The Business Start-up Assistant V.2:
An Approach to Jurisdictionally Integrated Information
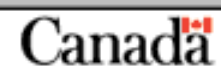
Presented by

Fay Turner

Canada Business Services Centres

Industry Canada

IM Day September 13, 2002

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Address http://bsa.cbsc.org/gol/bsa/interface.nsf/engdoc/0.html Go | Links »

Canada Business
Service Centres

Centres de services aux
entreprises du Canada

Canada

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Business Start-Up
Assistant

Your Information Site for Starting a Business in Canada

Key Resources

□ About the BSA

□ Business Registration Forms

□ E-forms and Services

□ Business tools

□ Send to a colleague

□ Complete our survey

Click on Map to view

Step 1: Select the province/territory where your business will be located:

Select a Province/Territory ▾

Step 2: Select a Start-Up Topic:

□ Basic Steps for Starting a Business ▶
□ Being an Entrepreneur
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□ Taxation and Business Number ▶
□ Hiring Employees or Contractors ▶
□ Regulations
□ Importing and Exporting
□ Copyright, Patents, Trade-Marks
□ Doing Business on the Internet
□ Managing Your Business

Internet

What is the Canada Business Service Centres (CBSC)?

- CBSC is a network of business information centres with a mandate to provide federal and provincial information services
- One in every province and territory
- The CBSC is the result of partnerships between the Gov't of Canada and the provinces/territories

What is the Canada Business Service Centres (CBSC)?

- Help clients to start a business or improve an existing small to medium sized business
- Staffed by business information experts
- Multiple channel service delivery: in-person, telephone, mail, e-mail, fax
- Products include:
  - Web sites, Business Information System, Interactive Business Planner, On-line Small Business Workshop, Info-Guides, etc.

What is the Business Start-up Assistant (BSA)?

- Flagship product of the CBSC
  - www.cbsc.org/bsa
- 1998: initiated as a IC/CBSC GOL Project
- 1999: CBSC assumed full responsibility as BSA product owner
- 2000: Secured TBS Pathway Project funding as a **GOL cluster** on the BusinessGateway

Major GOL Cluster Objectives

- Create client-centric, on-line access to government services

- Integrate services horizontally across the GoC (include services from department and other GoC departments)

- Integrate services vertically with other jurisdictions (provinces/territories, municipalities) and the private sector

Major BSA Objectives

- Develop a one-stop portal site to information on starting a business in Canada

- Make site client-centric:

> 1. For the aspiring entrepreneur - anyone interested in starting a business in Canada

> 2. For intermediaries who assist entrepreneurs

Major BSA Objectives con't

- Provide vertically and horizontally integrated information from:

  - federal, provincial and territorial governments, Canada Business Services Centres, private sector (banks, organizations, associations)

- Provide a window to government transactions, e.g. business registration

Presentation: BSA Challenges

- Project faced many challenges - those typical to creating a Web site and those unique to creating a GOL cluster

- Review of major IM challenges for the BSA project and solutions found

- Intent is to give you ideas for solving some of your challenges as GOL project managers

BSA IM Challenges

- Identify users
- Content scope
- Content organization
- Content development
- Quality assurance
- Navigation

Note: Excluding discussion of partnerships and IT

Challenge: Identify Users

- In designing any Web site the most critical step is understanding the users of the site:
  - Who are the potential users?
  - What is their knowledge of the subject?
  - What do they need to know about the subject?
  - What are their computer skills?

BSA Users

- An aspiring business entrepreneur:
    - Has an idea for a business
    - Has no knowledge of the business start-up process and scope of the requirements
    - Computer literate but not a sophisticated user
    - Is willing to learn, motivated
- Visualizing the BSA user:
    - at home (probably in their sweats) sitting at an old computer in their basement or spare room wondering how to turn their idea into a business

Challenge: Content Scope

- What other sites provide a similar service? (environmental scan - gov't, non-gov't sites)
- What topics to include, exclude?
- What sources to include? Federal, provincial, non-government, commercial, etc.
- Create content or provide links only?

BSA Content Scope

- Portal site of links
- Includes government and non-government sources of information and transactions
- Includes information on all topics in order to provide a single navigation point for start-up
  - marketing, financing, taxation, business registration, doing business on the internet, and many other critical topics
- However, some topics covered in-depth by other clusters

BSA Content Scope con't

- BSA topics covered by other clusters include:
  - Financing: Sources of Financing
  - Hiring Employees: Human Resources Mgt
- Adopted "no wrong door" approach
- For these topics - link to specialized cluster & identify it as specialized Web site, provide add'l links focusing on start-up

Challenge: Content Organization

- Create a list of topics
- Develop a taxonomy -identify relationships between the topics
- Identify other facets for organizing information, e.g. by province, audience
- Organize topics for usability, e.g. alphabetically, by process, by industry sector, by relevancy, etc.

BSA Content Organization

- Multifaceted:
  - By province and territory
    - includes regional and national information
  - By topics and subtopics
- 16 topics, 5 of which have subtopics
- Topics organized by relevance to the start-up process
- Within the content pages the information is further organized under headings

BSA Taxonomy

Basic Steps for Starting a Business →

- **How to Start**
- **Franchising**
- **Home-based Business**

Being an Entrepreneur

Market Research

Preparing a Business Plan

Choosing a Business Type →

- **Different Business Types**
- **Sole Proprietorship**
- **Partnership**
- **Incorporation**
- **Cooperatives**

Selecting Your Business Name

Registering Your Business →

- **Registering Your Business**
- **Business Number**
- **Registration Forms**

Financing

BSA Taxonomy

Taxation and Business Number

Hiring Employees and Contractors

Regulations

Importing and Exporting

Copyright, Patents, Trade-Marks

Doing Business on the Internet

Managing Your Business

Municipalities

- **General Information on Taxation**
- **Business Number**
- **Federal Taxes**
- **Provincial Taxes**

- **General Information on Hiring**
- **Finding and Funding Employees**
- **Pay and Benefits**
- **Pension**
- **Labour Standards**
- **Occupational Health and Safety**

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Click on Map to view or select provinces and territories

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□ Basic Steps for Starting a Business ▶   □ Taxation and Business Number ▶

□ Being an Entrepreneur   □ Hiring Employees or Contractors ▶

□ Market Research   □ Regulations

□ Preparing a Business Plan   □ Importing and Exporting

□ Choosing a Business Type ▶   □ Copyright, Patents, Trade-Marks

□ Selecting Your Business Name   □ Doing Business on the Internet

□ Registering Your Business ▶   □ Managing Your Business

□ Financing   □ Municipalities

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Address http://bsa.cbsc.org/gol/bsa/interface.nsf/engdoc/4.2.2.html   Go   Links

□ E-forms and Services

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New Brunswick Start-Up Topics

▼ Basic Steps for Starting a Business

○ How to Start

• Franchising

○ Home-Based Business

□ Being an Entrepreneur

□ Market Research

□ Preparing a Business Plan

▶ Choosing a Business Type

□ Selecting Your Business Name

New Brunswick – Franchising

General Information and Guides

- Checklists for Franchisees – Canada/New Brunswick Business Service Centre
- Essential 5-Point Guide to Buying a Business – Royal Bank of Canada
- To Help You Acquire a Franchise – International Franchise Association
- FranNet - Research – FranNet, The Franchise Connection
- Be The Boss - The Virtual Franchise Expo – BeTheBoss.com
- Legislation Affecting Franchising – Industry Canada

Franchising Opportunities

- Franchise Showroom
- Franchise Direct
- FranNet, The Franchise Connection
- FranchiseOpportunities.com

Electronic Magazines

- FranchiseHandbook.com
- Canadian Business Franchise
- FranchiseZone – Entrepreneur.com

Done   Internet

Challenge: Content Development

- What links to include - inclusive, selective?
- What criteria will be used for determining inclusion?
- Who will select links? What skill set is required?
- Quality assurance - what is the process for final review of link selection and positioning on a page?

BSA Content Development

- Selective collection of links chosen by staff

- BSA V.2 Content Development Policy:
  - selection principles, selection criteria, rules for link inclusion and exclusion, link structure and format, etc.

- Other rules applied to process, e.g. link can be repeated under more than 1 topic

BSA Content Development con't

- Selection Criteria
  - Credentials and authority of the creator or publisher
  - Depth, accuracy, completeness, and utility of the information
  - Quality and effectiveness of the presentation
  - Design and ease of navigation
  - Currency of the information
  - Canadian source preferred; a foreign source may be considered if information is generic
  - Commercial sites included if info useful, free

BSA Content Development con't

- Selection Process
  - **CBSC Nat'l Secretariat BSA Team (3 members):**
    - Knowledge of subject matter
    - Selected national and general information for topics
    - Sent files to the CBSC BSA Working Group
  - **CBSC BSA Working Group** (13 members):
    - Representatives from each of the CBSCs
    - Experts in federal and provincial business information - front-line staff
    - Responsible for selecting regional information

Challenge: Quality Assurance

- Many people involved in selection process
- Content Development Policy provides guidance, but may not be sufficient
- Need to insure consistency and quality of links selected for all topics and for all provinces
- Need to determine priority of links on content page

BSA Quality Assurance

- CBSC National Secretariat Team reviewed all links (15,000)
  - For quality, coverage, consistency across each topic for each province
  - For appropriateness for topic
  - For placement within each content page
- Labour intensive, time consuming - but worth the effort

Challenge: Navigation of Multi-jurisdictional Content

- Options of navigating content:
  - 1. Separate national and provincial/territorial information for same topic
  - 2. For each topic, include all information
    - provide a distinguishing identifier, e.g. flag for Canada and the provinces
  - 3. For each topic, include national info and only links applicable for selected province
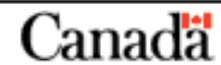
BSA: Navigation of Multi-jurisdictional Content

- Option 3: for each topic, provide a view by province of all relevant information - national, provincial, other

- Based on client feedback - clients do not distinguish between levels of government

- Navigation is a two step process:
  - Step 1: Select province/territory
  - Step 2: Select Topic

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Contact Information

- BSA URL: http://cbsc.org/bsa

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