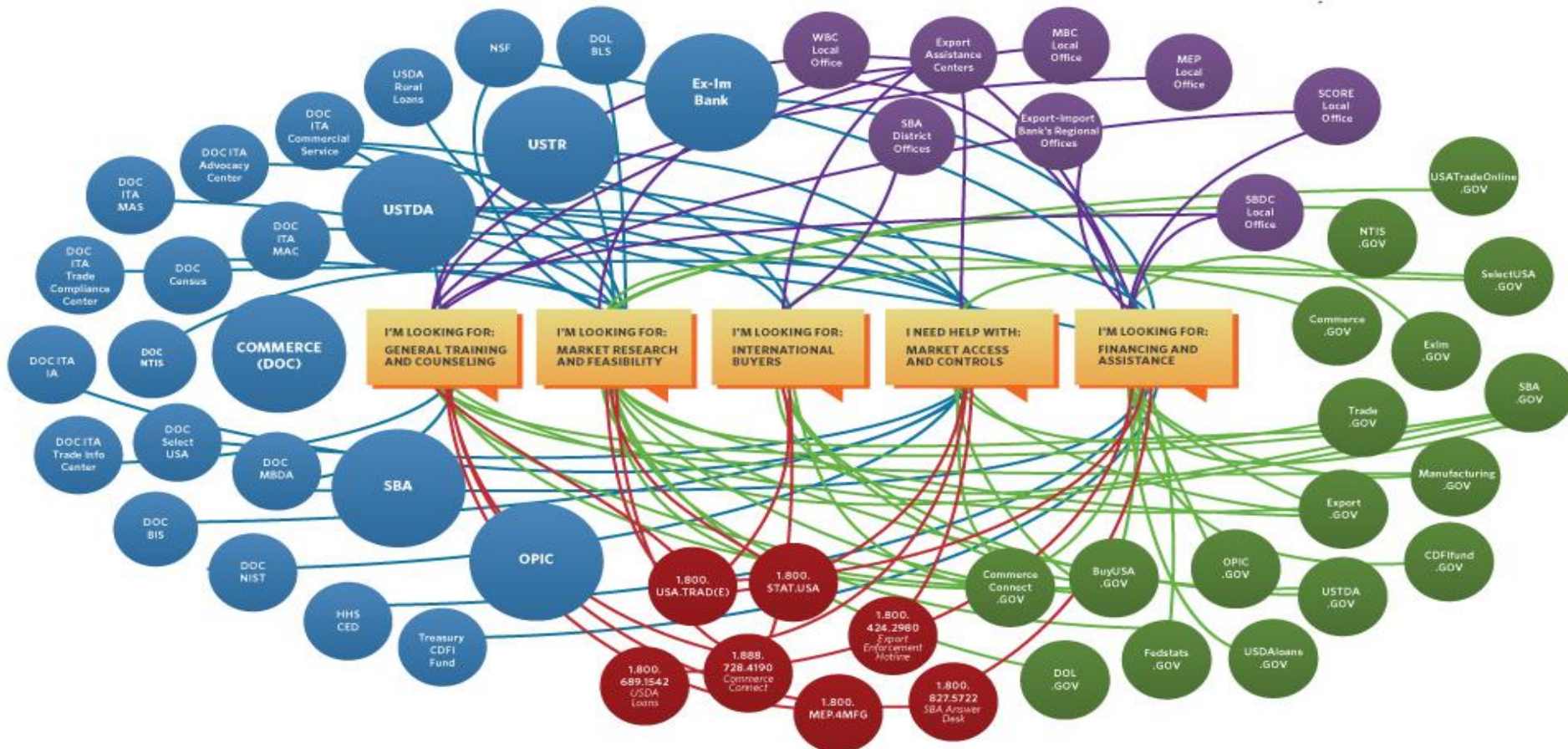
The Plan

NEXT: MAKING IT EASIER TO DO BUSINESS IN AMERICA

1 DEPARTMENT

1 WEBSITE

1 HOTLINE

BusinessUSA

LEARN MORE AT WHITEHOUSE.GOV

discover · connect · grow **BusinessUSA** business.usa.gov

The New BusinessUSA

- Focus on access to key business resources

- Moves toward transactional "request an appointment"

- Streamlined user interface

- Mobile friendly

Designed With Mobile In Mind

Local Pages

- Addresses "shallow" nature of the site by providing a landing page that users can bookmark and return to other than the homepage

- Zip code driven content better than the current "state and local" laundry list

Re-Launch Features

BusinessUSA
Discover. Connect. Grow.
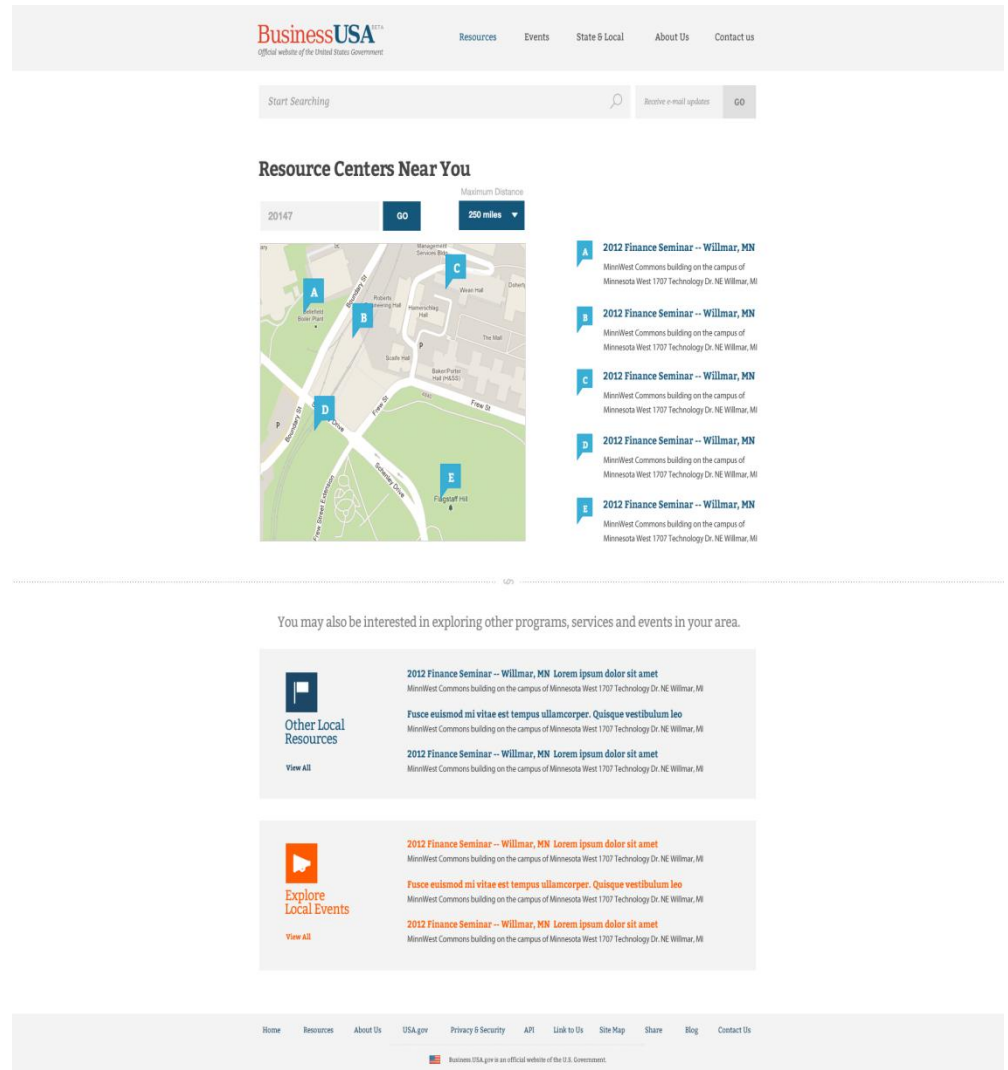
Start a Business	Grow Your Business	Access Financing	Begin Exporting	Expand Exporting
Find Opportunities	Browse Resources For Veterans	Seek Disaster Assistance	Understand Changes to Health Care	Learn About Taxes and Credits

- Look and Feel Usability Redesign

- Better Search Functionality

- Integrated Help Desk Functionality

- Streamlined Ways to Contact Us - Outgoing Links For Help, Chat, etc.

- Request an Appointment

- Local Page to Display Local Resources, Events, and Programs

- Quick Access to Veterans and Disaster Assistance Programs

- Wizards Provide Step by Step Guided Assistance

BusinessUSA Demo

Web Performance

Visitor Usage

February 17, 2012 – Feb 12, 2013

2.45M PAGE VIEWS

854K VISITS

2.86 PAGE VIEWS PER VISIT

422K NEW VISITORS

2.10K AVG VISITORS PER DAY

6M AVG TIME ON SITE

51.9 % BOUNCE RATE

Site Launch 2/17/1

The site's visits showed a large increase during a 6-week placement of the BizUSA widget on vetbiz.gov.

30% decrease in visits due to removal of BizUSA widget from exim.gov

Redesigned BUSA launched
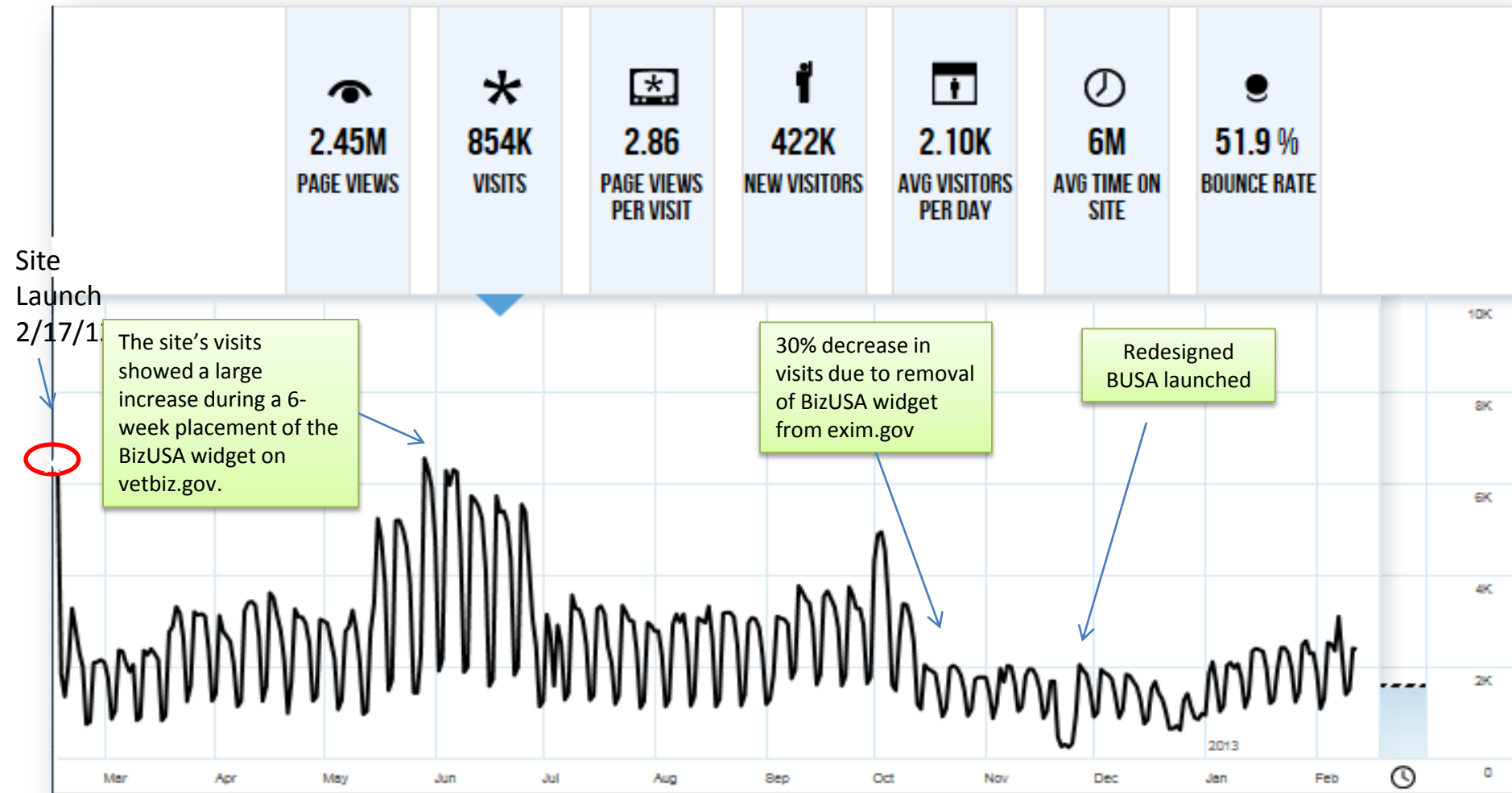
Web Performance Cont'd

52,139 Total Subscribers (02/13/2013)*

Subscriber Activity Report for BusinessUSA: 01/01/2013 - 02/13/2013

Subscriber Profiles

Direct		310
Network		5,905
Upload		0
Other		32
Deleted		- 690
Change in Total Subscribers		+ 5,557
Total as of 02/13/2013		52,139

Subscriptions

Direct		683
Network		6,939
Upload		1
Deleted		- 1,045
Change in Total Subscriptions		+ 6,578
Total as of 02/13/2013		50,172

Source of New Subscribers

30-day trend, ending on 02/13/2013

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Future Releases

BusinessUSA
Discover. Connect. Grow.
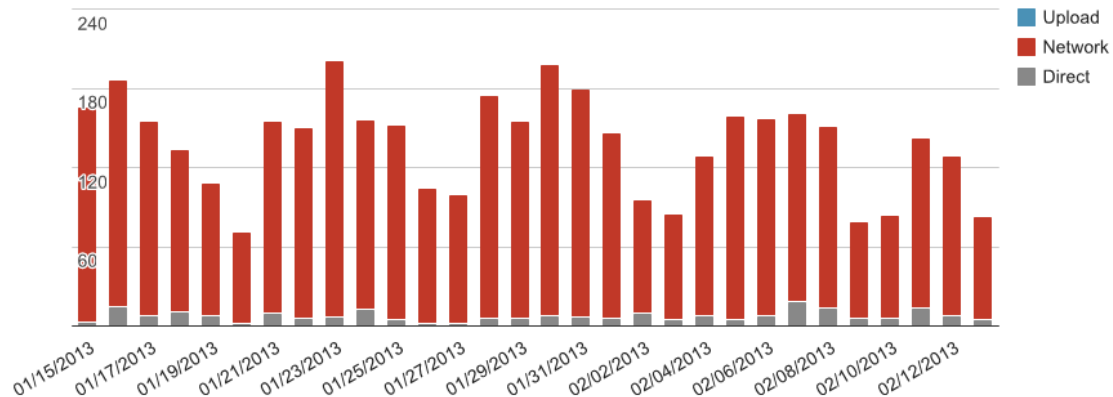
- Start a Business
- Grow Your Business
- Access Financing
- Begin Exporting
- Expand Exporting
- Find Opportunities
- Browse Resources For Veterans
- Seek Disaster Assistance
- Understand Changes to Health Care
- Learn About Taxes and Credits

- Additional wizard development
- On-going content integration with SBA.gov, Export.gov and other partners
- Knowledgebase expansion (more articles and FAQs)
- Increase Agency Partners on Contact Center
- Expand APIs

Future Plans

Presidential Innovation Fellow

- The PIF program pairs top innovators from the private sector, non-profits, and academia with top innovators in government to collaborate during focused 6-12 month "tours of duty" to develop solutions that can save lives, save taxpayer money, and fuel job creation

- The White House has selected BusinessUSA for a Round 2 Project that will assist in the development of new technology/applications for Business.USA.gov and will be called "MyUSA"

- MyUSA will
    - ✓ Create a more personalized experience for users
    - ✓ Simplify the process of finding and accessing information and government services that are right for individuals
    - ✓ Help American businesses access the information and services that will help them grow, hire American workers, and export to foreign markets

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Future Plans Cont'd

- Onboard Round 2 of PIF for MyUSA Team

- Solidify partnerships with 24 federal agencies

- Plan, design, develop and implement future web products

- Convene Executive Committee and finalize long-term governance

- Evaluate Contact Center pilot and determine next steps

- Finalize and continue implementation of content integration strategy with SBA.gov, export.gov, and other federal partners

Partner Engagement

- Visit the website at business.usa.gov
- Sign up for the email list
- Follow us on twitter @BizUSA
- Spread the word about 1-800-FED-INFO
- Submit feedback for continuous improvement
- Add the widget or button to your business facing websites – see 'Link to Us' on the homepage
- Join the BusinessUSA community

Program Management Office

BusinessUSA Management Team (March 2019)

o Dennis Alvord, Executive Director, dennis.alvord@businessusa.gov
o Efrain Gonzalez, Deputy Director, Operations, efrain.gonzalez@businessusa.gov
o Dexter Fredericks, Technology Manager (Acting), dexter.fredericks@businessusa.gov
o Derek Taylor, Contact Center Manager, derek.taylor@businessusa.gov
o Willette Allen, Marketing and Outreach Manager,   willette.allen@businessusa.gov
o Cynthia Martin, Customer Service Manager, Cynthia.martin@businessusa.gov
o Stacy Delgado, Operations, Budget & Performance Manager,
   stacy.delgado@businessusa.gov

Questions