

Impact Report



2020-2024

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About Us

“We will create a first-stop, single digital portal for businesses to promote improved access to business services across the state...linked to an interactive digital permitting platform. **”**

-Governor Murphy's Stronger and Fairer Economic Plan

Business.NJ.gov is a digital platform serving as a one-stop shop for businesses to navigate and complete permits and licenses in New Jersey. Designed to streamline and simplify the process of starting, operating, and growing a business in the state, Business.NJ.gov offers comprehensive support for entrepreneurs and small business owners.

Business.NJ.gov provides a wide range of resources, including:

- Business Starter Kits for navigating licensing and permits
- Personalized recommendations for funding opportunities across the State
- Updates on the latest regulations and funding opportunities
- A customized calendar with tax obligations and permit renewal deadlines

This report outlines the impact that Business.NJ.gov has had on the New Jersey business community since its launch in March 2020 through October 2024.



26,772,753

Number of times Business.NJ.gov content appeared in web search results from Oct. 31, 2023 to Oct. 31, 2024

7,329,900

Number of users who visited Business.NJ.gov from Mar. 15, 2020 to Oct. 31, 2024

2,081,293

Number of users who visited Business.NJ.gov from Oct. 31, 2023 to Oct. 31, 2024



1. Making it Easier to Start and Grow a Businesses

“ I am truly thankful as a small business owner of how manageable you have made this for me. I truly believed that it was going to be so hard to register my small home business. ”

-Business.NJ.gov user

Prior to Business.NJ.gov, to start and operate a business in the Garden State, companies and aspiring entrepreneurs had to navigate a byzantine process, sifting through 15 State websites to find information and creating multiple accounts to file forms and regulatory filings. Business.NJ.gov streamlines these processes and consolidates tasks spread across multiple agencies into a single, easy-to-use platform for New Jersey businesses.



Business.NJ.gov has been accessed by millions of users, hundreds of thousands of whom have leveraged our business content featuring information from more than a dozen State agencies.

→	Number of users who obtained Business.NJ.gov's personalized guides to starting their business	722,766
→	Number of visits to agency-related permits and licenses on Business.NJ.gov	196,072
→	Number of users who found funding resources	156,928
→	Average time to start a business from concept to filing on Business.NJ.gov	1d, 13h

MAKING IT EASIER TO START AND GROW A BUSINESSES

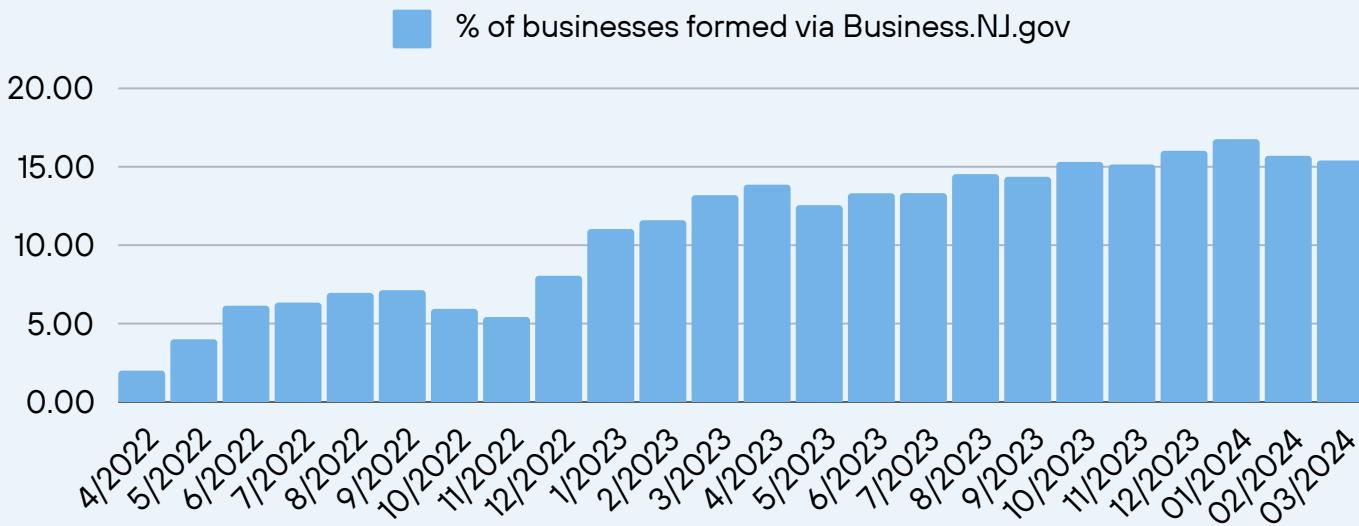
Business.NJ.gov directly facilitated the formation of over 46,000 businesses and guided business owners through hundreds of thousands of tasks related to starting or operating their businesses.



Number of businesses formed via Business.NJ.gov from Apr. 2022 to Sept. 2024

46,749

More than 15% of all businesses formed in New Jersey are now formed via Business.NJ.gov. The percent of businesses formed via Business.NJ.gov has grown by 640% since the platform enabled business formation in 2022.



Users report that Business.NJ.gov saves them time and are more likely to start a business using Business.NJ.gov's starter kits and other features within the platform that help business owners start and operate their business.



Percent of users who say they are more likely to start a business using Business.NJ.gov

75%



Percent of users who say Business.NJ.gov saved them time

71%

2. Improving Awareness and Compliance of Permits, Funding, and More

Business.NJ.gov enhances access and government transparency for New Jersey's business community through several key initiatives. By partnering with State agencies, the platform simplifies complex regulatory requirements into accessible digital formats, making it easier for business owners to obtain permits and licenses.

To save users time, Business.NJ.gov integrates with various databases and systems, providing seamless access to essential information. This centralized hub allows quick retrieval of licenses statuses and other relevant information by business owners.

The platform also uses plain language to explain rules and regulations, making it easier for business owners to understand their obligations. This approach fosters a more transparent business environment.

Additionally, Business.NJ.gov keeps the community informed through a newsletter with more than 250,000 subscribers, providing updates on regulatory changes, funding programs, and other essential information.

271,866

Number of Business.NJ.gov newsletter subscribers receiving biweekly updates on new laws and funding programs

58,995

Number of users referred to partner agency sites in Q3 2024

148

Number of permits explained in Business.NJ.gov

19

Number of agency systems accessed by Business.NJ.gov

Our Agency Partners



IMPROVING AWARENESS AND COMPLIANCE OF PERMITS, FUNDING, AND MORE

Business.NJ.gov clarifies regulatory terminology in easy-to-understand language specific to the permit or license the user is trying to understand.

→ Number of interactive definitions explaining confusing government terminology as of Oct. 2024 **159**

Business.NJ.gov has explained or integrated more than 100 unique permits, licenses, and certifications covering millions of potential interactions between business owners and State regulatory documents.

2,800,000

Approximate number of annual permit interactions covered by permits explained in Business.NJ.gov

1,750,000

Approximate number of annual permit interactions covered by permits integrated in Business.NJ.gov

Approximate percent of annual permit interactions explained in Business.NJ.gov

50%

Approximate percent of annual permit interactions integrated into Business.NJ.gov

30%

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This road map helped me and saved me hundreds I was going to pay another company to set up my business for me. This was easy to use and follow. Thank whoever came up with it and made it happen. This tool is awesome.

-Business.NJ.gov user

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3. Unifying the Customer Service Experience

Business.NJ.gov enhances customer service for New Jersey's business community through several strategic initiatives.

By partnering with various State agencies, the platform offers a Live Chat service where users can directly correspond with experts relevant to their issues. This immediate access to specialized advice ensures accurate and effective assistance for business owners.

The Live Chat also streamlines interagency communication on customer requests and support. When queries involve multiple agencies, the platform facilitates interagency coordination resulting in helpful and timely responses to business owners. The overwhelming majority of users report they are satisfied with their Live Chat experience.

Through these initiatives, Business.NJ.gov demonstrates a strong commitment to improving customer service, making it easier for New Jersey business owners to navigate challenges and focus on growth.



UNIFYING THE CUSTOMER SERVICE EXPERIENCE

Tens of thousands of New Jersey business owners have relied on the Business.NJ.gov Live Chat to answer critical questions regarding their businesses.

→	Number of conversations in Live Chat from Mar. 15 2020 to Oct. 15, 2024	144,887
→	Median response time to reply to inquiries via Live Chat	2m 48s

New Jerseyans that have relied on the Live Chat report high satisfaction rates.

→	Percent of users who report being very happy or happy with their conversations	70%+
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Business.NJ.gov brings together multiple agencies to coordinate on customer questions that require interagency expertise.

→	Number of agencies participating in Live Chat	5
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I've registered at least 10 companies over the course of my career and this navigator is BY FAR the easiest and best experience I've had working with a state government. This is not only a huge relief for me as an entrepreneur starting a new business but reflects extremely well on New Jersey making an effort to be more business-friendly and makes me much more positive about doing business in NJ.

-Business.NJ.gov user

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4. Driving Equity and Accessibility

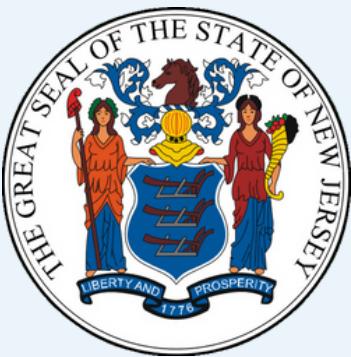
Business.NJ.gov has significantly improved equity and accessibility for New Jersey's business community. The platform has been expanding its Spanish content, advancing efforts to meet diverse language needs. Users from every region of New Jersey access the site, highlighting its extensive reach. The platform attracts a diverse demographic, encompassing various age groups and genders, reflecting a commitment to promoting an inclusive and accessible business environment.



→	Approximate year-over-year growth in sessions from members of underserved communities	80%
→	Percentage of static site pages on Business.NJ.gov translated into Spanish	100%
→	Number of users accessing Spanish language content from Jan. 1 - Oct. 1, 2024	144,775

Thank you

Business.NJ.gov is brought
to you by:



If you have any questions or
feedback about this report,
please email
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