



MyBizColorado

Start your **new** business

MyBizColorado

(mybiz.colorado.gov)

Category: Digital Government: Government to Business

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COLORADO

**Governor's Office of
Information Technology**

Serving people serving Colorado

Executive Summary¹

Barn raising. Nothing else conveys the spirit of the West better than the tradition of joining together to build a neighbor's barn. There may not be many barn raisings nowadays, but there are plenty of opportunities to work together for the common good right here in Colorado.

One example is through the successful June 2018 launch of MyBizColorado (mybiz.colorado.gov), a project developed jointly by the Governor's Office and the Secretary of State to achieve the state's shared goal of offering the best possible service to the business community. The project engaged more than a half dozen state agencies working together to provide new businesses a better and faster way to register and meet many state requirements. This commitment gives Colorado its well-deserved "business friendly" reputation that encourages so many new businesses to form here. In the first few months alone, thousands of business registrations and licenses were issued to users of the MyBizColorado system.

MyBizColorado offers new businesses a website built with state of the art technology, a user-focused design, and streamlined procedures to help new companies get up and running successfully. What can you do by visiting MyBiz.Colorado.gov? You get a single system to interact with multiple state agencies responsible for new businesses, including the Secretary of State's Office, Department of Revenue, Department of Labor and Employment, and Office of Economic Development and International Trade.

MyBizColorado is accessible, intuitive, and efficiently helps businesses register with state agencies and obtain the necessary licenses and permits to begin operations. Users will find a resource library and tutorials to help plan and develop new businesses, and numerous prompts along the way that provide assistance or point you to a contact person who can answer questions. With MyBizColorado, users find everything they need in one place - instead of having to go to individual websites for the Department of Labor and Employment, Department of Revenue, and others.

MyBizColorado, which is available in English and Spanish, is especially helpful for small businesses that do not have the resources or staff of big corporations but are vitally important to Colorado's economy. In fact, small businesses in Colorado employ one million people, nearly half the state's workforce.

Clearly, Colorado welcomes new business and we're all willing to lend a hand. MyBizColorado - it's like a 21st century barn raising. We are proud that state agencies collectively built another exceptional tool and resource to support Colorado businesses and help our economy thrive. [Click here](#) to watch a short MyBizColorado video featuring former Colorado Governor John Hickenlooper and Secretary of State Wayne Williams.

¹ This summary is based on an Aug. 14, 2018 opinion piece published in The Colorado Springs Business Journal. Retrieved at <https://www.csbj.com/2018/08/14/opinion-mybizcolorado-gov-makes-state-even-friendlier/>.

Concept

Colorado Business Express (CBE) was an online application intended to help business owners get set up in the state - registering with the Secretary of State and filling out unemployment and tax forms with Colorado Department of Labor and Employment and the Department of Revenue respectively. However, the technology behind the decade-old system was slow, cumbersome, and unavailable for use on mobile devices. If a user made an error, they had to start over. The result was a high abandonment rates and calls to the state agencies for assistance. All stakeholders agreed it was in need of modernization.

[MyBizColorado](#) was a joint effort by the Governor's Office and Secretary of State with the support of several state agencies² to develop a user-focused, mobile-friendly solution organized to meet today's needs. As this was a multi-stakeholder project, the Governor's Office of Information Technology provided a Project Manager to work closely with the Statewide Internet Portal Authority³ (SIPA), and Colorado Interactive⁴. Additionally, a third party vendor was hired to build the solution on the Google Cloud Platform and another vendor hired to conduct the required Internal Verification and Validation (IV&V) for the project. Using a hybrid Agile/Waterfall approach, the team developed the web application on App Engine, a fully managed, serverless platform, with the data stored in Cloud Storage and Cloud SQL databases. Efforts were placed on the user experience and the elimination of "government speak." Focus groups were used to make sure common language was used to enhance the user experience. The system was financed through SIPA's self-funded model and without the use of taxpayer dollars.

MyBizColorado was specifically created to help new businesses get up and running and become part of the Colorado economy. As a single system that interacts with multiple state agencies, it is a user friendly, intuitive and a more expedient way to register a business and obtain the necessary licenses and permits. It will be especially helpful to emerging small businesses who don't have the resources or staff of larger companies. MyBizColorado was built in the Google Cloud and utilized open source modules. MyBizColorado follows compliance standards that define the best way to make content accessible not only through web browsers but also through assistive technology for users with vision, hearing, or other impairments. Combining 508 Standards with Web Content Accessibility Guidelines means that MyBizColorado adheres to a stricter compliance level. The highly secure site is not only mobile friendly, a user can log in using their Google, Facebook, or Twitter credentials.

² In addition to the project sponsors and project team, participating agencies included the Colorado Department of Labor and Employment, Colorado Department of Revenue, Department of Regulatory Agencies, Governor's Office of Economic Development and International Trade.

³ Created by statute in 2004, the [Statewide Internet Portal Authority \(SIPA\)](#) is a self-funded government authority made to be Colorado's single most comprehensive delivery channel for eGovernment services.

⁴ Colorado Interactive is the contractor overseen by SIPA that provides the platform and operational support of the statewide portal. The portal operates through a public-private partnership between the State and Colorado Interactive to help Colorado government entities web-enable their services.



MyBizColorado is the fastest way to register and manage a business. This is the official filing tool for the State of Colorado. You can start right now, or take a few moments to [learn more](#).

Ready to get started?

[START](#)

Already started? [Log in to continue](#)

[Haga clic aquí para continuar en español](#)

[Accessibility](#)

[Legal Notices](#)

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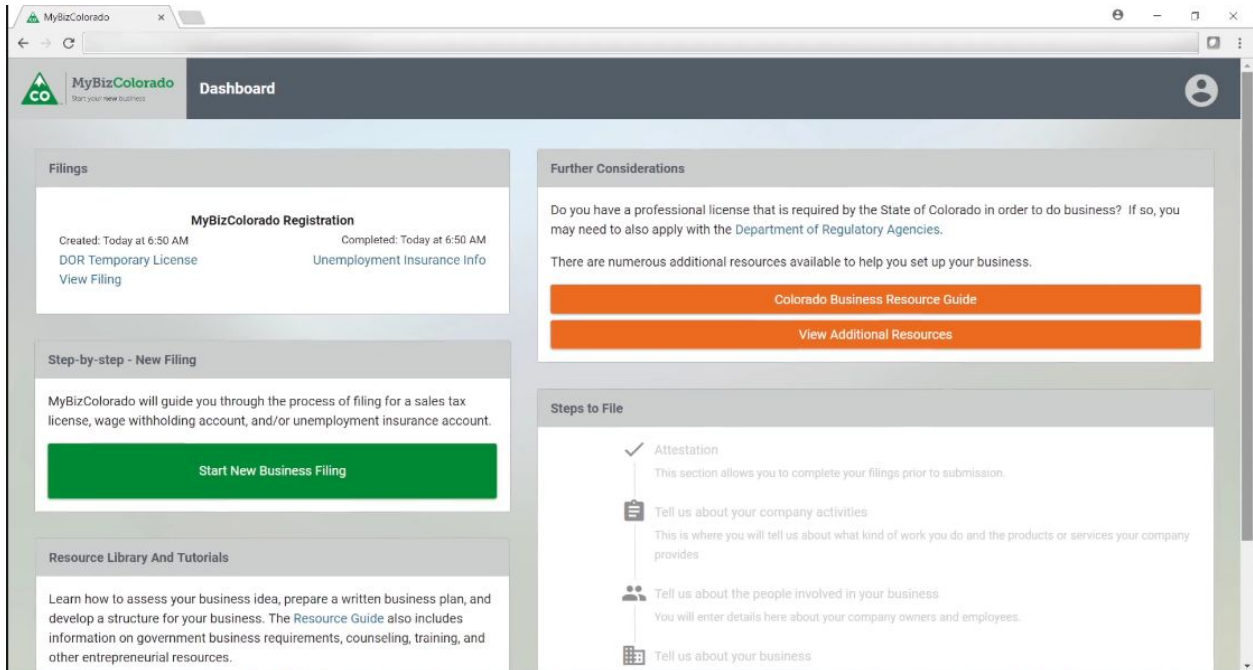
Significance

More than 117,600 new businesses registered with the state in 2017. MyBizColorado addressed the lack of essential features and functionality in the previous Colorado Business Express causing customer dissatisfaction and high-call volumes, and has enabled successful handling of ever increasing business filings in an intuitive, friendly computer based experience (in English or Spanish, for sighted and visually impaired users). If users have additional questions, the site intuitively directs them to the correct call center at each participating state agency. Since the go-live date, the total number of licenses issued through MyBizColorado is:

- Sales Tax Licenses - 15,387
- Wage Withholding - 18,167
- Unemployment Insurance - 13,799

This easy online application guides users step-by-step through the process of registering a new business or expanding an existing business with the state. MyBizColorado enables users to plan and coordinate their initial registration. Rather than visiting multiple agencies' websites, this intuitive one-stop-shop provides central access to:

- The Secretary of State's Office (SOS) for business name and other Colorado requirements.
- The Department of Revenue (DOR) for wage withholding, account creation, etc.
- The Department of Labor & Employment (CDLE) to register for unemployment insurance.
- Additional resources such as the Governor's Office of Economic Development and International Trade (OEDIT), representatives of the Small Business Development Centers (SBDC), as well the Department of Regulatory Agencies.



This cloud solution is also benefiting state agencies. For example, instead of using a local database to store application records, CDLE is now using a secure cloud repository that provides more robust search options. They also are using Google Analytics to analyze site traffic and proactively identify areas where people might be getting stuck in the registration process and then rewording or reordering those to move users through the process faster.

Impact

MyBizColorado was specifically built to be flexible. It will allow future enhancements and changes using a technology that will minimize future development costs.

Improvements and added functionality include:

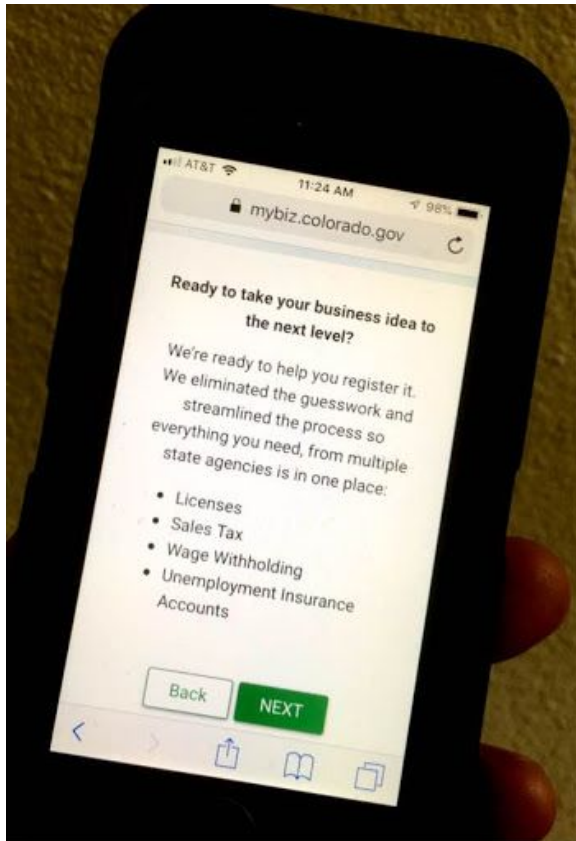
- Added Spanish and extended OEDIT content into Spanish
- Increased accessibility for blind users using JAWS reader
- Enhanced usability/experience
- Geared Help to context of each page
- Refreshed business workflows

Prior to MyBizColorado, it could take multiple days to get a business started. It now takes the average user about half of the time to complete an application. MyBizColorado:

- Reduces paper-based filings up to 40% by providing a faster, more efficient way to register a business.
- Improves the user experience, thereby decreasing initial session abandonment by

roughly 20% and phone calls to state agencies by 10% to 20%.

- Reduces state administrative costs and user transportation costs by providing a self-service, paperless process.
- Modernizes the registration process by supporting mobile access via tablets and smartphones.



“MyBizColorado demonstrates a common goal to provide the best possible service for the business community. It’s rewarding to see so many agencies sharing a unified commitment to welcome new businesses in our state,” said Secretary of State Wayne Williams. MyBizColorado is one website that opens many doors. Instead of a maze, MyBizColorado provides an easy-to-follow road map for starting a new business.”

BusinessWire. June 2018. MyBizColorado Website Provides Easier, Mobile-Friendly Tool to Launch New Colorado Businesses. Online: www.businesswire.com/news/home/20180605006545/en/MyBizColorado-Website-Easier-Mobile-Friendly-Tool-Launch-New