

Indiana SBDC, IU Kelley School of Business partner to provide direct technical support, assist small businesses in expanding online capabilities & sales

## PROJECT HOPE

- The Indiana SBDC and Indiana University Kelley School of Business are partnering to support the long-term economic recovery of Hoosier small businesses and entrepreneurs. Eligible companies may apply for no-cost assistance to help establish or increase their online presence through website development, e-commerce support and other digital tools and services.
- Under this new program, Kelley students and recent graduates are offered paid internships to assist small businesses in solving technology issues or providing new digital capabilities.
- Project include creating or modifying websites, building e-commerce platforms, improving cybersecurity frameworks, migrating data, and more.

### Project Details

- Each project will be completed within two weeks.
- Each project will be completed by student interns under the guidance of a faculty member or professional mentor.
- Along with technical services, student interns provide training and education to enable small businesses to operate the new technology or tool following the conclusion of the project.
- All work is conducted virtually to ensure the health and safety of Hoosiers.

### Eligibility Requirements

- Be an Indiana SBDC client,
- Have been in business as of February 15, 2020, and
- Be able to demonstrate a negative impact from COVID-19.

### Applications

Indiana small businesses are encouraged to submit applications [online](#).

## Small Business Highlight

Nicole Kearney is the vitner and owner of Indianapolis-based boutique winery Sip & Share Wines, which produces a diverse collection of artisanal vegan wines. Since the outbreak of COVID-19, Kearney has shifted gears to meet the changing needs of her small business, developing an online strategy to reach new and existing customers. With the help of the student interns, Sip & Share Wines launched a new website equipped with improved functionality for novice and experienced wine drinkers and an e-commerce platform designed to bolster the company's online sales.