



StartUp Mendocino

BUSINESS ACCELERATOR

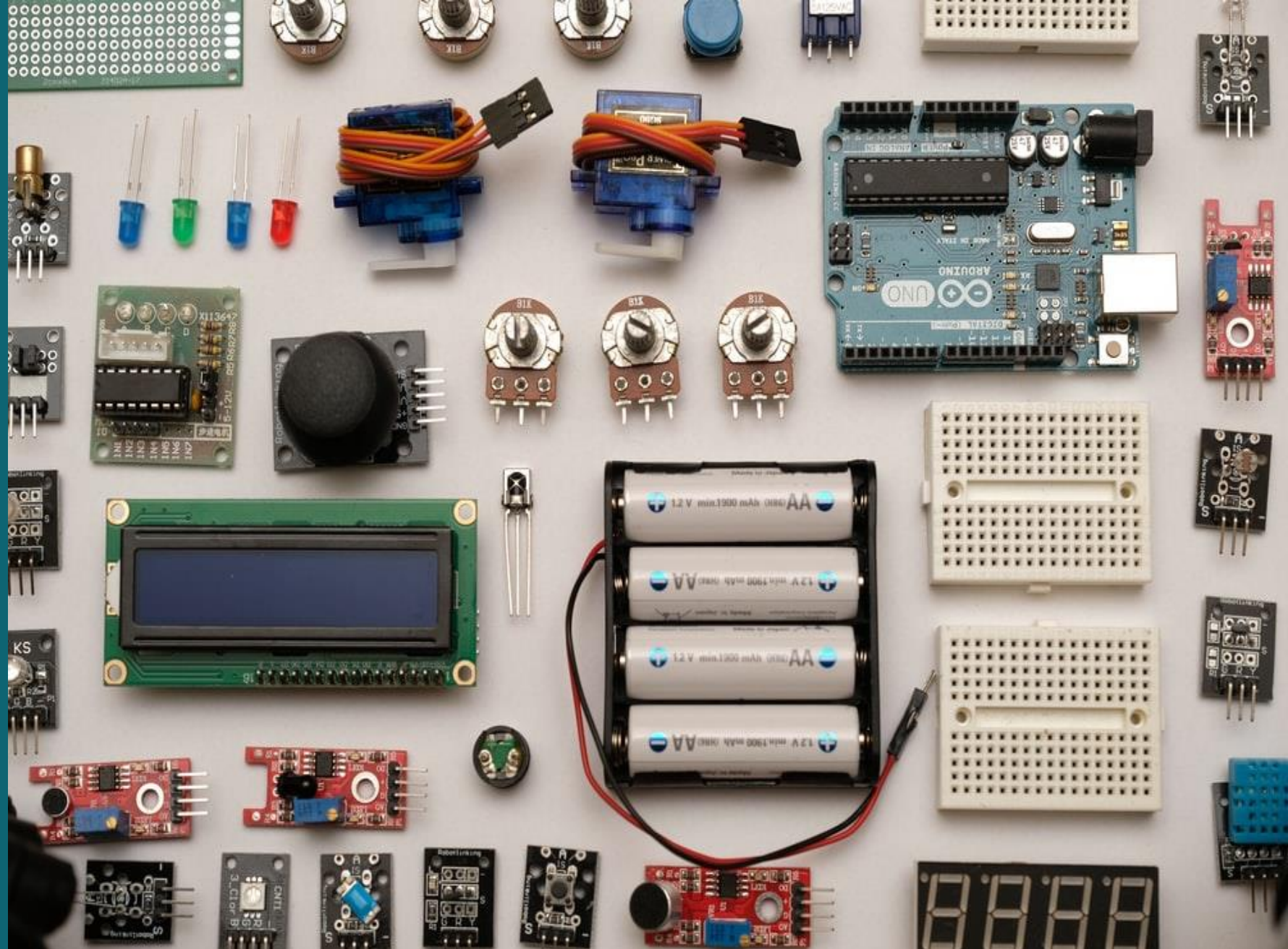
2024



Getting Digital: *What technology do you need to run your business?*

Agenda

- Updates
- Why Is Technology Important?
- The Seven Technology Platforms
- Digital Tools
- Next Steps





LIVE,
WORK,
CREATE

Updates

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Why Tech, why now?

1. Increased Efficiency

2. Enhanced Customer Experience

3. Improved Communication

4. Data Driven Decision Making

5. Competitive Advantage

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Business Technology Overview

Hardware: Computers, Mobile Device, IPAD, Servers

Software: Applications and Systems

Networks: Internet, Intranets, VPNS

Data Management: Databases, Cloud Storage

Security: Firewalls, Antivirus, Encryption

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Leadership
Vision



Vision Organization and Strategic
Planning



Financial Forecasting

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Management *Productivity*



Office Suites



Collaboration Tools



Email Services



Video Conferencing



Finance *Accounting*

Bookkeeping

Payroll

Banking

Financial Forecasting



Marketing Activity

Email List Management/Marketing

Social Media

Graphic Design

Content Management

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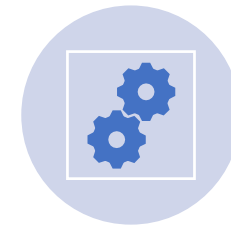
People



Project
Management



Human Resources



Internal Operations



Fulfillment



Shipping



Credit Card Processing



Service Experience

Sales



CRM

Transaction Processing

Electronic Contracts and Signing

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Key Considerations When Choosing Technology

Business
Needs and
Goals

Budget
Constraints

Scalability and
Flexibility

User
Friendliness

Integration
with Existing
Systems

Customer
Support and
Training

Security and
Compliance

Steps To Implement Technology in Your Business

1. Assess Your Needs
2. Research Options
3. Plan the Implementation
4. Pilot Testing
5. Training Your Team
6. Full Deployment
7. Monitor and Evaluate

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Next Steps

Stay Informed of Tech Trends(Harvard Business Review)

Check Your Current Systems(Are they current?)

Is everyone trained?(Including You?)

What are your next three?

THANK YOU FOR BEING PART OF



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