



# IGIA Working-Level Session

February 29, 2012

# Presidential Memorandum

## October 28, 2011

The White House

Office of the Press Secretary

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For Immediate Release

October 28, 2011

**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

- Provide easy access to the full range of government programs and services
- Decrease time and effort wasted navigating the federal bureaucracy
- Streamline and coordinate federal program assistance
- Better leverage resources and assets
- Enhance customer-oriented service



# Presidential Announcement January 13, 2012



# Vision for Solution

## **NEXT: MAKING IT EASIER TO DO BUSINESS IN AMERICA**

**1** DEPARTMENT

**1** WEBSITE

**1** HOTLINE

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**BusinessUSA**

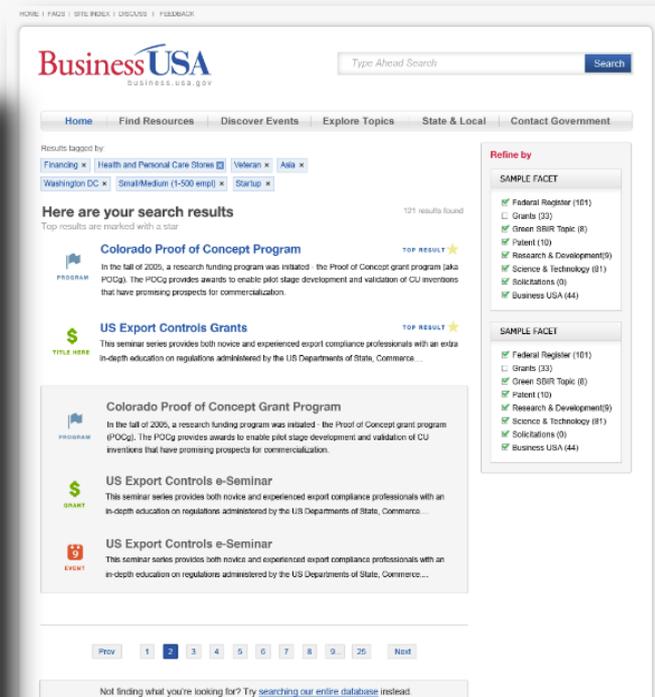
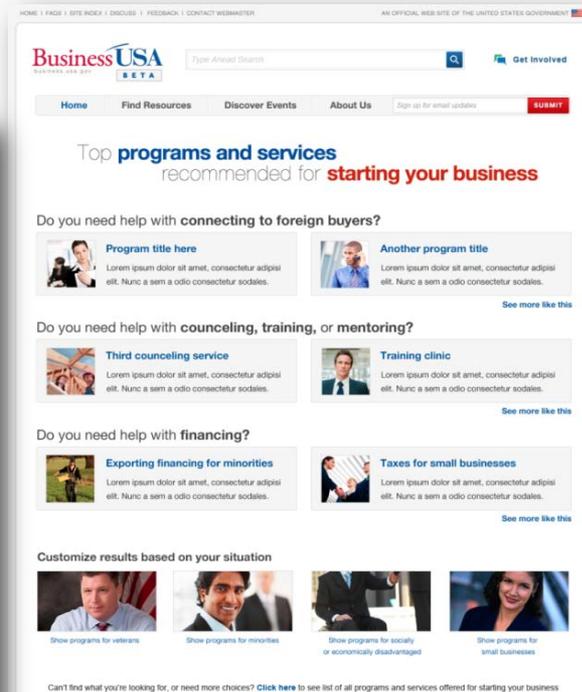
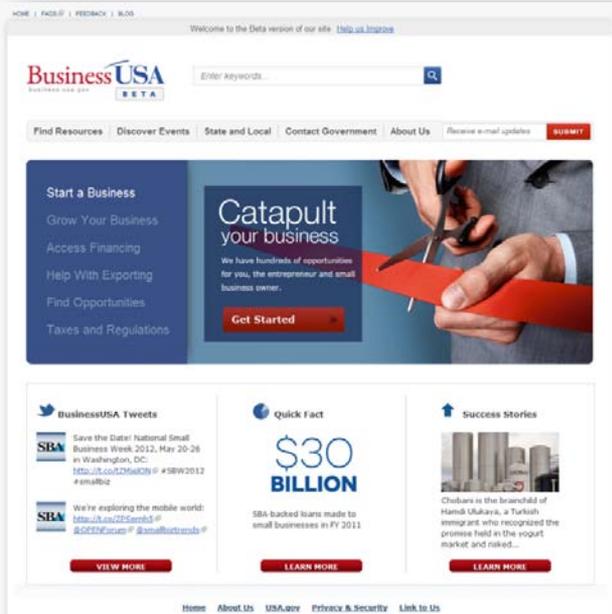
LEARN MORE AT [WHITEHOUSE.GOV](http://WHITEHOUSE.GOV)

# Long-term Strategy; United Yet Unique



# Initial Features

- **Resource Finder** – Connecting to programs and services
- **Search** – Searching across structured data sets
- **Communities** – Blogs + discussions integrated from business facing govt.
- **Notifications** – Receiving updates when new content is available
- **No Wrong Door** – Contact centers connect people directly to assistance
- **Widget/button** – Passing/catapulting visitors from one to another
- **Data.gov Community** – Aggregating the data



# Launch!

## February 17, 2012



THE WHITE HOUSE  
Office of the Press Secretary  
FOR IMMEDIATE RELEASE  
February 17, 2012

### **President Obama Takes Actions to Promote American Manufacturing and Increase U.S. Exports at Boeing**

Today, the President will visit the Boeing assembly facility in Everett, Washington, to announce new steps aimed at promoting American manufacturing and increasing U.S. exports...

**The Launch of BusinessUSA:** Today, the Administration will officially launch BusinessUSA (<http://business.usa.gov>), a virtual one stop shop that makes it easier for America's businesses to access the services and information they need to help them grow, hire and export. To strengthen America's competitiveness in the global economy, the President believes businesses need to be equipped with the best tools and information available to support innovation and job growth in the 21st century. That's why he directed his Administration to create BusinessUSA as the front door to all the government has to offer. BusinessUSA implements a "no wrong door" policy for small businesses and exporters by using technology to quickly connect businesses to the services and information relevant to them, regardless of where the information is located or which agency's website, call center, or office they go to for help. To ensure that it is oriented towards the needs of the customer, BusinessUSA has been developed with the active feedback of U.S. businesses.

# Initial Results

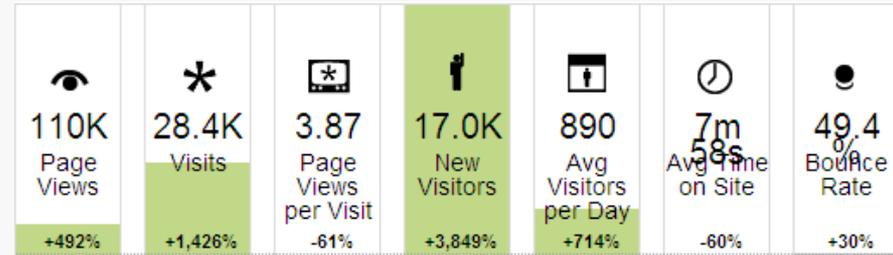
**Unique Subscribers**  
YTD 4,679

**Visitor Usage**

Subscriber Count by Day (01/01/2012 - 02/27/2012)



- Individual subscribers
- Requesting additional information and updates from BusinessUSA



- Approx. 900 individuals per day (average)
- Spending 8 minutes (average) on site
- Over 17K new visitors since release February 17 – 27, 2012

# Next Steps

- Engaging business feedback to ensure site design and functionality meet user needs
- New interagency marketing/outreach campaign will help drive traffic to the website
- Broaden and solidify community of federal, state and local enterprise assistance providers

# Create the Network

Export-Import Bank of the United States

REGISTER ON-LINE NOW! Ex-Im Bank Annual Conference APRIL 12-13, 2012 Washington, DC

ABOUT EX-IM | NEWS & EVENTS | PRODUCTS & POLICIES | APPLY | SHORTCUTS

Quick Start

Search

ARE YOU A

- SMALL BUSINESS PERSON
- GREEN BUSINESS PERSON
- WOMAN/MINORITY BUSINESS
- INTERNATIONAL BUYER
- INSURANCE BROKERS

Foreign Buyers and U.S. Exporters

Connecting with Ex-Im Bank

Speed Networking Session at the Export-Import Bank 2012 Annual Conference

Trade Finance Solutions for Exporters and Lenders

Washington, DC: May 7-9, 2012 (Full Day)

Washington, DC: July 9-10, 2012 (Half Day)

Washington, DC: September 16-18, 2012 (Full Day)

Washington, DC: November 6-7, 2012 (Half Day)

Insurance Brokers Training

Washington, DC: May 8, 2012 (Half Day)

Washington, DC: July 11, 2012 (Full Day)

Washington, DC: September 12, 2012 (Half Day)

Washington, DC: November 8, 2012 (Full Day)

Working Capital Delegated Authority Lender Training

Washington, DC: May 9, 2012 (Half Day)

Washington, DC: July 11, 2012 (Full Day)

Washington, DC: September 12, 2012 (Half Day)

Washington, DC: November 8, 2012 (Full Day)

15th Annual Global Export Finance Conference

Washington, DC: June 14, 2012

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Secretary Bryson tours North American International Auto Show in Support of Manufacturers

Secretary Bryson speaks with Ford Chairman Bill Ford after they saw the new Lincoln MKZ

Acting Commerce Deputy Secretary Rebecca Blank Announces Computer Contract Expected to Save Taxpayers \$20-25M

Submitted on February 23, 2012 - 2:15pm

Categories: Campaign to Cut Waste, Intelligent Decision Mkr, Bureau of the Census, Office of the Secretary, Acting Deputy Secretary of Commerce and Under Secretary for Economic Affairs Release Team

As the president said when he launched the Campaign to Cut Waste in June 2011, "No amount of waste is acceptable, not when it's your money. Just as families are living within their means, government should, too. So we can invest in the things that we know will create good jobs and grow the economy." As part of those ongoing efforts to make government more accountable to the American people and cut wasteful spending, I am happy to report today that the Commerce Department has awarded a contract for computers that is expected to save taxpayers \$20-25 million over the next five years.

Business USA

COMMERCE CONNECT

THE WHITE HOUSE, PRESIDENT BARACK OBAMA

Office of Management and Budget

Introducing BusinessUSA

Posted by Steven VanBakel on February 17, 2012 at 4:32 PM EST

Today, as part of the Administration's ongoing efforts to support and strengthen American businesses, we officially launched BusinessUSA - a new online platform that will make it easier for businesses to access the services and information they need to help them grow, here and export.

BusinessUSA is specifically designed to help meet the President's goal of streamlining business-related agencies to better meet the needs of America's businesses in the 21<sup>st</sup> Century global economy. For too long, entrepreneurs - and especially small business owners - have been forced to navigate a confusing maze of government agencies to get the support and resources they need. The President has made clear that this is unacceptable. As he said in his State of the Union Address, we need to give U.S. businesses every opportunity and to be successful so that they can grow and create jobs here in America - and that's what today's launch is all about.

BusinessUSA isn't just another website. It's a virtual one-stop shop that gives businesses access to the full range of resources they need at every stage of their development - providing assistance getting patents, loans to grow and new information on contracting opportunities, and help breaking into new markets overseas. The initiative is a "No Wrong Cost" approach that creates a common platform to match businesses with the services resources to them, regardless of where the information is located or which agency's website, call center, or office they go to for help. With a simple click of a mouse, BusinessUSA's search function puts a wealth of valuable and relevant information at users' fingertips.

To ensure that these features help support America's entrepreneurs, BusinessUSA was built and tested with the advice and expertise of U.S. businesses and resource providers. And in the coming days and weeks, we encourage you to visit the site and give us your feedback so that we can continue to improve it and make sure that our businesses have the tools and resources they need to compete.

Steven VanBakel is the Federal Chief Information Officer - for more information visit [www.com.gov](#)

WHITE HOUSE BLOGS

- The White House Blog
- Middle Class Task Force
- Council on Economic Advisors
- Council on Environmental Quality
- Office of Women and Girls
- Office of Intergovernmental Affairs
- Office of Management and Budget
- Office of Public Engagement
- Office of Science & Tech Policy
- Office of Urban Affairs

USA.gov

Boosting Business and Exports

BusinessUSA

Send For Your...

- Obtain
- Business and Resources
- Government Programs
- Links to the United States
- News
- Working and Internships

Send For Your...

- Check your business credit score with the SBA
- Check SBA 8(a) Disadvantaged

Send For Your...

- Where do you look for new customers for a B2B?
- Apply for an agency
- Start a business
- Job training advice
- Obtain an ID

Connect with Government

Home | About Us | Contact Us | Website Policies | Privacy | Link to Us

USA.gov is the U.S. government's official web portal.

INTERNATIONAL TRADE ADMINISTRATION

ABOUT ITA | TRADE TOPICS | SERVICES | DATA & ANALYSIS | PROGRAMS | PUBLICATIONS | PRESS

The Manufacturing Council: A Public/Private Sector Partnership for Progress

EXPORT.GOV

Business USA

IFAC "Become an Industry Trade Advisor"

EXPORT PROGRAMS GUIDE

Strategic Partnership Program

COMMERCE CONNECT

Where Business, Opportunities and Resources Connect

CommerceConnect helps businesses more easily access the "you" programs at the Department of Commerce. We make this available to you on the web or on the phone. Dive into what we have to offer with our "Connect to Commerce Resources" button.

Return our resources...

- Go Business Small
- Go Business State
- Go Business
- Business Licensing Events

BusinessUSA

Send For Your...

- Send A Business
- Open Your Business
- Access Financing
- Export Financing
- Expand Exporting
- Find Opportunities

# Let's Push for More

# Support the Initiative

- Provide feedback so that we can improve the website:
  - ✓ Beta site - <http://business.usa.gov/>
  - ✓ Feedback - [bizusa-feedback@gsa.gov](mailto:bizusa-feedback@gsa.gov)
- Cross-promote BusinessUSA:
  - ✓ Consider featuring at business events
  - ✓ Include the widget or button on your website
  - ✓ Share in newsletters, blogs, tweets, publications, etc.
  - ✓ Provide new resources (programs, data, tools, events)
  - ✓ Share your success stories



# Thank You



**Dennis Alvord**  
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## Questions