

New York State's Technology Sector
MWBE Infielder
Leveling the Playing Field



National Association Introduces New Mobile Application for Small Business Owners, Entrepreneurs

New SBA mobile application brings enhanced access to information and resources

Smart phone users interested in starting or growing a small business can now find helpful resources at their fingertips via a new Small Business Association (SBA) mobile application from the U.S. Small Business Administration.

"Increasingly, smart phones are the vehicle through which Americans access information. This is certainly true of many entrepreneurs and small business owners and this new application ensures they will have access to SBA's resources and programs – literally at their fingertips," said SBA Administrator Karen G. Mills. "Greater mobility fits with the new user-focused SBA.gov launched recently, and is another example of the steps we are taking to do a better job of connecting entrepreneurs and small business owners with the tools to help them start or grow their businesses and create jobs."

Developed and donated as a gift by Palo Alto Software, Inc., the SBA mobile app will make the search for extensive resources more efficient, whether users are starting a new business or taking an existing business to a new level. The app will first be available for the Apple iPhone®, with future versions for other smart phone platforms.

"Palo Alto Software's mission is to help small businesses succeed. We've developed this mobile application for the SBA because we understand the importance of having the right tools and re-



sources when starting or growing a business," said Sabrina Parsons, CEO of Palo Alto Software. "Ideas can strike entrepreneurs at any moment, and having useful resources available through mobile devices could be the impetus that begins the next big company."

The mobile app will help users connect with SBA district office staff and SBA-affiliated counselors and mentors who can provide free, personalized small

business assistance. The user-friendly format of the app will help answer questions such as: How do I start a business? Where can I go in my area to get free help with writing a business plan? And where do I begin finding funding for my business?

The SBA mobile app also features a built-in startup cost calculator to help estimate the costs associated with getting a business off the ground, plus an SBA partner locator to help users find SBA offices, Small Business Development Centers, Women's Business Centers and SCORE.

Users will also have mobile access to SBA video content and social media alerts to provide them with tips on the go. This will include live updates from the SBA's YouTube channel and from SBA's Twitter feeds. The free mobile app can be www.sba.gov/content/sba-mobile-app.

ESD Provides Resource Center to Make New York First

New York State is focused on encouraging a diverse, competitive but business-friendly climate, which is why the *New York First* portal was developed. A one-stop shop for all statewide economic development programs New York has to offer, *New York First* is a business-focused portal to the a wide range of incentives, programs, and resources available to companies within New York State and those who may move here.

Programs available through *New York First* provide the necessary support for business in both traditional and emerging markets, as well as flexible incentives that can be tailored to the size and scope of any project.

Though the site is managed by Empire State Development (ESD), dozens of other agencies are represented. The financial incentives and technical expertise found on the site – searchable by type of assistance, industry, size of business, MWBE status and more – demonstrates that New York State is the place to grow a business.

The *New York First* Resource Center can be found at: <http://www.nyfirst.ny.gov/>.



Congratulations Newly Certified New York State MWBEs!

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Upcoming Events

Small Business In Depth

June 7-16, 8:30 am-11:30 am

Location: Utica, NY

Contact: (315)792-7547 or sbdc@sunyit.edu

Twenty-hour in-depth modular course providing all the tools you need to operate your business successfully. Fee: \$95 for each 6-part series - a \$25 discount. (Refreshments included)

2011 Government Contracting Conference

June 7, 8:30 am-1:00 pm

Location: Farmingdale, NY 11735

Contact: (631)420-2765 or

wesnoff@farmingdale.edu

The SBA and the Farmingdale SBDC are partnering to provide a program that will expand opportunities for small businesses. This program will discuss expanding federal contracting opportunities for women-owned small businesses, the SBA 8(a) and HUB-Zone Certification programs, and the Surety Bonding Guarantee Program.

Small Business Legal Clinic

June 14, 5:30 pm -7:30 pm

Location: Brooklyn, NY

Contact: (718)797-0187 ext 302 or

sbdc@citytech.cuny.edu

If you are a small business owner or are thinking about starting your own business, this is a great opportunity to meet one-on-one with an attorney and learn more about the legal consequences of owning and operating a business in NYC. Have your questions answered by volunteers of the Neighborhood Entrepreneurs Law Project. Registration is required as seating is limited.

How to Start and Run a Small Business

July 7, 8:30 am--10:00 am

Location: Geneseo, NY

Contact: (585)245-5429 or sbdc@geneseo.edu

Subjects covered include how to select the right legal form, building a budget, marketing your product, advertising, public relations, hiring employees, getting grants, paying sales tax and much more.

Recordkeeping for Small Business

July 27, 1:30 pm-3:30 pm

Location: Lockport, NY 14094

Contact: (716)434-3815 or

sbdc@niagaracc.suny.edu

Fundamentals of bookkeeping and managing your money will be discussed.

To learn about additional events and resources, please visit:

<http://www.nyfirst.ny.gov/ResourceCenter/MWBEMenu.html>

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