

FACT SHEET

Technology Partnership for Small Business Task Force

Unlocking Opportunities for Women- and Minority-Owned Businesses

www.BizTechConnect.com

Biz Tech-Connect is a *FREE* online learning tool designed to help minority and women small businesses owners to more effectively sell products on the Web, communicate more efficiently, better market their companies and to manage their customers and business operations.

The Task Force through the Biz Tech-Connect Online Learning Tool will bring the power of Internet technologies and Web 2.0 to small businesses and vastly simplify processes that had been incredibly complex and manual. The tool will enable the small business owner to more actively participate in the new economy.

The tool provides:

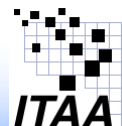
- A one-stop shop that allows minority and women small business owners to access the best and most relevant Web 2.0 services and resources.
- A daily feed of small business news, including streaming video segments from small business and industry experts.
- Tips on managing and growing a small business from a variety of experts and sources.
- Social networking capability to allow minority- and women-owned businesses to share information regarding technology and communicate with member IT company representatives.

In addition, the Online Learning Tool provides a host of small business training and coaching modules that nurture technology adoption and drive education of technology and business.

Four modules designed to address core competency areas for small businesses include: Marketing & Advertising, Communications & Mobility, Financial Management, and Customer Relationship Management

Each module includes:

- A “101” presentation from an industry expert - designed to ensure business owners understand and follow sound business practices;
- Information on “best of the breed” technologies - focusing on the bottom-line impact their adoption can have on an organization;
- Interactive, self-paced product tutorials - that allow decision makers the opportunity to explore key product features; and
- Supplementary information such as web-casts, white papers and relevant links that can be used to further explore the topic at hand.



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The tool also features case studies highlighting companies that have successfully leveraged technologies resulting in increased revenues, reduced operating expenses and/or higher productivity.

Content will be refreshed periodically to ensure business owners have the resources they need to successfully use technologies to realize their potential.

You'll find the following Small Business resources and tools from Task Force members:

Microsoft Office Live provides small businesses with an affordable set of Internet-based business services hosted by Microsoft to help them establish, manage and grow their business through a professional digital identity as well as collaboration and business management tools that traditionally have required dedicated server and IT resources to operate.

The Cisco Smart Business Roadmap is designed to solve your immediate business challenges with integrated solutions while helping your business grow.

AT&T sponsored daily small business newsfeeds, including streaming video segments from SBTV.com — Small Business Television.

Other content includes:

Minority Business Development Agency's **Phoenix Contracting Opportunity** Matching System and the **FREE** online **Business Plan Writer**.

