

WHAT IS

# INSYGHT

## INSYGHT KNOWS WHAT BUSINESS NEEDS

InsYght diagnoses the specific challenges that entrepreneurs and innovators face and instantly connects them to the business resources they need. With InsYght, business owners don't need to know where to start – only that they want to develop and grow their ideas or expand their businesses.

## THE INDEX OF BUSINESS RESOURCES

InsYght is the nation's largest index of resources for businesses ever assembled. Painstakingly researched and continuously updated, InsYght's inventory contains detailed information about a wide range of business resources. This growing inventory contains thousands of subsidized or free business support tools and services including mentoring, laboratory space, market analysis, funding opportunities and everything in between.

“

InsYght democratizes the barriers to success as measured in access to resources and speed to implementation. Access to the right resources at the right time for entrepreneurs is everything

*Michelle Lange, Director of the Walsh Institute at Walsh College*

”

## CONNECTING ENTREPRENEURS TO THE NETWORK

To reach all entrepreneurs who need help, InsYght is accessible for free online at [insyght.co](http://insyght.co) and on a growing number of partner websites. These InsYght portals are hosted by public libraries, community colleges, economic development agencies, government organizations, and business incubators – each site offering access to the complete set of InsYght's support resources.

## UNDERSTANDING THE NEEDS OF ENTREPRENEURS

As InsYght grows, it collects information from users about their businesses including their current business situation and profile, the challenges they face, the type of help they require, and where they're finding support. While individual information remains confidential, this data in aggregate form shows trends indicating the resources that are most critical to entrepreneurs – the fastest growing regional industries, areas of concentrated entrepreneurship and unique business challenges across business sectors.