11-11-2009

NxBizSuccess: An Online Business Tool

Marilyn Schlake
*University of Nebraska-Lincoln*

Tonia Franklin
*University of Nebraska-Lincoln*

Follow this and additional works at: [https://digitalcommons.unl.edu/agecon_cornhusker](https://digitalcommons.unl.edu/agecon_cornhusker)

[https://digitalcommons.unl.edu/agecon_cornhusker/469](https://digitalcommons.unl.edu/agecon_cornhusker/469)

This Article is brought to you for free and open access by the Agricultural Economics Department at DigitalCommons@University of Nebraska - Lincoln. It has been accepted for inclusion in Cornhusker Economics by an authorized administrator of DigitalCommons@University of Nebraska - Lincoln.
 NxBizSuccess: An Online Business Tool

Imagine sitting at the kitchen table. You and your friends are discussing the pros and cons of business ideas, what will work and what doesn’t stand a chance. Now imagine a place where you can have the same conversations, but with hundreds of people, online. That is the vision of NxBizSuccess, to add life to ideas, share experiences and knowledge, find resources to make it happen, and to bring together like-minded people who see Nebraska as a great place to start a business.

NxBizSuccess is a new website for small business owners and individuals involved and interested in Nebraska’s entrepreneurial community. The website was officially launched on November 2, 2009. NxBizSuccess targets adults who are serious about owning and operating a small business and need resources or questions answered. The website will not replace existing Nebraska services, but will serve as a conduit to funnel users to the right resource at the right time. To accomplish this task, NxBizSuccess also targets the service providers to add content and information that will make the website valuable to the small business industry.

On NxBizSuccess.com, the user will find areas that are specifically designed to help bring the ideas and resources together:

- In the video/podcast section, users can download podcasts or live stream more than 120 business videos that provide tips and solutions from other business owners, professionals and resource providers. Additional topical videos will be added to the library by user request.
- The discussion forums and blogs allow users to dialogue with others about business problems, solutions and ideas.
Statewide resource listing helps the user identify resources in their region or community.

The events calendar showcases business workshops, conferences, trainings and network meetings.

Research, articles and tools are found in the content sections titled, Nu2Biz, NowInBiz.MoneyTools, Innov8Space, and Tips2Know. This is a growing area of content where users help to decide what is most critical for their business success.

Users are encouraged to become a NxBizSuccess member and gain access to other member’s information for networking and business opportunities. Members are encouraged to add their comments and participate in the forums and blogs.

Social networks are also available with NxBizSuccess. Users can join the NxBizSuccess groups on Facebook, Linked-In, YouTube, iTunes U, Digg, Delicious, Vimeo and Twitter. Users have many avenues to connect with other business owners and gain new technology skills to incorporate into their own businesses.

Project Partners

NxBizSuccess was developed as a collaborative project of the University of Nebraska-Lincoln’s NebraskaEDGE Program and Community Development Resources of Lincoln (CDR). Project funds were provided by the Nebraska Enterprise Fund (NEF), administrator of the Nebraska Department of Economic Development’s Nebraska Microenterprise Act funds.

The NebraskaEDGE Program is a UNL outreach program located within the Center for Applied Rural Innovation/Department of Agricultural Economics. Since 1993, EDGE has collaborated with communities to deliver small business educational training to more than 2,500 aspiring and existing business owners. Marilyn Schlake is Associate Director of the NebraskaEDGE program, and Tonia Franklin serves as the NebraskaEDGE Regional Coordinator and Project Manager for the development of the NxBizSuccess website.

Community Development Resources is federally recognized by the U.S. Treasury as a Community Development Financial Institution (CDFI). CDR provides training, technical assistance and business loans for owners who must look for non-commercial funds due to personal financial positions. Rick Wallace is the founder and Executive Director of CDR.

Lynn Hinderaker of Omegapoint Marketing, Inc. served as host for the business videos and assisted with development. Website structure and design was provided by Leopard, Inc.

As NxBizSuccess grows in awareness and use, additional services will be provided, such as online business plan training, virtual business coaching services or other products deemed valuable by the users.

For more information about NxBizSuccess, contact Marilyn Schlake or Tonia Franklin.

Marilyn Schlake, (402) 472-4138
Associate Director
NebraskaEDGE Program
University of Nebraska-Lincoln
mschlake@unl.edu

Tonia Franklin, (402) 805-7535
Regional Coordinator and Web Project Manager
NebraskaEDGE Program
University of Nebraska-Lincoln
tfranklin2@unl.edu