

INSYGH T

FOR LOCAL GOVERNMENT

SERVE THE BUSINESSES IN YOUR BACKYARD

InsYght's diagnosing technology will empower every government employee, regardless of their department or expertise, to help support entrepreneurship and small business - ultimately growing the local economy. Even with limited business experience, staff members will be able to leverage the collective economic development intelligence contained in InsYght to assess business challenges and identify the right state and local resources best suited to meet these challenges.

BRING NEW ECONOMIC TOOLS TO YOUR AREA

InsYght combines the resources found in your community with the nation's largest business resource index ever assembled. This increases your ability to help local business by giving them the greatest chance for success and creates new possibilities for entrepreneurs by connecting them to key local, state, and national resources.

ATTRACT ENTREPRENEURS TO YOUR COMMUNITY

InsYght is available for free on the websites of a growing number of organizations including business incubators, libraries, business associations, universities and municipalities. This allows entrepreneurs using InsYght to get connected to the programming and services available in your community from any website in the partner network

RETAIN BUSINESS BY KNOWING WHAT ENTREPRENEURS WANT

InsYght collects data that shows what entrepreneurs need most and where they are finding it. This information allows you to track which services in your community have the highest demand and which new resources are needed to help local business. These analytical tools can help shape public policy and assist in the creation of new targeted programming for entrepreneurs and business owners.