



# OFFICE OF THE GOVERNOR

## Business Strategies for an Evolving Future

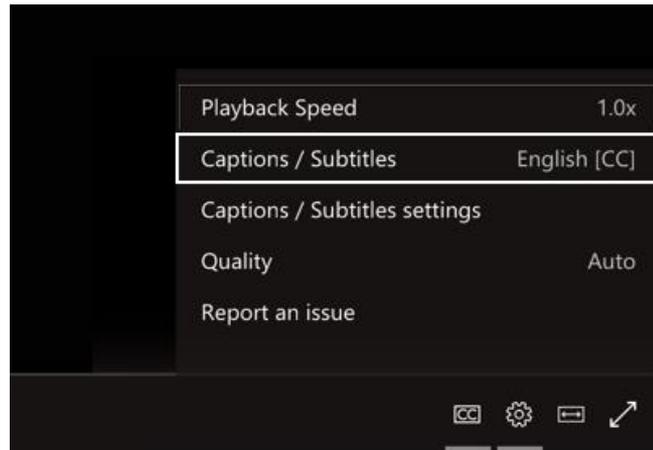
Small Business Assistance Team

June 4<sup>th</sup>, 2020



# Accommodations Notice

- Streaming text link: <https://tcc.1capapp.com/event/gov2>
- This webinar offers live captioning and subtitles in English, Spanish, Chinese (Traditional & Hong Kong S.A.R.), Arabic, French, and Vietnamese
- To turn on live captions and subtitles, select **Captions/Subtitles On**  in your video controls
- To change the caption language, select **Settings**  > **Captions / Subtitles**, and choose the language you want



- To request a transcript of this webinar, please email [smallbusiness@gov.texas.gov](mailto:smallbusiness@gov.texas.gov) at the conclusion of the event



**Adriana Cruz**  
**Executive Director**  
**Economic Development & Tourism**  
**Office of the Governor**





# **Greg Abbott**

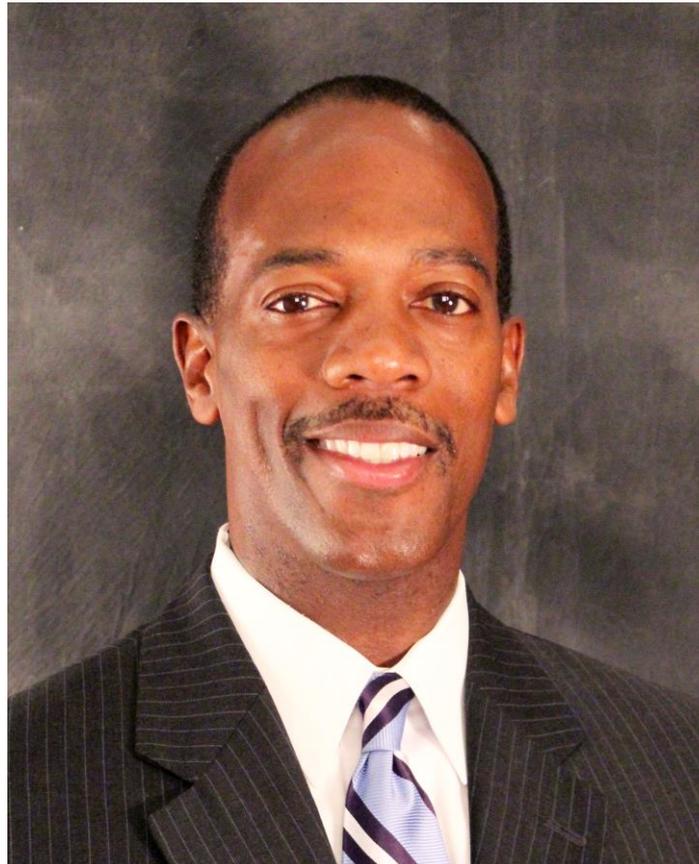
## **Governor**

### **State of Texas**





**Aaron Demerson**  
**Commissioner Representing Employers**  
**Texas Workforce Commission**





# TEXAS AWARDS & ACCOLADES



Texas ranked as the No. 1 State for Business for the 15th consecutive year



WalletHub named Texas the 2019 Best State to Start a Business in the nation



**FitSmall  
Business**

Texas was named the Best State for Women Entrepreneurs in 2019 by Fit Small Business



Texas is No. 1 for jobs created by veterans and veteran women business owners

**Thumbtack**

Texas was rated "A" for Small Business Friendliness by Thumbtack.com in 2019



Texas secured seven No. 1 rankings on Business Facilities' 2019 State & Metro Rankings Report



## Panelists



**Alexis Gallivan**

Seller Marketing & Engagement Lead  
eBay



**Cara DiMattina Ryan**

Chief Strategy Officer  
Workforce Solutions Rural Capital Area



**Joe Harper**

Executive Director  
Small Business Development Center (SBDC),  
Texas State



# Panel Questions



## Please ask questions.....

- We will open the live feed for questions shortly
- You can submit questions in the live Q&A feed, **BUT**.....
- Watch the “Featured” or “Published” live Q&A feed
- Check if your question has already been asked
- “Like” the questions you would like answered
- Questions with the most “likes” will be prioritized
- Unfortunately we will not get to all questions....



## Questions for eBAY

1. There are many online ecommerce platforms now, how does eBAY stand out in the crowd? What is unique and special about eBAY, from a small business point of view?
2. So eBAY's "Up & Running" program sounds great. Tell us about that program and how it can help small businesses right now?

# Our unique value proposition

## PARTNERSHIP

- We don't compete with our sellers
- We win only when they win

## REACH

- 170M+ active buyers
- Tools to help you reach and ship to 190 markets worldwide

## FLEXIBILITY

- Free and accessible for businesses of all types and sizes
- Tools and opportunities to help you grow at your own pace

## INTEGRITY

- Seller protections
- Transparent pricing systems
- Clear policies and fair enforcement

## CONNECTION

- Enthusiastic community of buyers and sellers
- Outreach and engagement programs
- Small business policy advocacy



# Up & Running



**1** Free three-month basic store subscription

**2** No selling fees during promotional period

**3** Access to exclusive e-learning opportunities

**4** Seller-to-seller mentorship and access to vibrant seller community

**5** Promotional support



# Panelist Questions

**Live Q&A feed now open**

1. The crisis has been really hard on small business owners. How should they adapt their strategy to become more resilient?
2. Tell us more about the business resiliency resources TWC has available to help businesses return to growth?
3. SBDCs have played an important role in supporting the small business community during the crisis. Please tell us how you are now expanding to further support the recovery of small businesses?



# Live Questions & Answers



# Contact & Resources

- Governor's Small Business Assistance Team
  - Kelly Spillane, Small Business Advocate
  - Jarvis Brewer, Business Assistance Specialist
    - [smallbusiness@gov.texas.gov](mailto:smallbusiness@gov.texas.gov)
- Governor's COVID-19 [gov.texas.gov/business/page/coronavirus](https://gov.texas.gov/business/page/coronavirus)
- Workforce Solutions email address: [Cara.DimattinaRyan@ruralcapital.net](mailto:Cara.DimattinaRyan@ruralcapital.net)
- Workforce Solutions <http://www.workforcesolutionsrca.com/>
- Texas Workforce Commission - <https://www.twc.texas.gov/businesses>
- Texas Small Business Development Centers [https://sbdctexas.org/wp-content/uploads/2020/01/TXSBDC\\_Directory\\_CompressedWeb.pdf](https://sbdctexas.org/wp-content/uploads/2020/01/TXSBDC_Directory_CompressedWeb.pdf)
- eBAY email address: [UpandRunning@ebay.com](mailto:UpandRunning@ebay.com)
- eBAY Up & Running: [www.ebay.com/upandrunning](http://www.ebay.com/upandrunning)
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- Request a webinar transcript from [smallbusiness@gov.texas.gov](mailto:smallbusiness@gov.texas.gov)
- Connect with us:      **TexasEconDev**



# THANK YOU

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**[gov.texas.gov/business](http://gov.texas.gov/business)**

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