

Funding Finder

A website that connects WA small businesses to resources, assistance orgs, and funding.

Small businesses need funding to survive.

"Small businesses have been disproportionately affected by the pandemic."
- WA Dept. of Commerce



Our sponsor, WA. Dept. of Commerce **wants to serve the small business community better.**



Lots of financial aid is being dispersed. **It's not going to small businesses.**



We're making the funding process more equitable.

We know that designing for too broad of an audience or "the average user" ends with designing for no one. To address this, we focused on **Tribal Small Businesses**.



"This project lifts up an often **overlooked and marginalized**, but important voice of Native American Small Business Owners."
- Ernie Rasmussen (Commerce Tribal Liaison)

We did this by connecting to community members.

We designed this alongside community representatives and business owners to offer an easy-to-use platform listing financial support. With little knowledge in this problem space, we reached out to a number of small businesses, technical assistance, and government agencies. In all, we had over 50 hours of interviews with all our stakeholders.

We also spoke at a few events attended by WA Tribal leaders and small businesses including:



Here are just a few groups we interviewed:



We give small businesses the power to...



Gain Financial Literacy

- Our **library** has categorized financial resources.
- Businesses can **talk to technical assistance** (no-cost financial experts) to create a compelling funding application.



Get Personalized Help and Resources

- Our **matching form** shows businesses technical assistance groups, grants, and loans are best suited for them.
- A **profile** can be created to **save results** and get notified when new opportunities appear.



Get Up-to-Date Information

- WA Dept. of Commerce and other financial experts can **manage the site's content**.
- The content management system can be utilized by any admin, **no matter the technical experience**.