

SME Toolkit™

Build Your Business



Are you looking to build your business.... or are you starting a business?

If so, the SME Toolkit may exactly what you are looking for! The SME Toolkit, brought to you by the International Finance Corporation (IFC) of the World Bank and IBM is designed especially for new and growing small businesses. In the United States, the SME Toolkit site was specifically developed to assist Asian, Black, Hispanic, Native American and Women-owned businesses with basic business tools. Whether you have five minutes or five hours, you can find the tools, content, resources and more to serve your needs.

The SME Toolkit is your online gateway to complimentary business advice from leading experts in the field. Information on the Toolkit comes in five forms -- How-to-Articles, Business Forms, Trainings, Tools and Resources. A quick way to view content in these areas is to visit the top toolbar on the website, and click on Quick Links, which provides a quick site-wide map of the various pieces of content in each category.

How-to-Articles and Training provide in-depth information. Business forms include handy downloadable forms to accommodate your business needs – ranging from business plan templates to finance, HR and other business planning documents. Tools include quizzes and calculators that help you analyze your business's needs. Resources connect you with organizations that have additional expertise or products that address a plethora of business needs.

And if you're really in a hurry, use the search function. The Toolkit's powerful search capability easily finds the information and ranks its relevancy.



SME Toolkit provides you

- Free **registration** and access to thousands of resources in English and Spanish
- **Small Business Learning series** answers questions online or on the go
- Free marketing via the global **Business Directory**.
- Access to state-specific resources through **BUZGate.org**.
- **Daily expert advice from Jim Blasingame**, Google ranked #1 small business expert in the world. Listen to his daily interviews of experts on small business topics or search his answers to commonly asked business questions.
- **Complimentary offers** from Toolkit partners for small business products or services.
- **Community Forums** to share thoughts on a variety of business topics.

<http://us.smetoolkit.org>

New Entrepreneurs

If you are starting a business, you've come to the right place for free guidance including:

- Downloadable forms and documents from creating a business plan to accounting and cash flow management templates.
- Free information on key business fundamentals: 1) accounting and finance, 2) business planning, 3) human resources, 4) legal & insurance, 5) marketing and sales, 6) operations and 7) technology
- Complimentary marketing on the SME Toolkit site with the Business Directory,
- Social networking via Community Forums. Testimonials from other entrepreneurs

Resources you can use

- **Tools:** virtual business consulting 24/7
- **Content:** to increase productivity, efficiency and capacity
- **Resources:** solutions to the "where do I go" questions...
- **Community:** access to local and global businesses

Going Global

- The Toolkit has an International Business category with a plethora of resources for taking your business global.
- The Toolkit's export channel information provides a country-specific atlas with comprehensive data on economic indicators, market access, travel information and other useful links.
- In addition to the US Toolkit site, there are 30 global sites for other regions around the world, translated into 14 other languages.

How can my organization contact IBM for questions or an overview of the Small Business Toolkit?

Contact Todd Flora, Manager, Corporate Citizenship & Corporate Affairs, at 818-539-3335 or: tflora@us.ibm.com. He would be happy to make a formal presentation to your group(s), and share additional information on the SME Toolkit and how to take advantage of its offerings.

Top Ten Reasons for using the Toolkit

- Expert business advice for starting, growing or maintaining a business
- Daily advice, information and guidance from leading experts
- Information tailored to the needs of women and minority-owned businesses
- Business directory with access and exposure to global firms
- Business planning, finance, marketing and more in Spanish
- Multimedia thought leadership for new and established small business
- A calendar of small business events throughout the country
- Complimentary software, forms and trainings for business operations
- Cutting edge content for green business practices and social responsibility
- One-stop shop to connect to a variety of small business resources

Register Today

"Small and Medium size businesses relentlessly seek resources to stay competitive with big companies and the competition. The SME Toolkit developed by IBM is a great source for our members and the small business community at large."

-- *Dennis Huang, Executive Director, Asian Business Association of Los Angeles*

"The business planning tool of the SME Toolkit is especially helpful. We get a lot of people who want to know what all the aspects of a business plan are. It's also significant that the assets of the toolkit are available 24/7. This means small business owners can get the information they need even when our offices are not available."

-- *La-Tasha Best-Gaddy, NC Institute of Minority Economic Development*

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