



Women And Technology Today Training 115:

Using Technology to Grow Your Business

Course Instructor:

Julie Lenzer Kirk, CEO, Path Forward Center
for Innovation and Entrepreneurship
& WIPP Coalition Partner Leader



- The Voice for Women in Business in our Nation's Capital.
- National nonpartisan public policy organization representing over half a million Women Business Owners including 51 business organizations.
- Advocates for and on behalf of women and minorities in business.
- Thirty-one local Instant Impact teams across the country engaging with legislative officials and the business community to advocate for Women Business Owners.

www.WIPP.org



WATT Program:

National program from WIPP's "Women, Money and Opportunity" series.

The WATT program is designed to educate women business owners on strategies to accelerate growth by understanding technology investment, and how to manage it.

www.WomenAndTechnologyToday.com



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Agenda:

- Technology perceptions
- Business technology categories
- Thinking beyond
- Moving Forward



Typical Perception of Technology



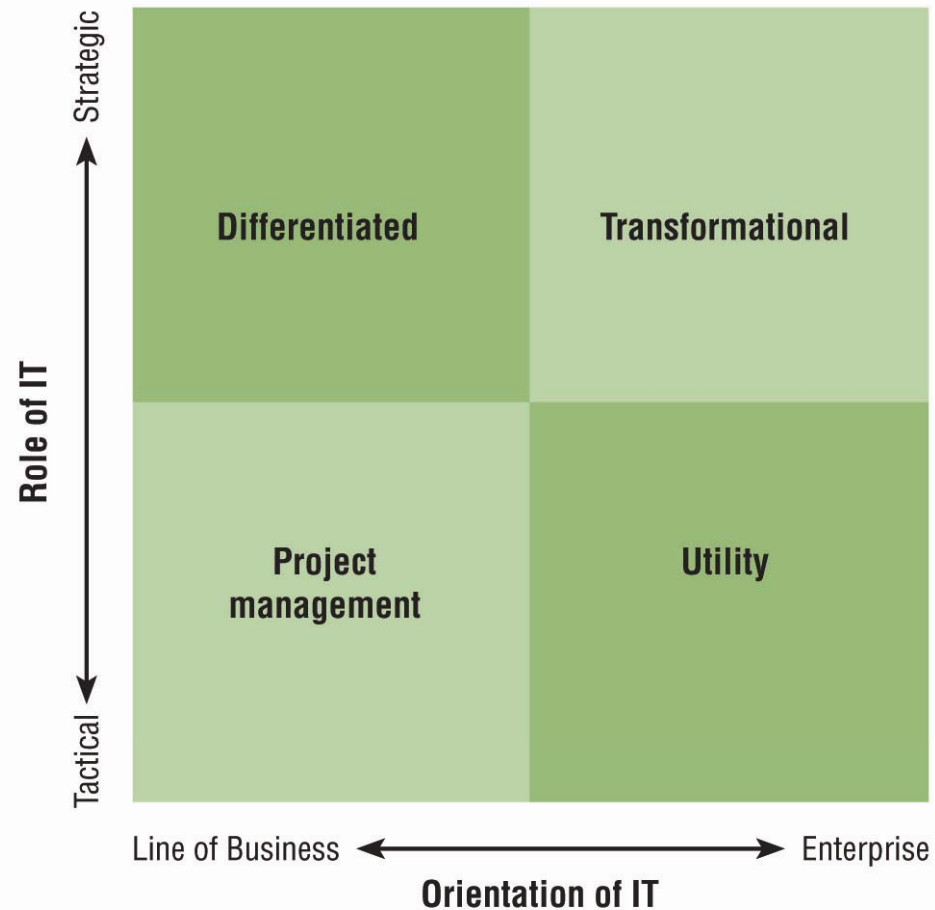


Typical Perception of Technology





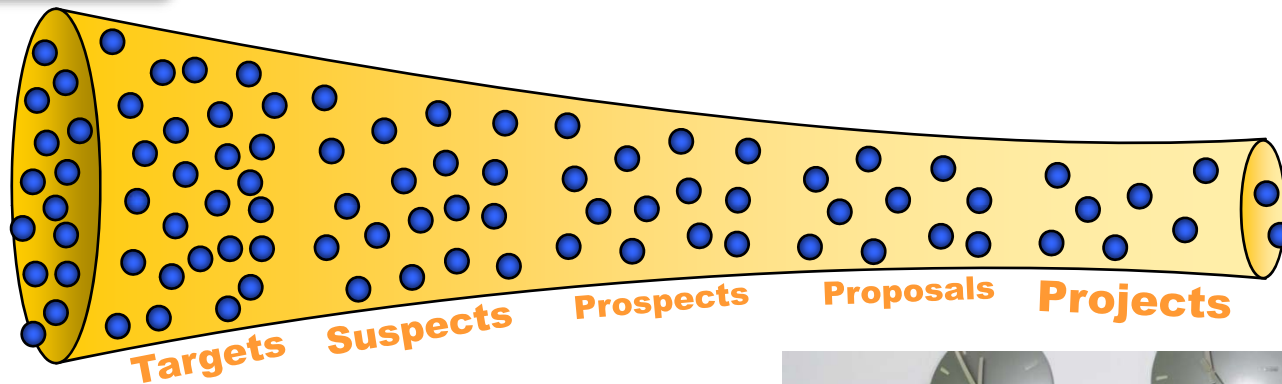
Where do *you* fit?



Source: IBM Institute for Business Value analysis



What would be the value to you?



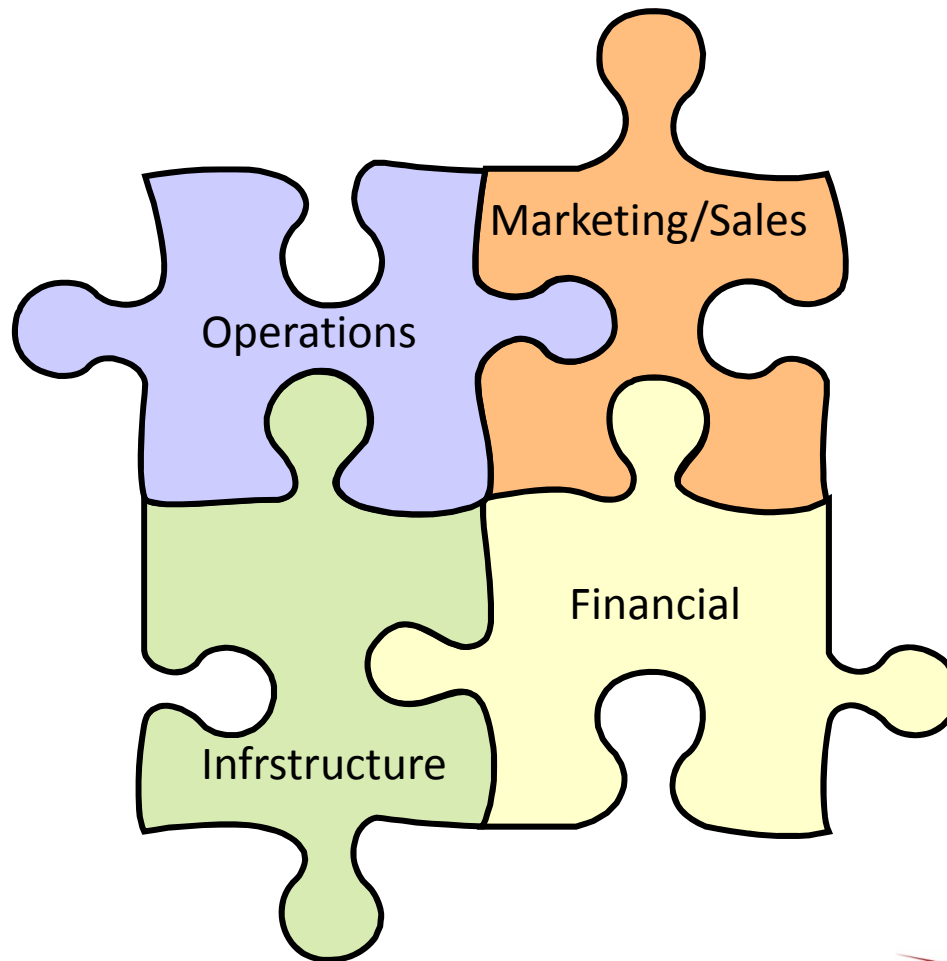
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Business Technology Categories



Technology Categories





Operations

- Project management and tracking
- HR / Performance management
 - Job profiles
 - Performance reviews
- Knowledge management
 - How do you share information?
- Maintenance
 - Equipment
- Quality control



Marketing and Sales

- Website
 - More than static brochure – dynamic content
 - Blogging
- Web 2.0
 - Facebook, LinkedIn, Twitter
 - Multi-media YouTube
- Contact Management – *NOT* Outlook
 - ACT!
 - Salesforce.com
- Customer Service
 - Surveys and newsletters
- In-house publishing
 - PowerPoint, Publisher, Photoshop – *what else do you use?*



Infrastructure

- Communications
 - Phone systems
 - E-mail / website
 - Calendaring
 - Text messaging
- Networking
 - Security and access
 - Virtual Private Networks
 - Anti-virus protection
- Backups
- Asset Management



Financial

- Accounting
- Payroll
- Asset tracking
- Credit card processing
- Excel



Value Areas

Core Asset Value

Value of the hardware
and software

Value-in-use

Productivity
On-time delivery
Quality

Technology should be an *investment*, not a *cost*



Thinking Beyond

Adding technology to drive value.



Definition of Technology

- Software (internet, mobile, kiosk)
- Hardware
- Materials
- Software as a service
- Devices



Value Areas – *additional opportunity*

Core Asset Value

Value of the hardware
and software

Value-in-use

Productivity
On-time delivery
Quality

Offering

Value-added to client base
Differentiator



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See a Need, Find a Solution

- Leverage your knowledge of your client and industry
- Identify gaps / pains
 - Convenience
 - Speed
 - Cost reduction
 - Consolidation of or access to information



Case Study: Social Services

Problem:

- Inaccurate data
- Lack of timely information for decision making
- Data collection in 'dicey' areas
- No consolidated data



Service enhanced with technology products



Bonus: Increased Company Valuation

- Small business valuation driven by discretionary income
- Multiplier is set by industry
- Multipliers are higher for ***things*** over ***people***
 - ***Things*** remain, people may not
 - ***Things*** can be easier to leverage if proven



But I'm Not Technical

- Billions of dollars in research WAITING for you
 - Academics <> entrepreneurially minded
 - Technology transfer is federally mandated
- Universities want **viable** research
 - Sponsored research
 - Grants
- Customer-funded development
 - Retain ownership rights
 - Alternative: consortium approach
 - Find technical partners



Moving Forward

- Budget and plan for internal technology
 - 10-15% of salary per employee
 - Measure your return
 - Makes administration easier and less \$\$
 - Integrated plan
- Match technology strategy to business strategy
- Look to technology to build *value*



Questions?

Julie Lenzer Kirk

center for innovation + entrepreneurship
P>TH FORW>RD

Path Forward Center for
Innovation and
Entrepreneurship

ACTiVATE®
Achieving the Commercialization of Technology **in**
Ventures through Applied Training for Entrepreneurs

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www.PathForwardCenter.org

www.ActivateProgram.org



Programs Powered by WIPP:

Women, Money and Opportunity combines policy, resources, and a wealth of knowledge from experts within the WIPP community to educate women business owners.



Give Me 5

WIPP Gateway Program for Federal Contracting

www.GiveMe5.com



Women Accessing Capital

WIPP Gateway Program for Securing Funding

www.WomenAccessingCapital.com



Entrepreneurs, Energy & Environment (E3)

WIPP Gateway Program for Opportunities in Energy & Environment

www.EntrepreneursandEnergy.com



Women And Technology Today

WIPP Gateway Program for Understanding Technology in Business.

www.WomenAndTechnologyToday.com



Get Involved!

- Energy & Environment, Procurement & Healthcare Committees
 - Local Instant Impact Teams
- Weekly Policy Updates Relating to Your Business

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