

Online data tool for small businesses and entrepreneurs

Now available for business intelligence, planning and research at SelectSacramento.com/SizeUp

In response to the coronavirus pandemic, governments around the country are making the difficult decision to ask certain businesses to shut their doors for what could be an extended period of time. There isn't one solution that fixes the economic problems our local businesses are facing. However the Greater Sacramento Economic Council is now offering an online service to add to the growing resources to help the region's local businesses and entrepreneurs through this difficult time.

Now any business can come to SelectSacramento.com/SizeUp to access FREE market research and business intelligence to help plan for a new business or gather industry information for existing companies.

This tool will be helpful for:

- Local business owners at home thinking about how they can improve business and gain back lost revenues once normal operations resume,
- Entrepreneurs at home planning to open the business they've always dreamed of and
- Workers who have been laid off and forced into self-employment due to company closures.

As businesses cannot currently consult with experts in-person, online resources are the top option available to plan for new business or to resurrect a current company. *We know businesses need assistance more than ever and this is one of the ways we hope to help entrepreneurs from the safety of their homes.*



SIZEUP: BUSINESS INTELLIGENCE AND MARKET RESEARCH

SizeUp is big data for small businesses. It provides business intelligence and market research to enable companies to make smarter decisions through data. SizeUp assists with:

- 1. Competitive benchmarks:** Compare your business performance to industry competitors across multiple performance indicators.
- 2. Finding customers, suppliers and competitors:** Geographically discover and identify potential customers, suppliers and competitors to grow your business.
- 3. Best locations to advertise:** Identify the best geographic locations to advertise based on industry and demographic characteristics.

ONLINE WEB TUTORIALS AVAILABLE

Not sure how to use the tool or where to begin? No problem. Visit SelectSacramento.com/SizeUp for links to online tutorials, or email our team at businessdevelopment@selectsacramento.com for expert assistance.