



SMART Community Exchange (SCE)
Innovative Global Networking Solutions

SMART Community Development

A recent wave of funding aimed at generating innovation and new jobs, along with proven successes, has created growing community interest in SMART development.

Our SMART Community development programs are designed to help accelerate the development of entrepreneurial companies by providing entrepreneurs with the expertise, networks and tools they need to make their ventures successful.

SMART Community Exchange (SCE) helps economic and business developers identify the tools necessary to launch a successful regional SMART Community Exchange, and the most common needs of start-up entrepreneurial firms, the barriers they face, and how communities can promote SMART development.

Is Your Community Ready for SMART Commerce?

- Should SMART development be part of your community economic development plan?
- Is your community ready for a SMART Community Exchange?
- Should your community invest in building a SMART Community?
- What does it take to launch and implement a successful SMART Community Exchange?

The state of SMART Commerce

SMEs and entrepreneurs play a key role in our economy and level of competitiveness. Successful SMART development programs promote economic development by advancing entrepreneurial activities and nurturing early-stage and second-stage businesses. We will provide you with an overview of the current state of the global SMART marketplace, and tips for creating a local SMART Community Exchange in your region. Sources of knowledge and networks will be discussed, including the fast growing network of SMART Community Exchanges and local and global strategic partnerships.

SMART Commerce Models and Examples - Best Practices in Action

Effective business and economic developers need a thorough understanding of SMART industry best practices and how to measure success. We present the latest information about SMART industry best practices (U.S. and international). A variety of successful models (i.e., virtual exchanges, exchanges without walls, private investors models, minority and micro-enterprise based models) etc.

SMART Commerce and the Local Community

Creating an entrepreneurial ecosystem in your community builds support for entrepreneurs beyond the start-up phase.

We will share strategies for developing a delivery system of services for entrepreneurs. Participants will learn how to foster community involvement and position your SMART Community program within the broader economic development goals of your community.

Tools For Building A Successful SMART Community Exchange

What makes a SMART Commerce program succeed in challenging times? We will highlight the tools necessary for developing successful SMART Community Exchange and programs such as needs assessments, feasibility assessments, business plans, site evaluations, and facility designs. We will also review other important operational considerations such as organizational structure, staffing and compensation, programs and services, marketing and recruitment.

How To Make Your SMART Community Exchange and Program Financially Sustainable

Financial self-sustainability is essential to your SMART Community Exchange long-term survival. We will explore current programs and opportunities for raising capital and generating revenue. We will provide specific tools and techniques including a sample detailed financial plan and operating budget.

Developing a Strategy for Putting Together SMART Development Programs

We use actual examples to help participants evaluate a local community's level of readiness for SMART Commerce. You will apply information gained to a challenging situation as you work together with our experts to find practical and feasible solutions to a situation common to other SMART Community Exchanges and locations.

SMART Forums

We bring a wide range of professionals together to meet and share best practices about all aspects of running a competitive business. The sessions are highly informative, provide excellent networking opportunities, and support our commitment to fostering cross-industry interaction between our partners and clientele.

Speaker Presentations

Many companies, organizations and professionals choose to supplement their internal training efforts with SMART Speaker Presentations. Our approach is rooted in the knowledge that an effective training initiative isn't just a one-time event. It's an ongoing process and philosophy. We've shown that performance improvement is most effective with a steady dose of ongoing training, qualified and easy to understand updates. This will sustain and reinforce the necessary business skills you're trying to build. To organize a SMART Community event or reserve a speaker to your next meeting, please contact Tana Torrano, Tana@MarketVision.org