

# **NYC Business Express**

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**Overview**

**September 16, 2009**

## What is NYC Business Express?

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NYC Business Express will make starting, operating, and expanding a business in New York City clearer, faster, and simpler by providing a comprehensive customer-driven online service to manage interactions with the City of New York.

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Through NYC Business Express ([www.NYC.gov/BusinessExpress](http://www.NYC.gov/BusinessExpress)) business customers can:

- Search for information to learn about City, State, and Federal regulations
- Search for information about incentives for which they might qualify
- Create customer accounts to save business scenarios
- Apply online for 21 Department of Consumer Affairs licenses

Additional information and functionality will be added to NYC Business Express throughout 2009 and into 2010.

# NYC Business Express Wizard



The NYC Business Express Wizard provides business customers with a customized list of business requirements, based on their unique business plans. Currently, the Wizard provides advice and information for businesses in sectors, covering 92% of businesses operating in New York City.

The screenshot displays the 'Step 1: Sector' wizard interface. At the top, there are navigation tabs for '1. Sector', '2. Structure', '3. Place', '4. People', '5. Product', and 'RESULTS'. Below the tabs, the 'Step 1: Sector' section is active, showing a 'Scenario: New' and 'Page: 1'. A list of sectors is provided for selection, including Administrative and Support Services, Arts, Entertainment and Recreation, Construction, Finance and Insurance, Food and Beverage Services, Health Care, Real Estate, Rental and Leasing, Retail, Services, and Wholesale Trade.

A callout box points to the wizard interface, stating: "1. Business customers are asked a series of questions about their business".

The main content area shows a 'Requirements' list with columns for 'Requirements' and 'Resources'. The list includes sections for 'Create Your Business', 'Open Your Business', and 'Operate Your Business'. A callout box points to this list, stating: "2. A customized list of business requirements is generated based on the business customer's responses".

The 'Open Your Business' section is expanded to show a detailed view for 'Laundry Jobber License'. This view includes a 'GENERAL INFORMATION' section with fields for Agency, Description, Application Materials, and Additional Information. A callout box points to this detailed view, stating: "3. Description Pages provide step-by-step requirements for compliance".

# NYC Business Express EasyStart

EasyStart is a tool that provides a list of requirements for typical basic business scenarios and is useful for business customers who are in the early planning process.

After viewing an EasyStart scenario, you can return to the Wizard to customize the selections made.



The Incentives Estimator provides a customized list of incentives for which a business may be eligible.

The Incentives Estimator includes information about City, State and Federal incentives and provides step-by-step instructions for applying for those incentives. Currently, there are five programs for which dollar value estimates are available. These include:

1. Empire Zone Investment Tax Credit
2. Lower Manhattan Energy Program
3. Relocation and Employment Assistance Program
4. Energy Cost Savings Program
5. Empire Zone Employment Incentive Credit

The screenshot shows the NYC Business Express website's Incentives Estimator page. At the top, there is a navigation bar with the NYC Business Express logo, a search bar, and buttons for Wizard, Incentives, Index, Home Page, Help, and Feedback. The main content area is titled "Incentives Estimator" and includes a "Incentives Help" sidebar with contact information. The main text explains that the estimator provides a customized list of incentives and includes a disclaimer. A large blue button labeled "Accept and Begin the Incentives Estimator" is prominently displayed, along with a "Return to Homepage" button at the bottom.

## Index and Keyword Search

Business customers can also access information on NYC Business Express through the Index and Search functions available:

- The Index allows users who are looking for a specific item to select it from a list of all permits, licenses, incentives and other useful information. This list can be viewed either alphabetically or by the issuing Agency.

Select:

Records:

**A** **City** Amusement Arcade License (014) *(Consumer Affairs, Department of)*  
**City** Asbestos Rules and Regulations *(Environmental Protection, Department of)*

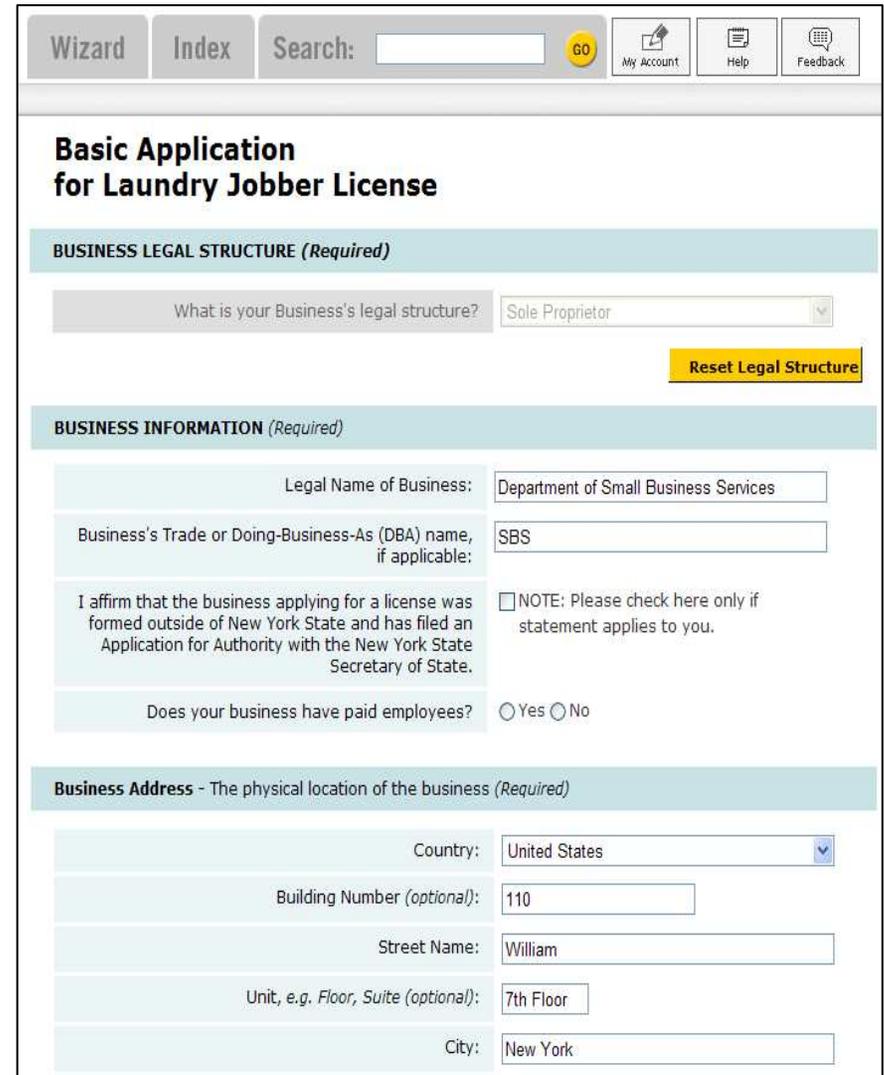
**B** **City** Bureau of Fire Prevention Documents/Forms *(Fire Department)*  
**City** Business Insurance *(Small Business Services, Department of)*  
**City** Business Assistance *(Small Business Services, Department of)*

- The Search function enables customers to use Keywords to search for business information.

Search:

NYC Business Express enables business customers to apply online for new licenses – entering their information only once, and only when it is needed.

- For customers who provide information in their account profile, all relevant information will automatically pre-populate the corresponding fields of each application.
- Business customers can currently apply online for 21 Department of Consumer Affairs licenses including Electronics Store and Pawnbroker licenses



The screenshot shows a web application interface for applying for a 'Laundry Jobber License'. At the top, there are navigation tabs for 'Wizard' and 'Index', a search bar with a 'GO' button, and utility links for 'My Account', 'Help', and 'Feedback'. The main heading is 'Basic Application for Laundry Jobber License'. Below this, the form is divided into three sections: 'BUSINESS LEGAL STRUCTURE (Required)', 'BUSINESS INFORMATION (Required)', and 'Business Address - The physical location of the business (Required)'. In the 'BUSINESS LEGAL STRUCTURE' section, there is a dropdown menu for 'What is your Business's legal structure?' with 'Sole Proprietor' selected, and a 'Reset Legal Structure' button. The 'BUSINESS INFORMATION' section contains fields for 'Legal Name of Business' (Department of Small Business Services), 'Business's Trade or Doing-Business-As (DBA) name, if applicable:' (SBS), a checkbox for 'I affirm that the business applying for a license was formed outside of New York State and has filed an Application for Authority with the New York State Secretary of State.' (unchecked), and a radio button question 'Does your business have paid employees?' with 'Yes' selected. The 'Business Address' section includes fields for 'Country' (United States), 'Building Number (optional):' (110), 'Street Name:' (William), 'Unit, e.g. Floor, Suite (optional):' (7th Floor), and 'City:' (New York).

There's increasing functionality being built into NYC Business Express:

- All sectors relevant to New York City will be added to the NYC Business Express Wizard by the end of 2009
- Additional programs will be monetized in the Incentives Estimator
- Customers will be able to submit more online applications from additional city agencies
- Customers will be able to pull information about their account with the City including status and fee updates from Agencies