

NAVIGATOR

New Jersey Office of Innovation

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Office of Innovation

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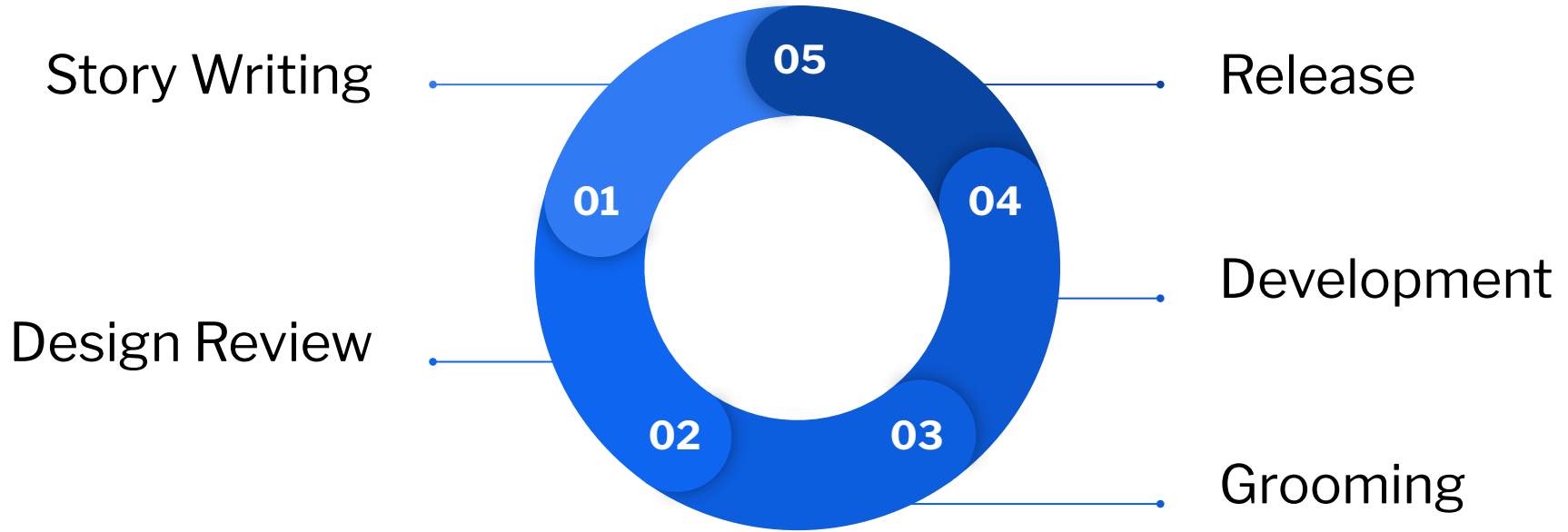
WHAT & WHY?

Live Demo

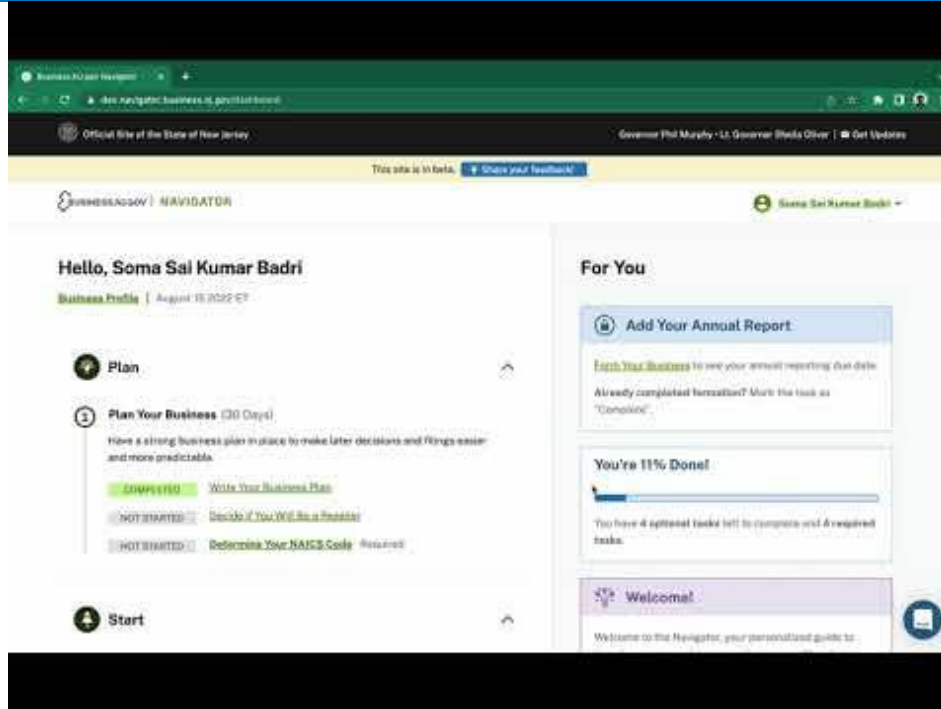


Office of Innovation

OUR PROCESS



TASK PROGRESS CARD



UNSUPPORTED PAGE

BusinessNJ.com Navigator

des.hq.state.nj.gov/boundingboxagent2

Official Site of the State of New Jersey

Governor Phil Murphy • Lt. Governor Sheila Oliver • Get Updates

This site is in beta. [Share your feedback!](#)

BusinessNJ.com NAVIGATOR

Log In | Guest

Tell Us About Your Business (Step 2)

Out-of-State Businesses

Which of the following are true about your business? Select all that apply.

- ☐ Part of my business operations takes place in New Jersey
- ☐ I have employees who live in New Jersey
- ☐ I have more than 200 separate taxable transactions in New Jersey in the current or prior calendar year
- ☐ My taxable transactions in New Jersey exceeded \$100,000 in the last calendar year
- ☒ None of the above

[Back](#) [Next](#)

ADD NEW SEARCH FUNCTIONALITY TO INDUSTRY DROPDOWN

Official Site of the State of New Jersey Governor Phil Murphy - Lt. Governor Sheila Oliver [Our Updates](#)

This site is in beta. [Share your feedback](#)

BUSINESS AID / NAVIGATOR [Test User](#)

Tell Us About Your Business (Step 2 of 5)

Industry

Which industry best describes your business?

plm

"plm" falls under the industries below:

- Architecture
Plans, designs, and oversees the construction of buildings
- Engineering
Designs and plans the building of machines and structures
- Event Planning
Offers coordination services for different types of events
- Interior Design

[Back](#) [Next](#)

This information is not state regulations even

responsibility of the business owner to comply with all local, county, and state to speak with a Business Advocate based in New Jersey.

PRIORITY STATUS FEEDBACK SELECTION

The screenshot shows the New Jersey Business Gateway website. The header includes the state seal and 'Official Site of the State of New Jersey', along with Governor Phil Murphy and Lt. Governor Sheila Oliver. A yellow banner states 'This site is in beta' with a 'Share Your Feedback' button. The 'BUSINESS GATEWAY NAVIGATOR' sidebar on the left lists steps: 1. Plan Your Business, 2. Register and Form Your Business, and 3. After Registering Your Business. Under step 3, the 'Determine if You are Eligible for Priority Status' option is highlighted. The main content area is titled 'Determine if You are Eligible for Priority Status' and includes an 'Add a Business' button. It explains that qualifying for priority status allows for priority review and approval, listing three types: Diversity-Owned Business, Social Equity Business, and Impact Zone Business. A link to learn more about how priority status is reviewed and approved is provided. Below this, the 'Priority Types' section asks which of the following applies to the business, with checkboxes for: 50% or more ownership by a minority, 50% or more ownership by a woman, 60% or more ownership by a disabled veteran, ownership by people with convictions for certain violent offenses (expunged or not), owner living in an Economically Disadvantaged Area for 5 of the last 10 years AND having a household income 80% or less than the average median household income in New Jersey, and business located in an Impact Zone.

ACCESS CERTIFICATIONS NUDGE

You're All Done with Tax Registration!

Now we can see what certifications you're eligible for, tell us your...

Business Name
What will you name your business?

New Jersey Tax ID
What is your Tax ID?

Business Ownership
At least 51% of my business is owned and controlled by (select all that apply):

Current Number of Employees
If you have no employees right now enter 0. You can change this as you add employees.


FUNDING NUDGE

Official Site of the State of New Jersey Governor Phil Murphy - Lt. Governor Sheila Oliver | Our Updates

Your Tasks Are Hidden!
As an up-and-running business, we have streamlined your experience.

BUSINESS INNOVATION NAVIGATOR Test User

Hello, Test User
ASAB | August 17, 2022 ET

Upcoming  [List View](#)

Aug 2022	Sep 2022	Oct 2022	Nov 2022
Dec 2022	Jan 2023	Feb 2023	Mar 2023
			NEW B2B - Small Business

For You

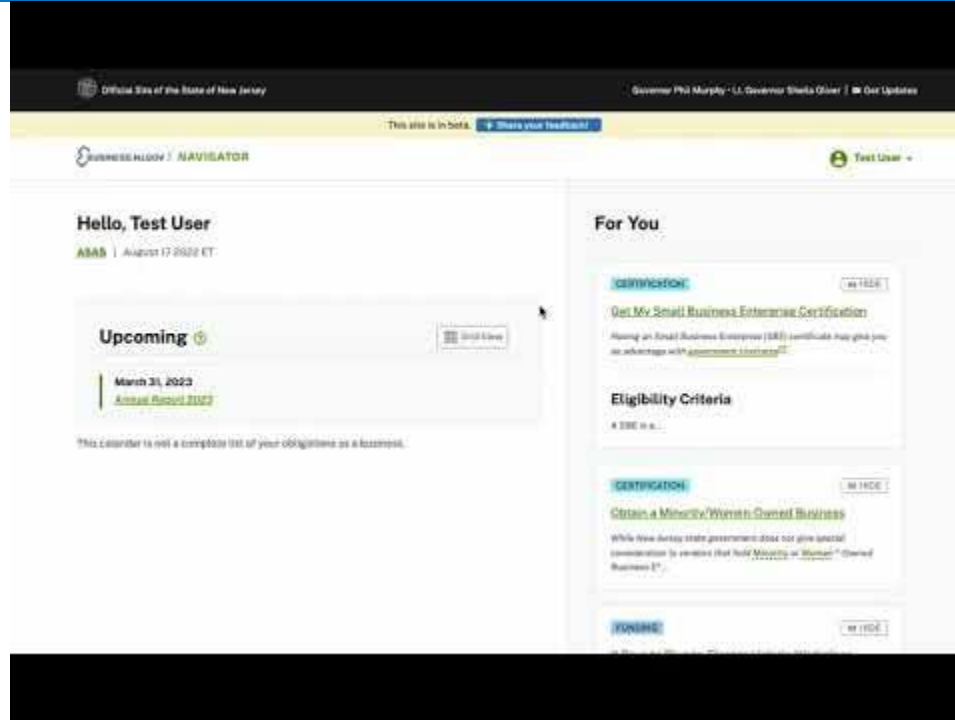
CERTIFICATION [See More](#)
Get My Small Business Enterprise Certification
Having an Small Business Enterprise (SBE) certification may give you an advantage with government contracts.

Eligibility Criteria
A SBE is a...

CERTIFICATION [See More](#)
Obtain a Minority/Women Owned Business
With New Jersey state government does not give special consideration to ensure that hold Minority or Women Owned Business.

FUNDING [See More](#)

TOGGLE BUTTON



NAVBAR

Unregistered / Onboarding

 BUSINESS.NJ.GOV | NAVIGATOR

Log in

 Guest

Unregistered / Roadmap

 BUSINESS.NJ.GOV | NAVIGATOR

Complete Registration

Log in

 Guest 

Business Profile

Registered

 BUSINESS.NJ.GOV | NAVIGATOR

 Maria Smith-Garcia 



Office of Innovation

ROADMAP DATA STRUCTURE REFACTOR

```
export interface Roadmap {  
  steps: Step[];  
}
```

```
export interface Roadmap {  
  steps: Step[];  
  tasks: Task[];  
}
```

NEXUS PROFILE

The screenshot shows a web browser window displaying the 'Business Navigator' application. The browser's address bar shows the URL 'businessnavigator.state.nj.gov/biznav/step5'. The page header includes the 'Official Site of the State of New Jersey' and the name of the Governor, Phil Murphy. A yellow banner below the header states 'This site is in beta.' with a 'Share your feedback' button. The main content area is titled 'Tell Us About Your Business (Step 5 of 6)'. Under the 'Location' section, it asks 'Where in New Jersey will your primary business activities be?' and features a dropdown menu with 'Allentown' selected. Below this, it asks 'Will you own or lease space in New Jersey?' with two radio button options: 'Yes, I will own or lease space in New Jersey' and 'No, I will not own or lease space in New Jersey'. At the bottom right of the form, there are 'Back' and 'Next' buttons, and a small blue circular icon with a white document symbol.

Business Navigator

Official Site of the State of New Jersey Governor Phil Murphy - Lt. Governor Shash Omer | Get Updates

This site is in beta. [Share your feedback](#)

businessnavigator | NAVIGATOR Log in Guest

Tell Us About Your Business (Step 5 of 6)

Location

Where in New Jersey will your primary business activities be?

Allentown

Will you own or lease space in New Jersey?

☐ Yes, I will own or lease space in New Jersey ☐ No, I will not own or lease space in New Jersey

Back Next

TAX TASK

The screenshot shows the 'Business Registration' portal for New Jersey. The left sidebar lists steps: 1. Identify Available Business and Form Your Business, 2. Test Your ID from the BRG, 3. Register for State Taxes and Employee Purposes (highlighted), and 4. After Registering Your Business. The main content area is titled 'Business Registration' and includes a note: 'You have not saved a NAICS Code yet'. Below this is a list of required information: NAICS Code, Estimated start date, Description of your business activity, Estimated number of employees (if applicable), Anticipated first payroll withholding date for employees (if applicable), Information on if and when you expect to report and collect sales tax, Owner information, Mail to address and business location(s), and Other taxes you may collect (e.g., motor fuels and cigarette/tobacco taxes). A 'Next Steps' section lists: 1. Register for State Taxes (with a link to the NJ Tax ID page) and 2. Save your Tax ID. A confirmation message states: 'New Jersey Tax ID "12312323" has been saved. Edit Tax ID | Remove Tax ID'. A green box at the bottom lists items received upon completion: Business Registration Certificate (BRG), NJ Tax ID, Business Tax PIN, Authorization to Collect Sales Tax Certificate (if applicable), and an email confirmation for online registration.

TAX REGISTRATION

You're All Done with Tax Registration!

Now we can see what certifications you're eligible for, tell us your...

Business Name
Your Business Name is listed on your [Certificate of Formation or Authorization](#).

Enter Business Name

Tax ID
Find your Tax ID in your [registration confirmation email](#).

Enter Tax ID

Business Ownership
At least 51% of my business is owned and controlled by (select all that apply):

Select Ownership

Current Number of Employees
If you have no employees right now enter 0. You can change this as you add employees.

Enter Number of Employees

Cancel Save

Didn't Register Yet?

If you change your task status, you will need to resubmit your Tax ID and will lose access to your Certifications.

Cancel Continue

Official Site of the State of New Jersey | Governor Phil Murphy | Lt. Governor Sheila Oliver | Get Updates

Business Hub | NAVIGATOR | Certifications Added! The certification programs you may be eligible for are now listed in the "For You" section on the right side of the screen.

Hello, Maria Smith-Garcia | May 25, 2022 EST

My Tasks

Plan

Plan Your Business (1 month)

Have a strong business plan in place to make later decisions and filings easier and more predictable.

- COMPLETED Evaluate Your Location
- COMPLETED Write Your Business Plan
- COMPLETED Determine Size Requirements

Start

Register and Form Your Business (1 month)

Get legally recognized by the State and federal government so you can start acting on behalf of your business.

- COMPLETED Search for Available Business Names Required
- COMPLETED Get Your EIN from the IRS Required
- COMPLETED Form Your Business Entity Required
- COMPLETED Register for State Taxes and Employer Purposes Required

After Registering Your Business (1-3 months)

Enter insurance and/or location agreements in your business' name to protect both you and your business legally.

- NOT STARTED Determine if You Are Eligible for Cannabis Priority Status
- NOT STARTED Apply for Your Conditional Cannabis License
- NOT STARTED Sign Your Lease
- NOT STARTED Obtain Zoning Approval
- NOT STARTED Prepare for Site Renovation if Applicable
- NOT STARTED Get an Insurance Policy

Before Opening Your Site (1-3 months)

Obtain industry-specific approvals or inspections to make sure you're in compliance with State or local laws before opening.

- NOT STARTED Submit Your Cannabis Conversion License
- NOT STARTED Get Your Mercantile License if Your Town Requires It
- NOT STARTED Obtain Site Safety Permits

Upcoming

July 17, 2022
Annual Report 2022

FOR YOU 5 Total

Find Funding

If you're done setting up your business, and completed all required tasks, we can help your task list, and show you funding opportunities you may be eligible for.

Hide Tasks & Show Funding

CERTIFICATION HIDE

Veteran-Owned Small Business Certification

This federal contracting program offers assistance to small business owners who are service-disabled veterans.

CERTIFICATION HIDE

Minority and/or Woman-Owned Business Enterprise Certification

This federal contracting program offers assistance to small business owners who are service-disabled veterans.

You're 40% Done!

You have 8 optional tasks left to complete and 1 required task.

Welcome!

Welcome to the Navigator, your personalized guide to search and grow your New Jersey business.

Once you have completed all required tasks, you can apply for State certifications, get funding, and more.

View Hidden Opportunities 0

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Made with ❤️ by the Office of Innovation | Powered by Open Source

Follow us on

TAX REGISTRATION

The screenshot shows a web browser window with the URL `des.navigator.business.nj.gov/taxregistration-frm-boss`. A modal dialog box titled "You're All Done with Tax Registration!" is displayed in the center. The dialog contains the following sections:

- You're All Done with Tax Registration!** (Title bar)
- Now we can see what certifications you're eligible for, tell us your...
- New Jersey Tax ID**
 - What is your Tax ID?
 - Input field containing: 1023123123
- Business Ownership**
 - At least 51% of my business is owned and controlled by (select all that apply):
 - Dropdown menu showing: a minority, a partner, a partner
- Current Number of Employees**
 - If you have no employees right now enter 0. You can change this as you add employees.
 - Input field containing: 8
 - Red text below: Please enter number of employees.
- Buttons: Cancel, Save

At the bottom of the dialog, there is a small note: * All business owners must withhold state tax for employees if applicable.

IMPACT

- Evidence that a civic technology organization can be modern and drive innovation to better serve its constituents
 - **Total Navigator users:** 63,384
 - **Users who have created business roadmaps:** 18,207
 - **Users who have created an account:** 12,910
 - **Businesses who have submitted formation documents via the Navigator:** 3,029

THANK YOU

Questions?



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