





Presentation

outline where to **Business**

01 Research and Business
begin?

Plans

Registration

02 From federal to local
Information

and everything in
between

03 Increasing capital, hiring
support

business

employees, providing
benefits

government, Create an
IP Portfolio

Growing your

04 Contracting with the

- *Very broad* overview
- Mostly US with some Canada
- Links are at the end
- Live demo – time permitting



All Topics and Services

About the U.S.

Benefits, Grants, Loans

Government Agencies and Elected Officials

Jobs and Unemployment

Money and Taxes

Travel and Immigration

Español

Small Business



Learn the steps to start a small business, get financing help from the government, and more.

How do I ...

- Start a business
- Sell to the government
- File and pay business taxes

Business Keyword Search

Search handpicked government websites helpful to small business owners.

Finance Your Business

Find loans backed by the government and other funding options. Find help for businesses impacted by the COVID-19 pandemic.

Importing and Exporting

Learn how to start importing or exporting.

Introduction to Government Contracting

Learn how to grow your business by

Small Business Taxes

Learn about business taxes and incentives.

Start Your Own Business

Learn about starting a business, self-employment, and applying for a

USA.gov
– Small
Business

Small

Business Administration

How we help small businesses



Free business counseling

Get business advice from our partnering organizations and experts. >

[Find counselors](#)



SBA-guaranteed business loans

Find an SBA lender near you to help fund your business. >

[Use Lender Match](#)



Home & business disaster loans

Apply for a low-interest disaster loan to help recover from declared disasters. >

[Apply for assistance](#)



Federal government contracting

Learn how to find and win small business government contracts. >

[Find contracts](#)

Start and grow your business

Want to be an entrepreneur? Learn how to get started on your business in 10 steps.

[START A BUSINESS](#)



SBA's 10 steps to start your business

1

Location

7

10

Name

2 3 4 5

Structure

8

Register Tax IDs

Research Plan

6

9

License Banking

Fund

Side Note

The SBA has very *few* grants – like almost none!

Search [grants.gov](https://www.grants.gov) for opportunities.

SBA will help with business *loans* and microloans (sometime no-interest)

Assessing your readiness, choosing a business structure, market research and writing a business plan.

3. Registering your business with the government

Registering or incorporating your business, plus how to apply for a business number or tax account.

5. Getting business support and financing

National and regional business support, including financing for immigrant and aboriginal entrepreneurs.

Selecting a good name, checking if a name is taken, registering and protecting your business name.

4. Applying for business permits and licences

Permits and licences that you may need for your business from all three levels of government.

6. Free tax help for your business

Meet with a liaison officer to learn about common errors, bookkeeping best practices, and deductions.

- [Create a residential corporation](#)
- [Register for a business number](#)
- [Immigrant start-up visas](#)
- [Self-employed immigrants](#)
- [Business performance and ownership statistics](#)

Contributors

- [Innovation, Science and Economic Development Canada](#)
- [Canada Revenue Agency](#)

Business & Industry

Business Benefits Finder

SIRSI

Find the right programs and services,
whether you're starting out or scaling up.

—
We just need a few details to find your best matches.
Tell us your story.











I'm looking for _____ ✓ for my business.



Business Benefits Finder

[Grid](#)[List](#)[Share](#)[Sign in](#)

Based on [your story](#) , here are your results:

I'm looking for [funding](#)  for my business, more specifically [up to \\$250,000](#) . My main goal is to [buy or lease equipment or prope...](#) . We're in [Ontario \(Southern/Eastern region\)](#)  and in the business of [tourism, accommodation and f...](#) , more specifically [food services](#) . We have [20](#) employees, we are [not incorporated](#)  and [for-profit](#) , and we're looking for programs that support businesses owned by [women](#) . Finally, show me [only programs accepting clients](#) .

[Refresh results](#)[Save](#)[View all programs](#)

Top 10 questions of business plans

2 3 4 5

vision? What do you

offer?

What is your situation

8

a difference? What is

your marketing plan?

9

What is your vision

How big is the market?

What are your

6

10

Who are the key

economics? What do

How to reach your

7

players? How to make you need to start?

Census – NAICS Codes



North American Industry Classification System

- Main
- History
- Development Partners
- Federal Register Notices
- FAQs
- Reference Files -
- NAICS**

NAICS Search

Enter keyword or 2-4 digit code

Enter keyword or 2-4 digit code

Enter keyword or 2-4 digit code

Introduction to NAICS

The North American Industry Classification System (NAICS) is the standard used by Federal statistical agencies in classifying business establishments for the purpose of collecting, analyzing, and publishing statistical data related to the U.S. business economy.

NAICS was developed under the auspices of the Office of Management and Budget (OMB), and adopted in 1997 to replace the [Standard Industrial Classification \(SIC\) system](#). It was developed jointly by the [U.S. Economic Classification Policy Committee \(ECPC\)](#), [Statistics Canada](#), and Mexico's [Instituto Nacional de Estadística y Geografía](#), to allow for a high level of comparability in business statistics among the North American countries.

This official U.S. Government Web site provides the latest information on plans for NAICS revisions, as well as access to various NAICS reference files and tools. Additional information on the background and development of NAICS is available in the [History](#) section of this Web site.

2022 NAICS Manual



[View or download this publication](#)
(PDF, 76pp)

Reference Files

- [2022 NAICS](#)
- [2017 NAICS](#)
- [2012 NAICS](#)
- [2007 NAICS](#)
- [2002 NAICS](#)
- [1997 NAICS](#)
- [Concordances](#)

Announcements

- [December 21, 2021](#) (PDF, 203KB) North American Industry Classification System –Revision for 2022, Update of Statistical Policy Directive No. 8, North American Industry Classification System; Classification of Establishments; and Elimination of Statistical Policy Directive No. 9, Standard Industrial Classification of Enterprises; Notice, Vol. 86, No. 242
- [2022 NAICS Structure with Change Indicator](#) (DLSX, 86KB)
- [July 02, 2021](#) (PDF, 372KB) North American Industry Classification System (NAICS) Updates for 2022, Update of Statistical Policy Directive No. 8, North American Industry Classification System; Classification of Establishments; and Elimination of Statistical Policy Directive No. 9, Standard Industrial Classification of Enterprises; Notice, Vol. 86, No. 242

is this page helpful?

Census



Sections

Contents

Consumers/Residents

Demographic Characteristics

Socioeconomic Characteristics

Housing Characteristics

Business Summary

Employer Businesses

Business Revenue

Nonemployer Businesses

Workforce

Quarterly Businesses

Building Permits

Contents

What will I find in this report?

My Customers

The Consumers/Residents section provides summarized demographic information for **Cleveland city, Ohio**. This information provides a snapshot of the makeup of the community of potential customers in the area.

Businesses Like Mine

The Businesses Like Mine section provides summarized information about All Sectors businesses in **Cleveland city, Ohio**. This information provides insight into the volume, finance, and diversity of ownership of the businesses in the area.

Consumer Spending

The Consumer Spending section provides a high-level overview of the spending patterns of consumers in **Cleveland city, Ohio**.

Snack and nonalcoholic beverage bars is comprised of:
[Snack and nonalcoholic beverage bars](#)

Bureau of Labor Statistics

- Data Finder (industry data)

Census Bureau:

- Economic Census

- Statistics of U.S. Businesses (SUSB)

Federal Reserve Bank (St. Louis)

- FRED – Federal Reserve Economic Data

Bureau of Economic Analysis

- Industry and consumer data

- Plunkett Research

Paid databases for market research:

- Mergent Intellect (formerly D&B: Million Dollar Database)
- Business Insights: Essentials/Global (Gale)
- Data Axle (formerly ReferenceUSA)

Federal forms and filings
required from the government

Internal Revenue Service

Common Questions from Small Business
& Self-Employed patrons – answered!

Should you start a small

business? ○ Is it a business or a
hobby?

What type of structure should you
use? ○ Sole Proprietorships

○ Partnerships

- Corporations
- S Corporations
- Limited Liability Company (LLC)

How do I file business taxes?

What if I need to pay for a contractor or freelance services?

Number

- Determine your eligibility
 - Complete the online application ○
Must be done in ONE session. Will timeout after 15 minutes of inactivity, so make sure you have everything ready to go!

Obtaining an Employee Identification

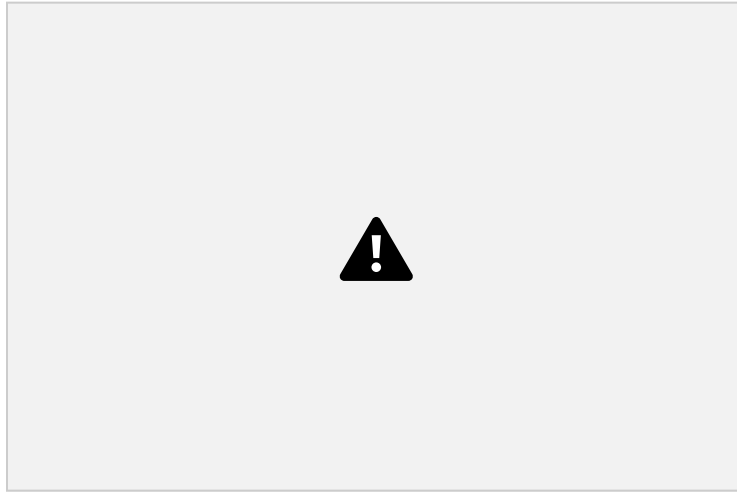
Non-Profit

&Charities

Public information is available from the IRS

Form 990 (and variants) must be filled out annually

Need an EIN to apply for tax-exempt status



Secretary of
State
Business

Registration

Don't forget to



Have you registered with your
Secretary of State or

Do you need:

- License?
- Property?
- Zoning?



Business
s &

Industry



**Business
&
Industry**

03

Business

s

support

t

Agency guides & resources

Agency Resource

IRS

IRS Video Portal

BLS

Occupational Outlook Handbook

Healthcare.gov SBA

Small Business Health Options Program
(SHOP)

Learning Platform

Partnership Organizations



IRS
Small Business &
Self-employed Tax
Center

IRS Video Portal

EINs

Tax forms

Business deductions

Paying employees & contractors





**Bureau of Labor Statistics – OOH
Employment information**







HealthCare.gov



SBA – Learning Platform



SBA - Local Assistance



How to score a federal contract

After your business is established

After you've registered and been identified (UEI)

SAMS & DSBS Sell or Sub? Market Yourself

Create a comprehensive SAM profile that populates the DSBS and search for contracts on SAM

Search GSA to sell products

to the government or SubNet to find subcontracting

Search for existing contracts (USAspend) or the data for contracts over \$10K (FPDS)



SBA's Federal Contracting Guide



Canada's contacting guide

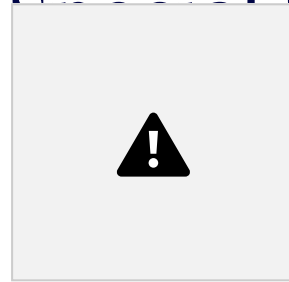


GSA – Small Business



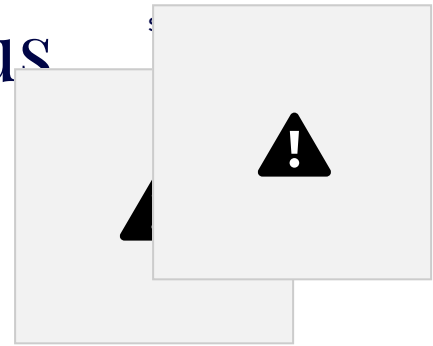


Special Status



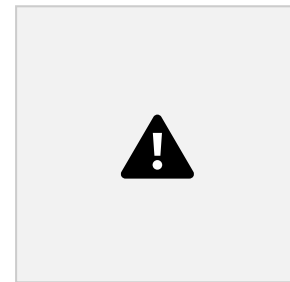
Disadvantaged Small Business 8(a)

Owned and controlled by U.S. citizens who are economically and



Service-Disabled Veteran-Owned

Must be a service-disabled



veteran (SDV) or a caregiver
and who owns and control
51% or more of business

and primarily managed by one or more women
who are U.S. citizens

HubZone Small Business

Women-Owned Small Business

51% or more of business is owned, controlled,

Business must be located in an area
designated as a
Historically Underutilized Business (HUB)
Zone

Unique Entity Identification (UEI) – used
to need a DUNS number
Search for federal contract opportunities
(open and recently closed)

System Award Management – SAM



SBA - DSBS

Dynamic Small Business Search

The Dynamic Small Business Search (DSBS) is a database that government agencies use to find small business contractors for upcoming contracts. Small businesses can also use DSBS to find other small businesses to work with.

SBA maintains the DSBS database. The information you provide when you register your business in the System for Award Management (SAM) is used to populate DSBS, so you should create a comprehensive business profile.

Federal Procurement Data System



Third Party “Consulting Services”



Key legislation to open federal spending

Title Purpose

	2006 Pub. L. 109-282	displayed and searchable
September 26, 2006		
October 1, 2010	Government Funding Transparency Act of 2008 Pub L. 110-252 (appropriations bill)	Amendment to FFATA requiring prime recipients to report first tier sub recipients
May 9, 2014	Digital Accountability and Transparency Act (DATA Act) Pub. L. 113-101	Expand FFATA to disclose direct agency spending, establish gov wide standards, simplify process and increase transparency and data quality
Federal Funding Accountability and Transparency Act (FFATA) of	Any awards (all types) over \$25,000 must be publicly	

USA Spending – US Treasury



USA Spending – US Treasury



USAspending – US Treasury



USAspending – US Treasury



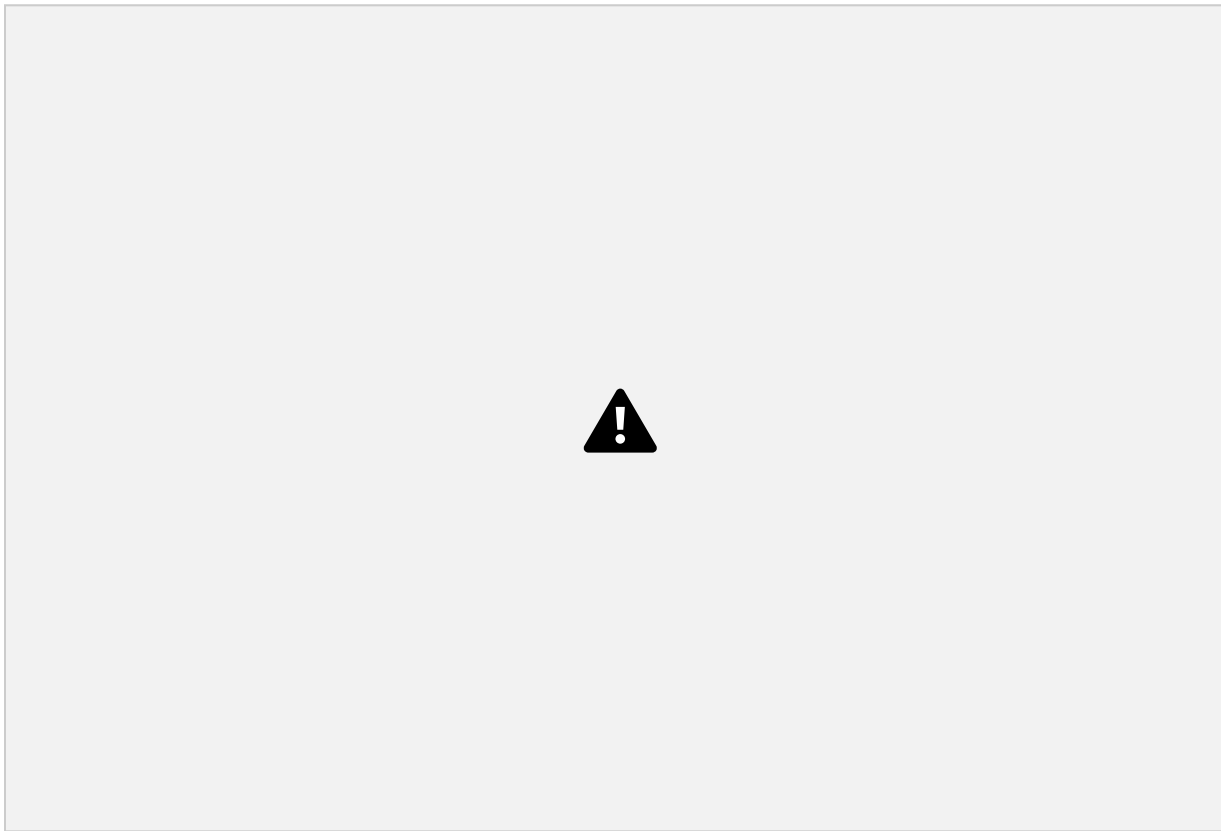
USAspending – US Treasury



USA Spending – US Treasury



USA Spending – US Treasury



USAspending – US Treasury



USAspending – US Treasury



Canadian Contract Search



Ways to use USAspending.gov

- Find other businesses who do business with the government for

comparison or contact information

- Sell products to other businesses within your industry
- Find awardees who received specific grant funds for marketing purposes
- Find grant recipients (state, county, city) to find further information on projects for contract opportunities

note these are based on real reference questions!

Now that
you're up and
running

IP Portfolios in a

Nutshell Four types of Intellectual Property

- Patents
- Trademarks
- Copyright
- Trade Secrets

Example – Coca-Cola

Design patent for the bottle

Trademark for every logo!

Copyright for images on can labels, commercials, music, Polar Bears, etc.

Trade Secret that famous recipe

AND – customer lists, supplier pricing, R&D, etc.

In the US

- US Patent and Trademark Office ●
- US Copyright Office (LoC)

In Canada

- Canadian Intellectual Property Office

In Europe

- European Patent Office

International

- World Intellectual Property Office (WIPO)

Review

Small Businesses are supported in many ways

- Market research
- Funding opportunities
- Guides and assistance
- Pathways to federal contracting

**Even more Business
Research Resources**



- Securities and Exchange Commission – EDGAR search for publicly traded companies <https://www.sec.gov/edgar/search/>
- IRS – Tax-Exempt Organization Search <https://apps.irs.gov/app/eos/>
- International Trade Administration (ITA) – Research <https://www.trade.gov/research-center>
- ITA – Learn how to Export - <https://www.trade.gov/learn-how-export>
- Federal Acquisition Regulations (FAR) - <https://www.acquisition.gov/browse/index/far>
- Small Business Innovation Research (SBIR) and Small Business Technology Transfer (STTR) R&D for US Government - <https://www.sbir.gov/>

Resources

- USA.gov small business <https://www.usa.gov/business>
- SBA Business Guide <https://www.sba.gov/business-guide>
- Canadian Government – Starting a Business <https://www.canada.ca/en/services/business/start.ht>
- Canada Business and Industry <https://www.canada.ca/en/services/business.html>
- Census NAICS codes - <https://www.census.gov/naics/>
- Census Business Builder <https://www.census.gov/data/data-tools/cbb.html>
- Register a federal /provincial business in Canada <https://iside.iside.canada.ca/site/corporations-canada/en/already-incorporated/register-federal-corporation-province-or-territory#reg-business>
- IRS Small Business <https://www.irs.gov/businesses/small-businesses-self-employed>
- IRS Video Portal <https://www.irsvideos.gov/Business>
- Health Care <https://www.healthcare.gov/small-businesses/>
- GSA Small Business <https://www.gsa.gov/small-business#gsa-now>
- BLS Occupational Outlook Handbook <https://www.bls.gov/ooh/ml>
- SBA Learning Platform <https://www.sba.gov/sba-learning-platform>
- SBA contracting guide - <https://www.sba.gov/federal-contracting/contracting-guide>
- Doing Business with Canada <https://www.canada.ca/en/services/business/doing-business.html>
- USA Spending <https://www.usaspending.gov/>
- SAM <https://sam.gov/content/home>
- DSBS https://web.sba.gov/pro-net/search/dsp_dsbs.cfm
- Canadian Contract Searching <https://search.open.canada.ca/contracts/>

Additional

Small Business Support

Resources Federal

Contracting

- SBA 10-steps <https://www.sba.gov/business-guide/10-steps-start-your-business>
- BEA data <https://www.bea.gov/data>
- National Institute for Occupational Safety and Health (NIOSH) small business assistance program <https://www.cdc.gov/niosh/programs/sba/default.html>
- Consumer Financial Protection Bureau (CFPB) resources for small business <https://www.consumerfinance.gov/about-us/small-business-lending/additional-resources/>
- Consumer Product Safety Commission small business resources <https://www.cpsc.gov/Business--Manufacturing/Small-Business-Resources>
- SBA HubZone Maps - <https://maps.certify.sba.gov/hubzone/map#center=39.828200,-98.579500&zoom=5>
- USPTO Small and Medium Sized Enterprise Resources - <https://www.uspto.gov/learning-and-resources/inventors-and-entrepreneurs/small-and-medium-sized-enterprise-resources>
- WIPO for Business - <https://www.wipo.int/sme/en/>
- Advance searching for contracts from SAM - https://iae-prd-videos.s3.amazonaws.com/videos/advanced-contract-opportunities-search-2.0.mp4?X-Amz-Algorithm=AWS4-HMAC-SHA256&X-Amz-Date=20221209T000615Z&X-Amz-SignedHeaders=host&X-Amz-Expires=86399&X-Amz-Credential=AKIAJ3LPYEEX3RP4EDU2%2F20221209%2Fus-east-1%2Faws%2Faws4_request&X-Amz-Signature=e6d2c480c709f66f17fa25484cc64c2b016a600cbe803a1dfa55f9bf4b7ec3b0
- SBA SubNet (find a subcontractor or become one) https://eweb1.sba.gov/subnet/client/dsp_Landing.cfm
- sSRS

- Federal Subcontracting <https://www.esrs.gov/>
- FDS.gov help for SAM, FPDS https://www.fsd.gov/gsafsd_sp
- FPDS Video tutorials https://www.fpds.gov/fpdsng_cms/index.php/en/training.html
- Department of Defense for Small Business <https://business.defense.gov/>
- Homeland Security Small Business Assistance <https://www.dhs.gov/small-business-assistance>
- FPDS Training videos https://www.fpds.gov/fpdsng_cms/index.php/en/training.html

Credits:

Slide deck from Slides Go (including images)

Other stock images from PowerPoint

Screen shots and screen recordings from federal websites

The End

Questions?

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