

# INSYGHT

**FOR THE UNDERSERVED**

## ELEVATING THE UNDERGROUND ECONOMY

Starting a business isn't easy and in economically distressed communities, it's even harder. InsYght's free diagnosing technology empowers entrepreneurs, mentors, coaches, and social leaders, despite limited time and varying degrees of expertise, to help support small business in their communities. InsYght enables these individuals to leverage collective economic development intelligence to assess business challenges and identify the right resources to grow ideas in their communities.

## NEW WAYS TO GET STARTED

Historically, starting a business was reserved for those with money and connections. InsYght is creating disruptive change to the traditional hierarchical system of "it's who you know". Through InsYght's extensive index of business resources, any entrepreneur can get connected to the resources they require – resources that help accelerate ideas into real businesses.

## EQUAL ACCESS FOR ALL

Budding entrepreneurs have free access to the complete set of InsYght features – no matter who they are or where they're located. InsYght is available at [insyght.co](http://insyght.co) and on the websites of a growing number of partner organizations including local libraries, social service providers and community associations. Empowering local service providers with InsYght ensures that entrepreneurs and growing businesses in every community receive the help they need.

## DATA TO DETECT THE GAPS IN SERVICE

InsYght collects data that shows what entrepreneurs need most. This information is especially important when serving individuals in economically depressed communities. By collecting valuable data about the resources that entrepreneurs in these areas need, InsYght can identify effective new pathways to economic success.