

# INSYGH T

## FOR BUSINESS INCUBATORS

### INSYGH T SAVES TIME

With InsYght, economic development professionals no longer have to be experts on every type of business and industry. By leveraging the collective intelligence of the broader economic development community, InsYght's diagnosing technology will help you better analyze the challenges your clients face and how to overcome them. This process also saves you time, allowing you to quickly refer those who may not be a good fit for your services.

### NEW TOOLS FOR RESOURCE PROVIDERS

InsYght combines the resources found at your organization with the nation's largest business resource index ever assembled. Access to this large inventory increases any one provider's ability to help its clients and creates new possibilities for entrepreneurs.

### SERVE A LARGER AUDIENCE

InsYght is available for free on the websites of a growing number of resource providers including libraries, municipalities, business associations, government organizations, and universities. This allows your organization to reach a wider audience by enabling entrepreneurs to get connected with your programming and services from any website in the partner network.

### DATA TO INCREASE EFFICIENCY

InsYght collects data that shows what entrepreneurs need most and where they are finding it. This information allows you to track which services at your organization have the most demand and how clients are benefitting from these programs. These analytical tools can help guide funding, align resource offerings with demand and shape new targeted programming for entrepreneurs.