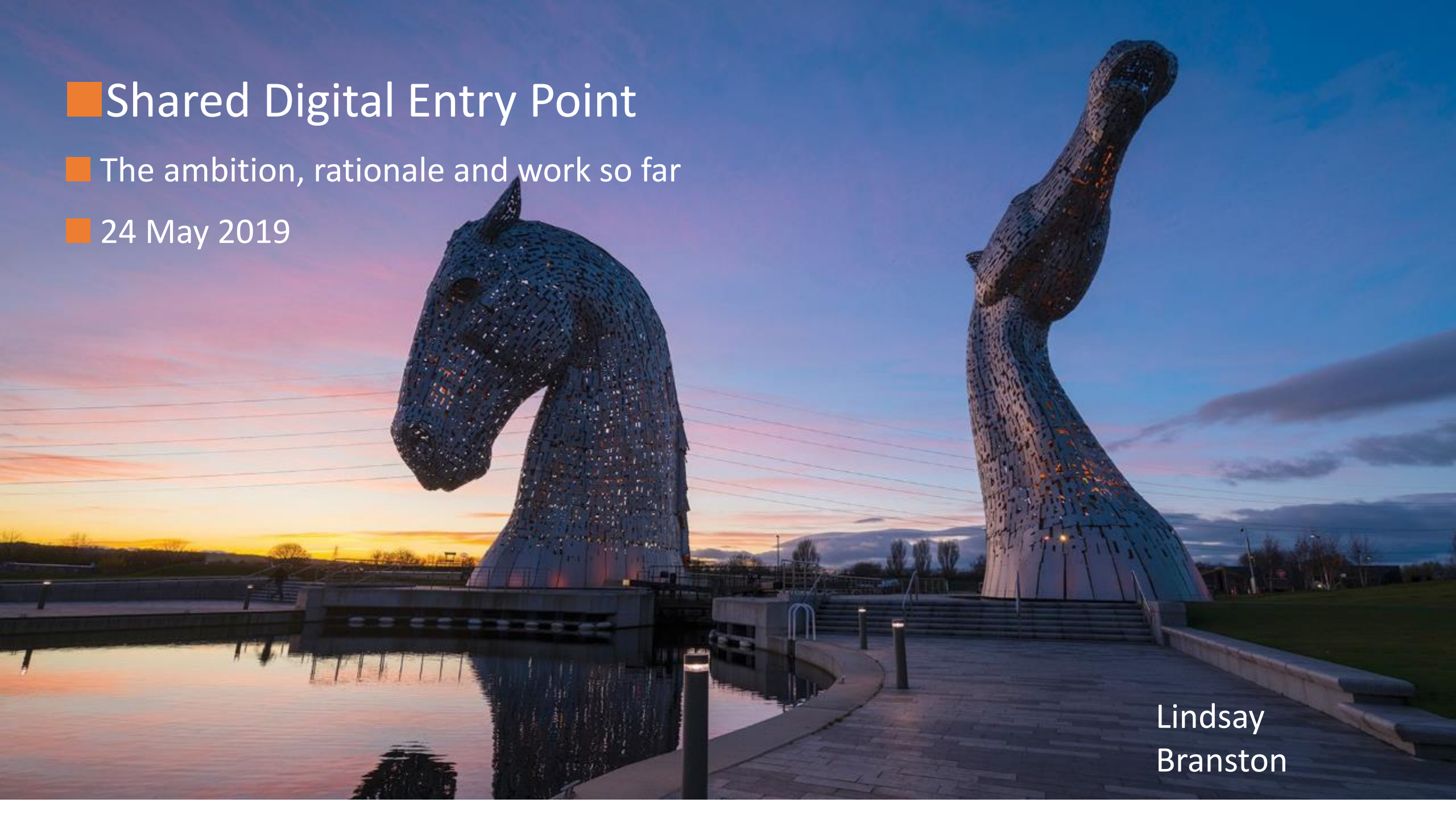


■ Shared Digital Entry Point

■ The ambition, rationale and work so far

■ 24 May 2019



Lindsay
Branston

FindBusinessSupport.gov.scot

Introduction

- Real life context
- Demo of FindBusinessSupport.gov.scot
- Next steps



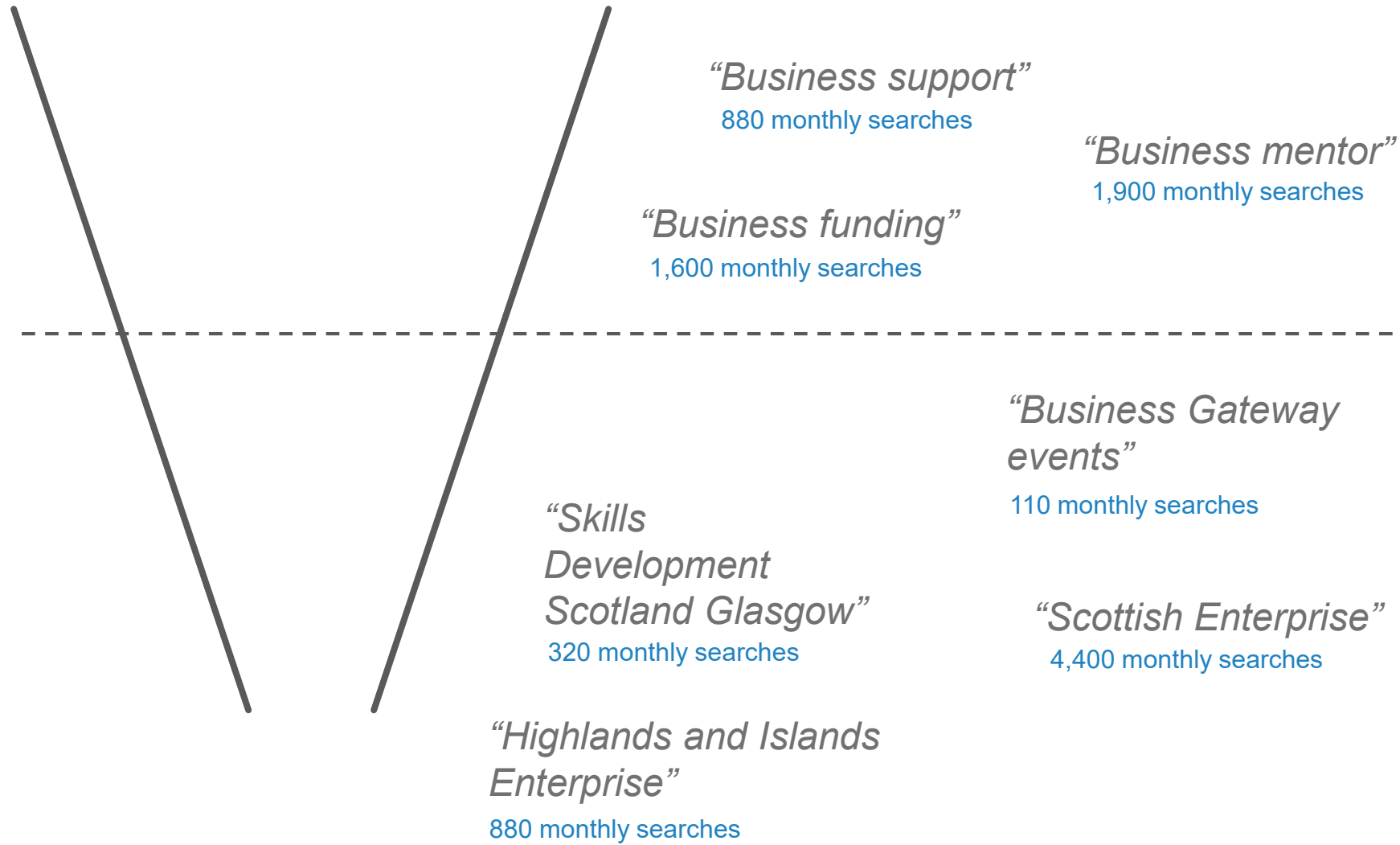
What does the problem look
like in the
real world?



Researching what's out there



Ready to take action





business support

business support

business support **jobs glasgow**

business support **assistant**

business support **manager**

business support **services**

business support **officer**

business support **manager glasgow**

business support **scotland**

business support **glasgow**

business support **administrator police scotland**

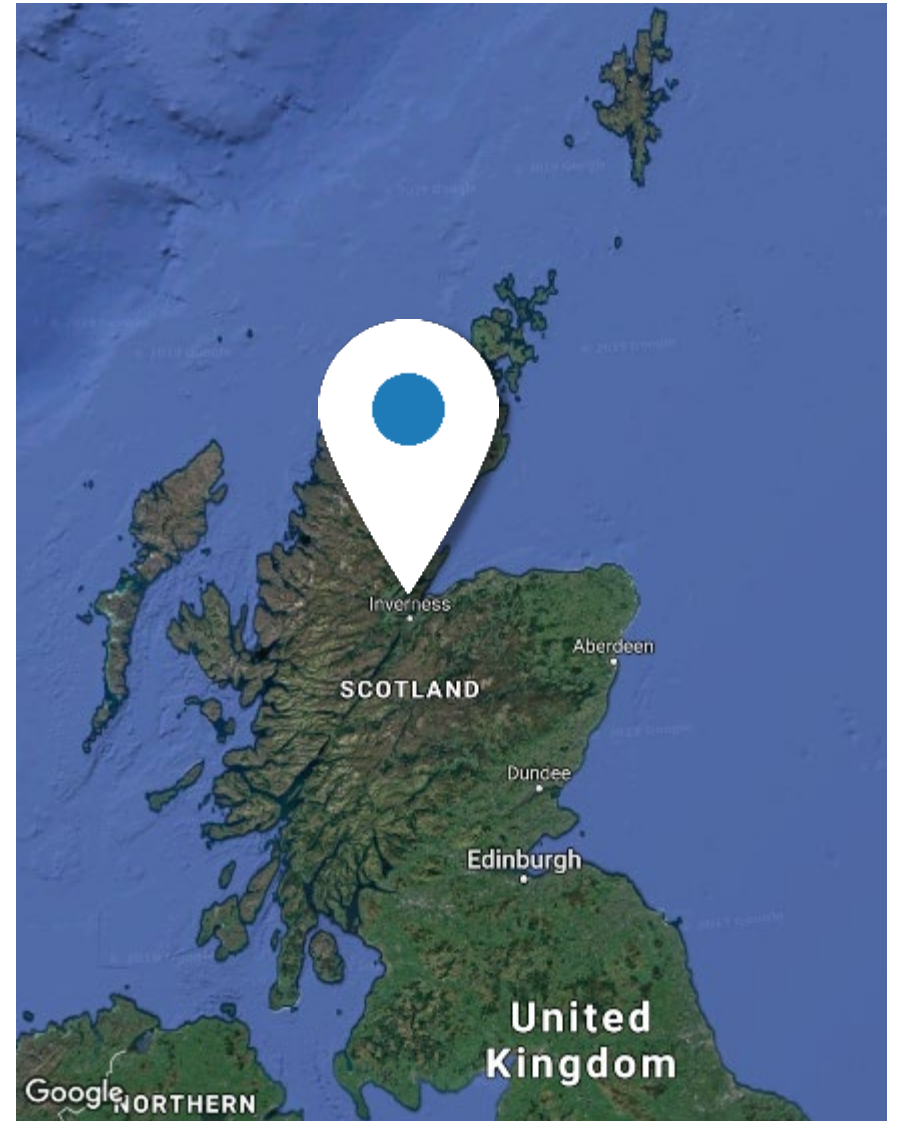
Google Search

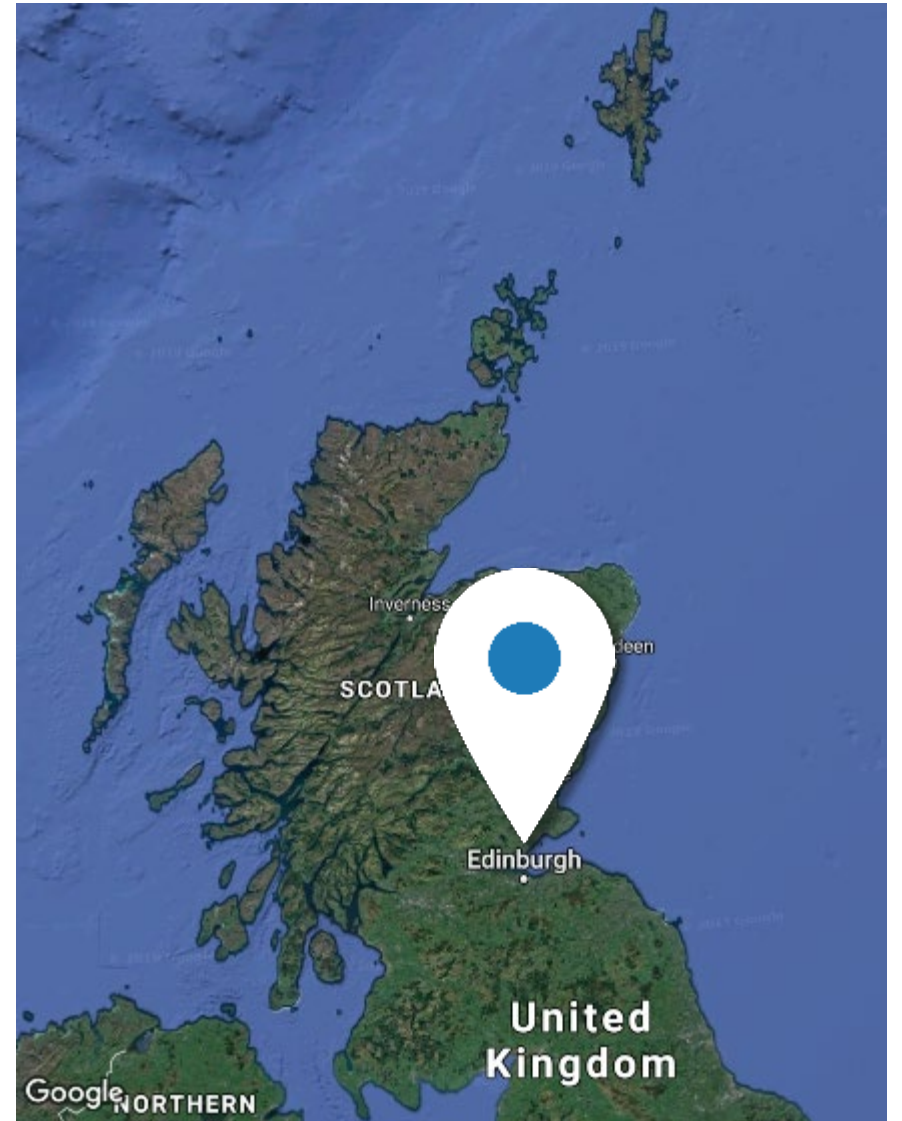
I'm Feeling Lucky

Report inappropriate predictions



Highlands and Islands Enterprise
Iomairt na Gàidhealtachd 's nan Eilean



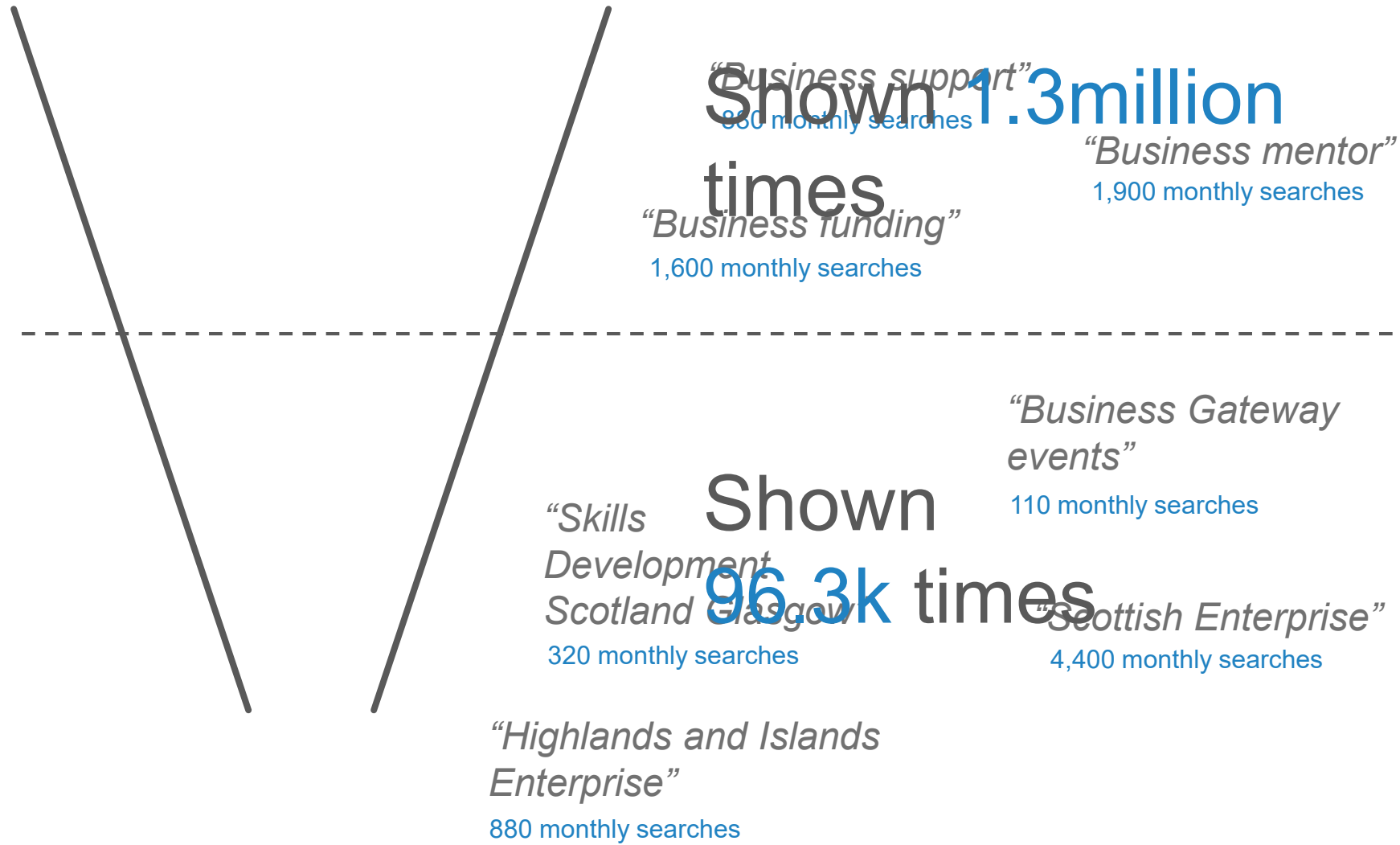




Researching what's out there



Ready to take action



Shown 1.3million times

"Business support"
880 monthly searches

"Business mentor"
1,900 monthly searches

Shown 96.3k times

"Skills Development Scotland Glasgow"
320 monthly searches

"Business Gateway events"
110 monthly searches

"Scottish Enterprise"
4,400 monthly searches

"Highlands and Islands Enterprise"
880 monthly searches

Demo.



Sam

Finance director of a manufacturing business

Works long hours

Doesn't know who could offer support

Glued to her laptop and phone

Business wants to begin exporting



exporting support for businesses

Google Search

I'm Feeling Lucky

Find business support in Scotland

Need help growing your business? We've gathered together support services for all company sizes and sectors across Scotland. From funding, training and advice to exploring new markets and fresh ways of working.

[BROWSE ALL SUPPORT SERVICES >](#)

What our customers say

[Technology](#)

[Tourism](#)

[Manufacturing](#)

[Oil and gas](#)

[Creative](#)

<https://www.screencast.com/t/IQyqwGOo9A>

Next steps

- Adding more features, including personalised search and more filters
- Expanding out the products and services to be displayed
- Starting to bring more partners onboard
- Making improvements based on feedback from users of the prototype

Thank you.