



WV One Stop Business Center

Connecting Businesses to Government at the Speed of Business





What is the WV One Stop Business Center?

The WV One Stop Business Center is a first-of-its-kind in the nation cooperative governmental entity that makes it **easier and simpler than ever to start or grow a business** in the state of West Virginia.

- **Multiple State Agency Partnerships – Charleston Office**



**West Virginia
Secretary of State**



**West Virginia State
Tax Department**



A proud partner of the AmericanJobCenter® network



WV One Stop Business Center

It's never been easier to conduct business in West Virginia!

- **On-Site Customer Service Call Center Support**
- **Two satellite office hubs: Martinsburg & Clarksburg**

1615 Washington Street East
Charleston, WV 25311
(304) 558-8000
(866) 767-8683

WV One Stop Business Center

By the Numbers



Year	New Business Filings	Customer Service Calls	Expedite Service (Qty. Filed/\$ Total/% of Total)				
			24 hour \$25	2 hour \$250	1 hour \$500	Totals	% Change to Last Yr.
2017* (Sept. 18 to Dec. 31)	3,314	15,392	1,375 \$34,375 71.4%	37 \$9,250 19.2%	9 \$4,500 9.4%	1,421 \$48,125 100%	N/A
2018	12,696	55,544	5,809 \$145,225 78.4%	108 \$27,000 14.6%	26 \$13,000 7.0%	5,943 \$185,225 100%	N/A
2019	12,971	75,492	6,588 \$164,700 85%	84 \$21,000 11%	16 \$8,000 4%	6,688 \$193,700 100%	+12.5% +4.6%
			Expedite Service Grand Totals:				
					Qty. Filed		14,052
					\$ Total		\$427,050

Get it *fast*.
Expedite it!



24 Hour: \$25
2 Hour: \$250
1 Hour: \$500

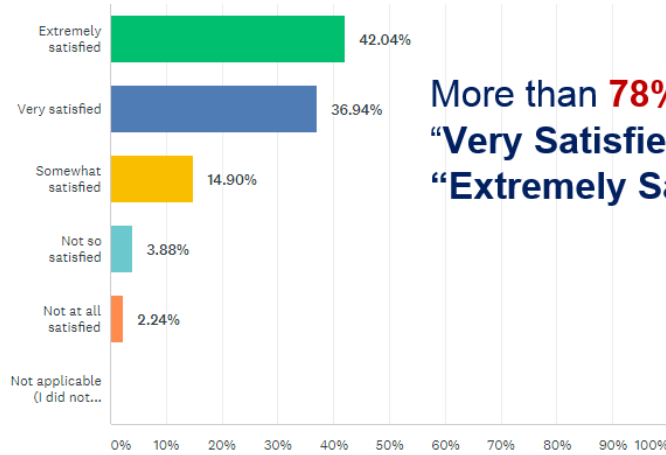
*WV One Stop Business Center initial start date September 18, 2017.

WV One Stop Business Center – Customer Satisfaction



How **satisfied** are you with WV One Stop Business Portal's ease of use?

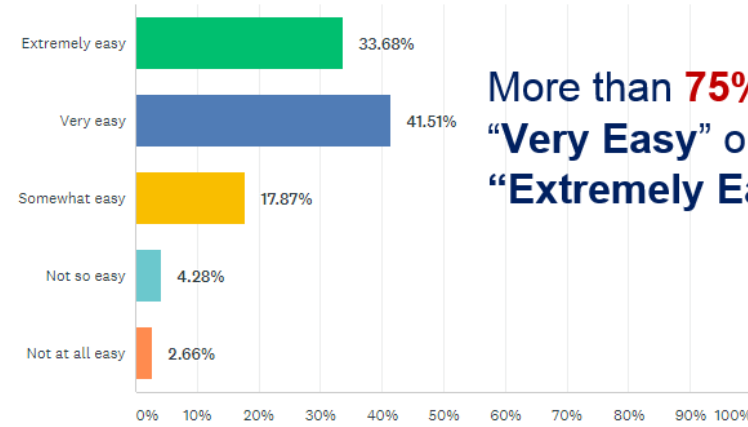
Answered: 490 Skipped: 208



More than **78%** are **“Very Satisfied”** or **“Extremely Satisfied.”**

Overall, how **easy** was the business registration process?

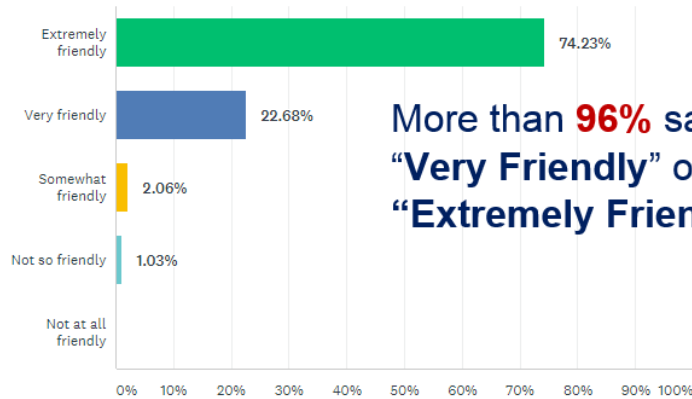
Answered: 677 Skipped: 21



More than **75%** said **“Very Easy”** or **“Extremely Easy.”**

How **friendly** was the Business Hub staff during your customer experience there?

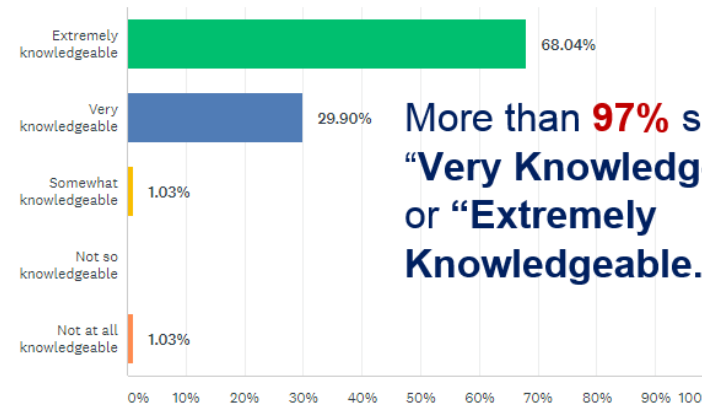
Answered: 97 Skipped: 601



More than **96%** said **“Very Friendly”** or **“Extremely Friendly.”**

How **knowledgeable** was the Business Hub staff during your customer experience there?

Answered: 97 Skipped: 601



More than **97%** said **“Very Knowledgeable”** or **“Extremely Knowledgeable.”**

*698 applicants surveyed.



Elongating Our Impact

Our goal to provide a world-class customer experience for those starting or growing a business in West Virginia is central to our effort to elongate our impact with each business beyond providing simple, easier-than-ever registration.

Our Strategic Approach

WV One Stop Business Center's strategy and operations focus on a **world-class customer experience**.

- ✓ Easy, Simple Registration
- ✓ Move at the Speed of Business
- ✓ World-Class Service
- ✓ **Elongating Our Impact**
- ✓ **Outreach & Partnership**

A screenshot of the 'West Virginia Secretary of State New Business Startup Wizard' web application. The interface shows a progress bar with four steps: 1. LOCATION, 2. TYPE, 3. CITY, and 4. TAX ID. Below the progress bar, there is a question: '*Do you want to form a new West Virginia company or register your existing foreign company?'. There are two radio button options: 'Form a new domestic (West Virginia) company' and 'Register an existing foreign (out of state) company'. At the bottom, there are 'Previous' and 'Next' buttons.

- **WV Secretary of State's Award-Winning Business Startup Wizard** – Prior to business formation, this web-based application (apps.wv.gov/sos/bizwiz) provides assistance in making a determination as to business structure formation (Corporation, LLC, Sole Proprietorship, etc.) and the basic government agency registration requirements.

A screenshot of the 'Where do I fit?' kiosk interface. The title 'Where do I fit?' is centered at the top. Below it, there are three icons on a red horizontal bar: a lightbulb, a handshake, and a person. Under each icon is a text label: 'I have an Idea', 'I have a startup', and 'I have a business'. At the bottom, there are 'BACK' and 'NEXT' buttons.

- **WV SBDC Small Business Resource Kiosk** – A user controlled application experience at the WV One Stop Business Center location and hubs that provides information to businesses, seamlessly transitioning business owners to resources available through the Small Business Development Center, whether it be a business idea, a start-up, or an existing business.

WV Secretary of State's New Business Startup Wizard

- Award-Winning Online Customer Assistance Tool
- apps.wv.gov/sos/bizwiz

- Online interactive tool that assists business entrepreneurs with selecting their business structure* when starting a new business (i.e., Sole Proprietorship, LLC, Corporation, etc.)
- Provides both in-state and out-of-state business owners with basic planning and government registration information necessary to start doing business via the “final report”
- Winner of multiple national awards in 2019
- In a recent survey of 220 new business owners who used the Wizard, 81% said the tool was “very” or “extremely” useful.
- Developed in partnership with WV Interactive

* **Legal Disclaimer:** This tool is intended as a guide only and is not offered as professional legal or tax advice. We strongly recommend that you consult with an attorney and/or certified public accountant to determine the best business structure to choose when forming a business.

The collage shows several screenshots of the 'New Business Startup Wizard' interface. The steps visible include: 1. 'Do you want to form a new West Virginia company or register your existing foreign company?'; 2. 'What will the structure of your business be?'; 3. 'What county and city will you be operating in?'; 4. 'Have you secured a federal Employer Tax ID (EIN) number?'; 5. 'Will you have employees?'. The final screenshot on the right is the 'Final Report', which includes sections for 'Business Type' (listing options like Sole Proprietorship, LLC, Corporation, etc.) and 'Open Your Business' (providing contact information for the Secretary of State and various county courthouses).



Final Report

New Business Startup Wizard

By the Numbers



User Action	# of Occurrences			Avg./Day (270 days)	Total Since Inception* (392 days)
	Mar. 30, 2019 to Jun. 28, 2019	Aug. 24, 2019 to Nov. 22, 2019	Oct. 29, 2019 to Jan. 27, 2020		
Business Wizard accessed	5,767	4,851	4,753	57	22,344
Summary/report page hit	3,745	3,221	3,001	37	14,504
Report downloaded	1,313	1,131	1,018	13	5,096
Report printed	676	599	566	7	2,744

* New Business Startup Wizard initial start date January 2, 2019 (392 days since inception date as of January 30, 2020).

Now Introducing . . .

WV SBDC Small Business Resource Kiosk

- Easy, simple user-controlled experience

1. **Welcome** - User enters his/her contact information to initiate the kiosk experience.
2. **Where Do I Fit?** - User chooses the stage of their business and watches the related brief informational video.
3. **Roadmap** - User then navigates a 'roadmap to success' and clicks through FAQs in each section to learn more about each topic.
4. **Confirmation** - User confirms his/her selections made on the previous 'roadmap' screen for those topics of interest that he/she would like to receive more information.
5. **Thank You** - User's kiosk experience information is submitted to the SBDC Business Navigator for quick follow up with a tailored response providing a seamless user experience.



1



2



3



5



4



In Summary



- **Continual Improvement** – Innovation, partnerships, removing friction
- **Easy, Simplified Registration** – Simple forms, all in one stop, foster agency cooperation
- **At the Speed of Business** – Expedited service, online portal, responsiveness to feedback
- **World-Class Service** – Experienced staff/training, exemplary courtesy, call center support
- **Elongating Our Impact** – Resource/information hub, SBDC partnership, New Business Start-up Wizard
- **Outreach** – Marketing of OSBC to grow customers, communication with business community, community & technical colleges/incubators/higher education
- **Fiscal Benefits** – No added taxpayer appropriated “fee for service” result of expedited service offering (requiring legislative action)

Moving at the Speed of Business.

Thank You



The best is yet to come!

WV One Stop Business Center

1615 Washington Street East
Charleston, WV 25311

<https://sos.wv.gov>

(304) 558-8000

(866) 767-8683

North Central WV Business Hub

200 West Main Street
Clarksburg, WV 26301

(304) 367-2775

Eastern Panhandle Business Hub

229 East Martin Street
Martinsburg, WV 25401

(304) 356-2654