

## **The Business Connection**

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### **Summary**

The Business Connection offers a digital platform that allows businesses from across the world to do business with each other. Think of this platform as an open aired marketplace where prospective buyers come to browser for products. Businesses, both large and small, can utilize this platform to purchase goods and services from one another while bettering relationships between business leaders across the globe. This platform also offers the unique benefit of helping increase cash flow between businesses and markets. By offering this platform for businesses, we can help build up smaller businesses and reduce cost for large businesses which allows for a more competitive market on a global scale. The Business Connection's mission is to provide the most accurate and efficient means for businesses so they may conduct business affairs in a secure and competitive environment. The Business Connection's vision is to further facilitate competition amongst businesses allowing for prolonged growth and better opportunities for expansion. The Business Connection will be located in Norfolk, Virginia. Norfolk is the chosen location due to the cost to lease office space and the infrastructure available. There is also a surplus of IT professionals in the Hampton Roads area.

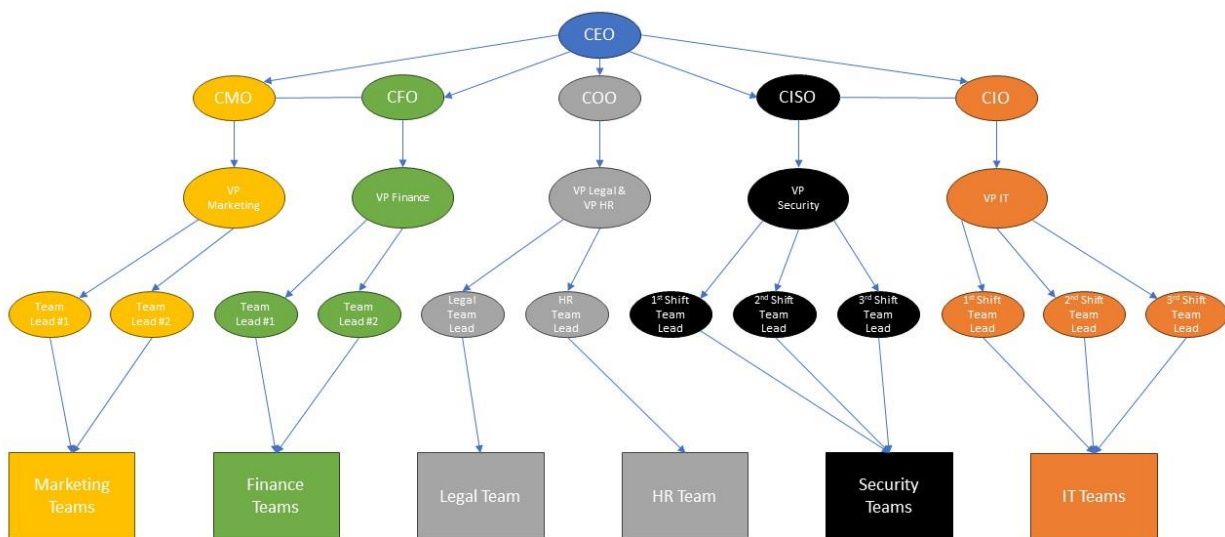
### **Business Description**

The Business Connection is a business that prides itself on its ability to help other businesses flourish through a SaaS business model. The platform will run on servers that offer the host the website which a business can connect to via their intranet. Due to the platform being hosted on our own servers, there is no need for IT specific teams to integrate the platform on the backend. The Business Connection will own all server space and retain employees to maintain/optimize its capabilities. This avenue requires the retention of top talent in fields such as Cybersecurity, Computer Science, Software Development, and Engineering. By maintaining our own servers with our own talent, we show that we prioritize our user's privacy and security. Our business will target businesses of all sizes with its initial focus being centered around businesses in the United States. The Business Connection offers many different advantages to businesses that wish to take advantage of our platform. Besides the highest level of quality and security, The Business Connection offers supreme focus on the user experience. With only one service being provided, there are no other projects that would require our team's attention. The Business Connection also allows the businesses to set prices for their services. Rather than dictate pricing options, contract options, or set rules for the business, we allow the businesses to run themselves on the platform. The platform will allow for businesses to increase revenue, decrease spending, network, and partner with each other. The value in this system will help build up all businesses while ensuring that they have an option when partnering for a particular service.

### **Business Organization and Management**

The Business Connection will have a corporation style structure. This structure offers C-Suite executives that can oversee their assigned teams. Due to the need for servers and a website, we will have multiple C-Suite executives that have the sole responsibility of ensuring systems and teams work at optimal standards. Scaling a company to an international level will require a lot of hard work and oversight via executives and team leaders. Having executives that oversee security, financial stability, employees, and infrastructure are uniquely provided by the corporate

structure. This structure also allows for high level discourse. Having masters of their trade discuss how to move the company forward based on their input can help navigate the business through rough waters. The leadership team will include a CFO, CISO, CEO, CIO, COO, and CMO. All these positions are important for the future of The Business Connection. The CFO is essential for scaling the business and ensuring the company always has enough capital to maintain servers, teams, and our application. The CISO will ensure data safety through instituting strategies for data privacy and protection via digital and through physical means. The CEO will be the face of the company and will make the decisions based on the information provided by the other C-suite executives. The CIO would oversee all IT/Engineering operations. The CIO would also work with the CISO to enact physical and digital security policies for our user's protection. The COO would oversee general business operations. Due to the number of C-suite executives on the team, the COO would have a focus related to HR and the legal team. The CMO is key for the scaling of our business. The CMO would work closely with the CFO to ensure marketing campaigns for our business fall within budgetary means while attempting to maximize exposure. The Business Connection will not have a CTO due to the redundancy of having a CISO and a CIO. Each one of these executives would oversee VPs in their respective areas. The VPs would oversee multiple team leaders and the subsequent team leaders would oversee their teams. Below is a visual representation of our corporate structure.



The Business Connection will employ two marketing teams to allow coverage over multiple marketing campaigns. We will also have two finance teams that regularly oversee budget, taxes, and other financial related queries for the company. We will have one legal team and HR team. Utilizing AI to sift through resumes will help reduce workload for our HR team. The Business Connection will also offer three security and IT teams. IT teams would encompass engineering and devops personnel.

## Goals

The Business Connection hopes to accomplish a plethora of goals. The main goal of our company is to help foster competition within global markets. Utilizing our platform, small businesses will be able to compete on the same level as large businesses for contracted services. Due to the popularity and dominance of large businesses, many small businesses fail to scale. With many of the most dominant businesses being in the United States, businesses that are founded in other countries fail to expand into international markets due to lack of exposure. The goals of The Business Connection are lofty; however, we have a thorough timeline to ensure proper scaling of the business. The Business Connection hopes to foster our platform to a national level within five years of deployment. The preceding five years after will be dedicated to scaling the business to international levels. Initially procuring server space in Europe and moving into the Mediterranean and Asia.

Ten Year Timeline for The Business Connection

| 0-1 Year  | 1-3 Years  | 3-6 Years   | 6-10 Years   |
|---|--|---|--|
| Small HR, Legal, Security, IT, Finance, and HR teams                                | Hire more quality talent to help fill teams to necessary levels for proper scaling and function of business                                | Maintain current team size while looking at further prospects for next expansion of business  | Delegate hiring international teams to international executives  |
| Focus on hiring quality talent to start building software                           | Introduce marketing department to business so we can begin to advertise our business in different national regions                         | Increase revenue to marketing team to allow for better marketing solutions while also researching marketing options internationally | Increase revenue to international marketing team to market platform throughout the region                                      |
| Start designing security policies and procuring tools for a total security overhaul | Slowly start to procure more server space to ensure continued access to the platform while surveying for additional server space in Europe | Procure server space in Europe and begin hiring talent to develop security and technology related policies required by EU law       | Survey and procure server space and office space in the Mediterranean and Asia   |
| Procure server space necessary for small launch of platform                         | Begin doing market research to see what part of the platform is viable and adjust based on user feedback                                   | Procure office space in Europe for a base of operations and begin hiring international executive employees                          | Utilize hiring strategies to pull top international talent to help develop and deploy IT and security policies for each region |
| Launch at end of year for trial period in localized region (ex: Texas)              | Begin scaling across different regions of the United States with the goal of having national coverage by year 3                            | Launch a trial of the platform in Europe to see overall reception with the goal of a full launch by year 6                          | Release trial version of platform in Asia and Mediterranean with the goal of a complete launch by year 10                      |

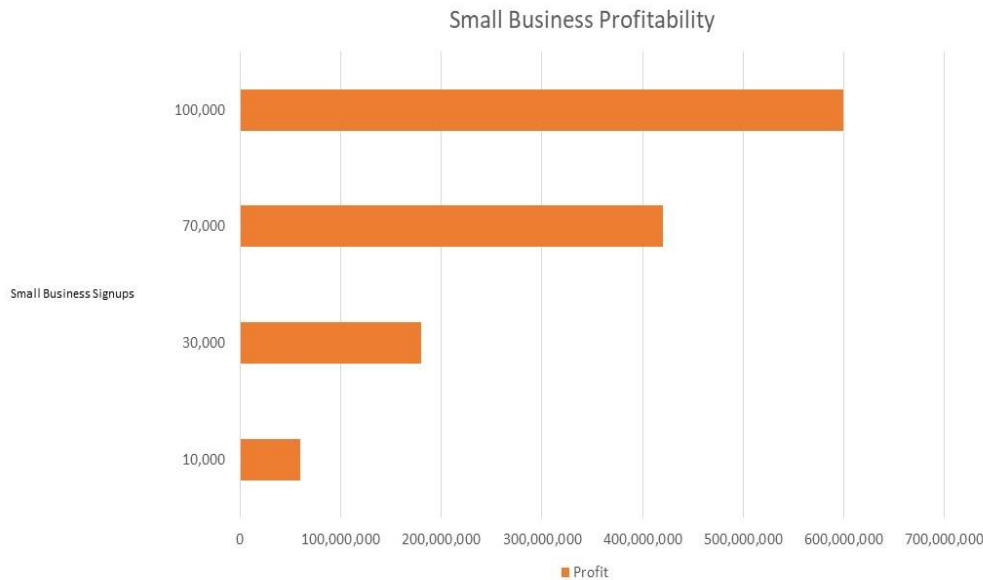
We have included a timeline of operations above from year 0 to year 10. The Business Connections goal will be full international deployment 10 years after the founding of the business. The international markets will require their own teams to maintain server space and security of information with relation to that region's laws. The international team structure would follow the structure of the national team. There will be room to grow each team as the company itself scales to this point.

## Service Details

The Business Connections platform is a service rather than a product. Businesses would be allowed to pay for access to this platform and access it via their intranet. The platform itself will allow businesses to create unique profiles that highlight the business itself while offering a

summary of their history and their mission statement. This profile will give other business leaders a snapshot of a prospective partner to see if their goals and missions align with one another. These profiles will be equipped with service, contract, contact, and specialty tabs. Each business will have the ability to highlight services they offer for a set price. These services can be offered as single order, multi order, and bulk order. This gives each business flexibility with services and products they wish to procure. Single order allows businesses to order a set number of products or services from other businesses based on the quantity set by the provider. Multi order will allow businesses to order a set number of products, but they may schedule for reoccurring orders over the course of time. This purchase model would have to be approved by the business providing the service or product to the buyer. Bulk orders are the same as single orders, but they allow for a larger quantity of products than listed by the providing business. This must be approved by the providing business. Each business will set their own turnaround times for their services or products. If they feel they can achieve the necessary timeframe for the buyer, then they can choose to approve multi or bulk orders. These two options give buyers and sellers greater flexibility when decision regarding their business. The contract section offers two different contract types. There will be a section for contract work and contract partnerships. Contract work will act like a bidding cycle for the construction business. A contract is put up for bid and companies will provide cost and timeline for service/product completion. Whichever company can offer the service for the best price and shortest amount of time will win the bid. The contract partnership section will display contracts from businesses that need 3<sup>rd</sup> party partners to cover an area of their business for a determined amount of time. An example of this would be outsourcing customer service teams to 3<sup>rd</sup> party companies. Businesses interested in the contract will have to submit a portfolio that highlights their work. The business that posted the contract can read each business proposal and decide via the portal without having to schedule multiple demonstrations with the prospective company's executive team. The contract section also offers the unique opportunity to network. The quality of work and continued support between businesses can help build potential partnerships. The database would also have a search feature that would allow businesses to search via keywords for specific services or products that they need. For The Business Connection to exist, we would need to file for trademark that's specific to our business. There are a few different companies that hold the name The Business Connection. However, each one of these companies offers something extra in their business name. Based on this, we should be able to file for trademark. The cost of this service is relative to the size of the business. Small businesses would have a lower barrier to entry than larger businesses. Based on research, we have found that many companies pay per lead from B2B databases. Companies that generated over \$500 million paid, on average, \$429 dollars per lead where companies that made less than \$1 million paid around \$166 per lead (*How Much Does B2B Lead Generation Cost?*, 2021). Because The Business Connection offers unlimited exposure to different companies for B2B related business, we would only require a fee of \$500 a month for small businesses and \$1000 a month for large businesses with a 1% commission fee per transaction. Offering a static membership fee couple with unlimited direct lines to different businesses will be very appealing to businesses of all sizes. Profitability will not be an issue for The Business Connection either. The U.S. Small Business Administration reported that there are over 33 million small businesses in the United States (*Frequently Asked Questions about Small*

*Business 2023, 2023*). One small business utilizing our platform nets the company \$6000 a year. If we execute our marketing properly, we could enroll thousands of businesses onto our platform.



The graph above utilizes the static price of \$500 a month or \$6,000 a year for small businesses. If we sign up 10,000 small businesses, we will gross \$60,000,000. We can see a large jump in gross margins when more small businesses sign up and utilize the platform. The cost to build servers is very hard to calculate based on a few factors. If we want a server that can support 10,000 user accounts concurrently, the server will require far more processing power than supporting 10,000 user accounts. Based on research provided by RDI, we can conclude that the hardware price would range between \$3,000 and \$5,000 (RDI). This price only applies to the server itself. There are other related costs such as salary of employees and website price. Website prices can range depending on the plan chosen. WordPress offers a variety of plans, but we would need to utilize the Enterprise tier which costs \$25,000 a year (wordpress). If we consider the salaries for the initial team and all the hardware/software needed for launch, The Business Connection would need approximately \$300,000. The main cost would come from salaries for employees within that first year.

### Industry Analysis

The Business connection holds a spot in the realm of B2B databases. B2B databases are a way for businesses to gain leads to sell their services to other businesses. These databases often pull lead information from email subscriptions, current customers, and social media followers (cognism). Each lead can sell for a range of prices. The price will change depending on the

accrued revenue of a business and the specific industry the lead is generated from. Leads have an average cost of \$198, but can range from double digit to triple digit prices (*How Much Does B2B Lead Generation Cost?*, 2021). Other databases offer a membership that allows a business to pay monthly or annually. These databases often give the business credits they can utilize to request lead information. These B2B databases often hold millions of leads that can be purchased. Even without millions of leads, The Business Connection can still compete and be successful among its competitors. Below is a graphic that highlights what some of our competitors offer.

| Kaspr   | Cognism  | Apollo.io   | ZoomInfo   | Lusha  | Datanyze   |
|---|--|---|--|--|--|
| 500 million+ phone numbers and emails               | 98% accuracy levels                              | 270 million contacts across 73 million companies globally               | 321 million+ contacts  | 45 million contacts in North America                                   | 120 million users  |
| Verified information via 150 B2B data providers     | Manually verified phone numbers                  | End-to-end buyer's journey platform                                     | Outbound marketing and sales intelligence features                     | 50 million corporation profiles and 44 million small business profiles | 63 million phone numbers and 84 million email addresses                    |
| All-in-one prospecting and lead management tools    | Large B2B database                               | AI workflows with automated outreach options                            | Business profiles  | Identify leads with different key indicators                           | Export features  |
| Chrome Extension capabilities for ease of use       | Contextual data to identify high-value prospects | List building that considers 65 different contact attributes            | Almost 2 billion data points processed each day                        | Automated lead routing   | Offers search and build capabilities at scale                              |
| Automated workflows, dialers, and email integration | List building workflows                          | Free account offers 60 phone number credits and unlimited email credits | Sales/marketing features allow alignment between different departments | In-platform search and desktop plugins                                 | Browser extension to capture contact information via social media profiles |
| Starts at \$49 a month                              | Custom price depending on package                | Starts at \$49 per year with 900 phone number credits annually          | Pricing based on service   | Free plan offers 5 credits while paid plans start at \$29 per month    | Free trial with 10 monthly credits while paid plans begin at \$21 a month  |

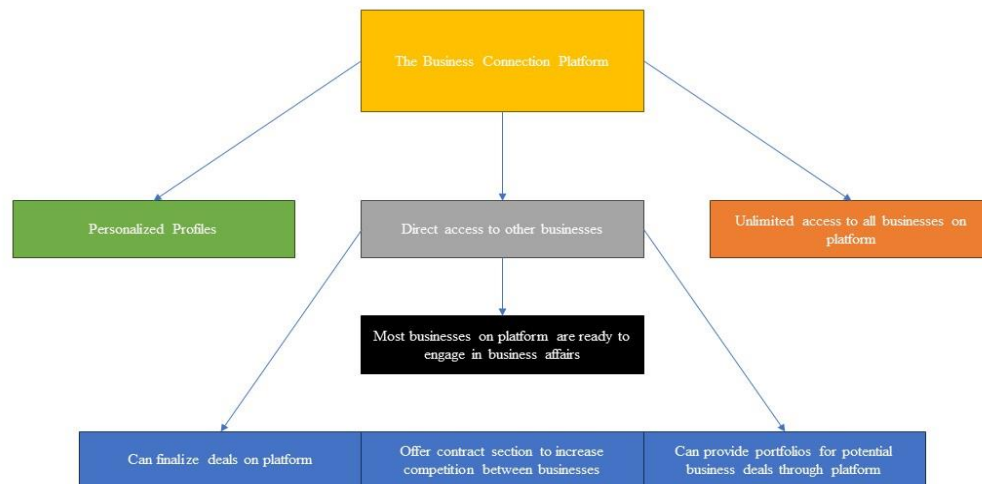
Source: <https://www.kaspr.io/blog/b2b-database-usa>

Source: <https://www.kaspr.io/blog/b2b-database-usa>

An example of the pay-per-lead model would be Leadbird. Leadbird utilizes a team of over 100 members to secure warm leads that result into demos (*B2B Lead Generation*, n.d). The largest difference between The Business Connection and our competitors is our structure and how businesses work with one another. The Business Connection only holds control over the platform and its domain. We will not control flow of information or access to that information. The platform will always allow for complete customization and free flow communication between businesses. A great addition to the platform will be the contract section. With a fully flushed out contract section in place, we can encourage competition and business interaction. Rather than continued communication and providing demos or portfolios to attempt a sale, a business that's in need of service can post a contract for bid. The platform will allow for traditional business transactions to take place. This would include performance demos and portfolio sharing. The usage of the contract section is not mandatory, but we feel it is a great addition to the platform. Another key feature that sets us apart from our competitors is continued unlimited access to businesses. The highlighted examples above show that most databases limit leads to a specific number per month. The number of credits an account gets depends on whether the user is paying for services or utilizing a free account. With our platform, there will be no hinderances to cross business communication. Because of the nature of the platform, most businesses that utilize it will already be in the market for services other businesses can provide. With the platforms ability to



integrate portfolio and demo spaces for businesses to utilize, businesses can cut down the time needed to review and finalize affairs. Below is an image that displays our key points in the structure of our platform.

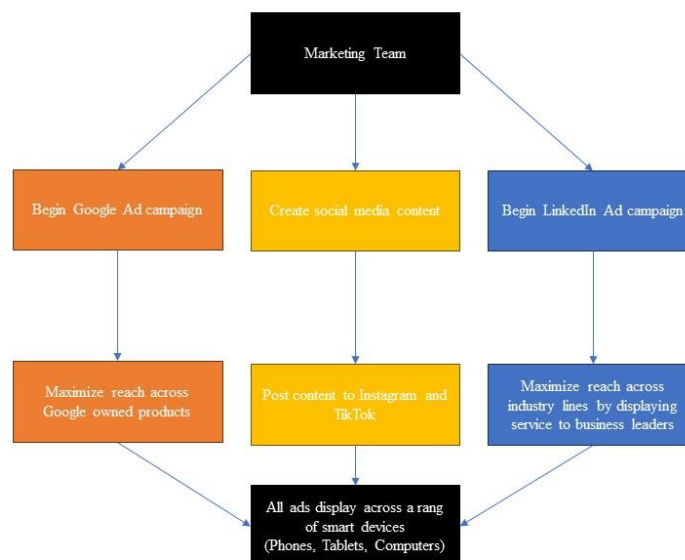


Due to the open access of this platform, the target demographic is of wide variety. The Business Connection will target large and small businesses with the initial target being small businesses. The reason the initial target is small businesses is due to the number of small businesses present in the United States. As stated earlier in this proposal, there are roughly 33 million small businesses across the United States (*Frequently Asked Questions about Small Business 2023*, 2023). This number accounts for 99.9% of all business within the United States (Main, 2022). If we leverage small businesses, we can begin to gross large amounts of money which will yield a large ROI. The continued leveraging of the target demographic will allow The Business Connection to scale rapidly nationally. Leveraging small businesses will also help foster growth for each business and our market overall. Based on the number of small businesses nationally and internationally, The Business Connection could scale to international levels. While moving internationally we can utilize the same target demographic of small businesses. The European Union has a total of 24,348,524 small and medium sized businesses throughout the region (McEvoy, 2024). With a successful campaign nationally, we would produce similar results in Europe and eventually move into the Mediterranean region and Asia.

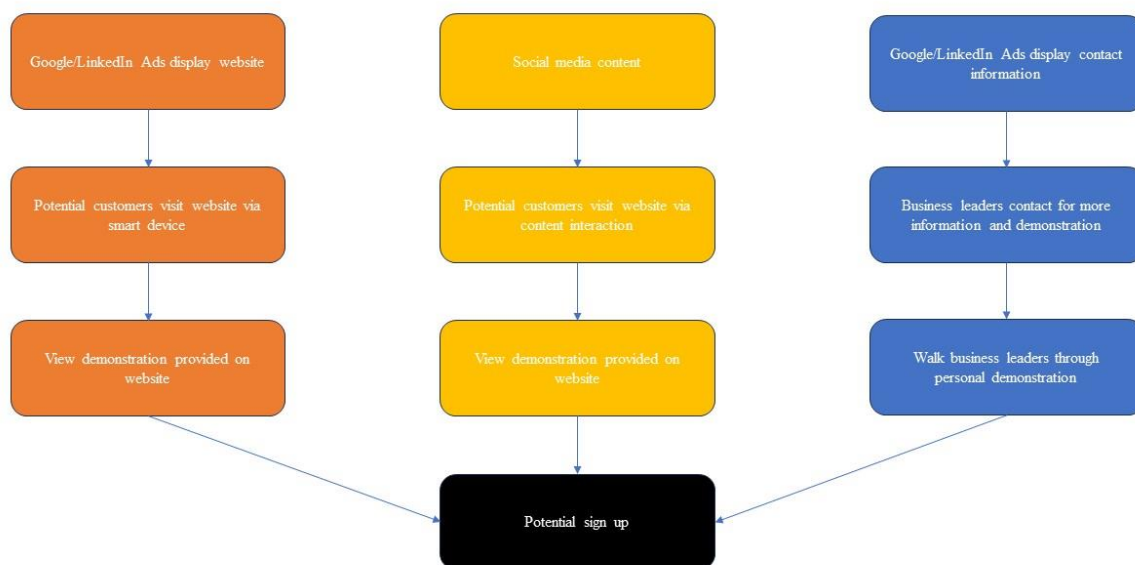
### Marketing/Sales Strategy

Our marketing campaign would utilize ads across social media. This would include both professional and personal accounts. An ad service such as Google Ads would help The Business Connection grow rapidly. Google Ads utilizes AI to understand habits of customers. This information is processed which allows Google Ads to display our chosen ads across devices and platforms. Google ads will also adjust our position in Google search results to reflect the budget.

set for advertisement. Google ads offers greater control by allowing businesses to set daily budgets for advertisement. We would also take advantage of LinkedIn ads which allows us to double down on professional network advertisement. The price a LinkedIn ad campaign varies depending on scope and campaign style. On average, each interaction costs around \$5.30 per click and \$6.60 per 1000 impressions (*How Much Does LinkedIn Advertising Cost in 2023?*, 2023). Due to the rise of phone usage, we would not invest money into tv or publication advertisement. The combination of ad campaigns and networking will be enough to spread the word of our service. Its important to note that Android is the most utilized phone operating system around the world. Google Ads directly integrate with Google applications utilized on Android devices and iOS devices. Google Ads also integrate across Google owned products such as YouTube. Google Ads will be the key to scaling The Business Connection nationally and internationally. Utilizing LinkedIn ads, with a professional profile, will afford us the opportunity to showcase our platform to many different users that value a professional approach. This also solidifies our reputation as a company for businesses. LinkedIn offers a unique opportunity to interact with business pages and executive pages. Giving the ability to interact with executives of a company directly is a big advantage for The Business Connection. We will utilize TikTok and Instagram for additional, low cost, advertisement. TikTok and Instagram allow businesses to create accounts for free which will not impact the cost of advertisement. Utilizing short form content allows The Business Connection to reach customer quickly and effectively. According to Forbes, the average person spends around 145 minutes on social media per day (Wong, 2023). This article also states that 77% of businesses utilize social media to engage with their customers (Wong, 2023). The large presence of businesses on social media means a large consumer pool for The Business Connection.



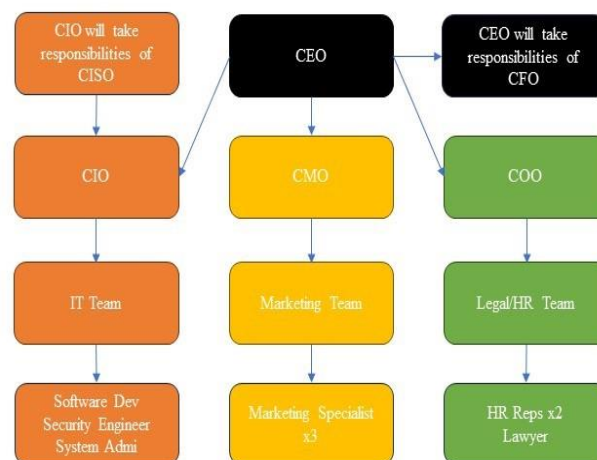
We have provided a visual representation of the marketing process and how each campaign converges onto the same devices. Ad campaigns will offer contact information and website details. Social media content will only offer website details. This gives business leaders two different options for interaction with The Business Connection. If business leaders choose to contact us directly, we will offer a demonstration of our platform with the pricing associated. If business leaders engage through social media, they will be directed to the website via embedded link or provided link. They will then be able to view a recorded demonstration of our platform with pricing models. To persuade business leaders to take part of our service, we must highlight the advantages over traditional B2B databases and pay-per-lead establishments. Our demonstration will showcase our unique platform and drive home the key advantages such as unlimited access to businesses and contract posting. Offering another way to engage in business that cuts down the red tape will be a huge selling point for the platform. We will also highlight the customization features and control each business would have over their deals and page. We want to ensure they understand that The Business Connection is all about bringing businesses together and not control how they interact.



Since this service is hosted on our servers, business leaders would need to visit our website to sign up for our service. To distribute this information, we will offer the website in all ad campaigns and any demonstrations requested via business leaders. The Business Connection wants to make the enrollment process as easy as possible so we will provide quick and easy to follow guidelines on how to enroll. We would follow an approach akin to social media sign ups. They would input all necessary business information to allow for optimal profile creation. The business would also need to put in routing information for payments to The Business Connection and for payments being sent or received via buyers and sellers. Once the respective business signs up for an account, they will have immediate access to all content on the platform.

### Funding Request

The Business Connection will consider all costs associated with starting the business and building all infrastructure required to ensure a proper launch. If we refer to the beginning of this proposal, we can reference an approximate value of \$300,000 for hardware and personnel required. This amount lacks other expenses such as ad campaigns, headquarters, and additional required personnel. The goal of The Business Connection is to launch within the first year of development with a goal of 10,000 users by the third year. To allow for a proper launch, we would need the following positions filled: CMO, CEO, CIO, COO, HR, IT, legal, and marketing personnel. Each team will start off small to reduce initial start up cost. We would require two HR personnel, three IT personnel, one legal personnel, three marketing personnel, and most of the executive level positions filled. Team leaders and multiple teams will come after launch to ensure proper functionality of our servers and website. Provided below is a graphic that shows team orientation throughout the organization.

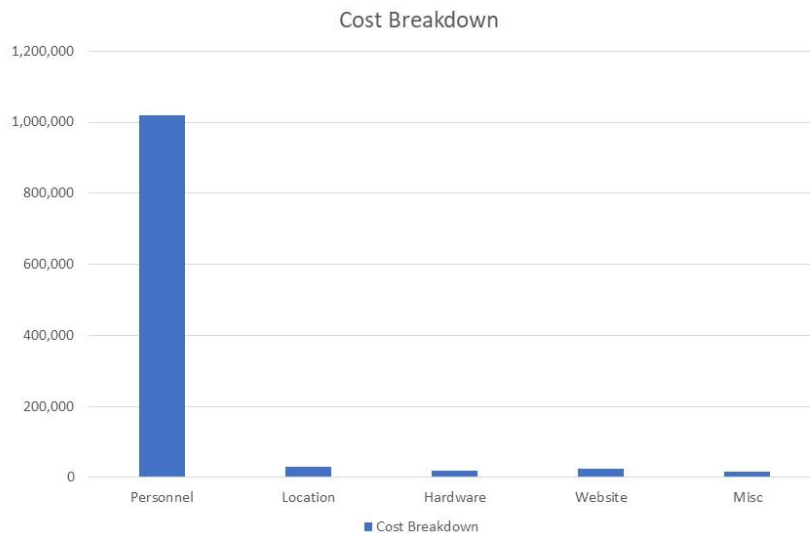


As shown above, the CEO and the CIO would engage in multiple sets of responsibilities due to the lack of CISO and CFO. We can also see that executives will be directly responsible for team members in the interim. The positions of each employee accounts for the most out of our funding requirements. The necessary funding for all positions is \$1,020,000 for the first year.

| CEO        | CMO          | CIO        | COO        | Software Dev | Security Engineer | System Admin | Marketing Specialist | Marketing Specialist | Marketing Specialist | HR Rep    | HR Rep    | Lawyer    |
|------------|--------------|------------|------------|--------------|-------------------|--------------|----------------------|----------------------|----------------------|-----------|-----------|-----------|
| 130,000/yr | 100,000/yr   | 130,000/yr | 100,000/yr | 70,000/yr    | 80,000/yr         | 60,000/yr    | 60,000/yr            | 60,000/yr            | 60,000/yr            | 50,000/yr | 50,000/yr | 70,000/yr |
| Total      | 1,020,000/yr |            |            |              |                   |              |                      |                      |                      |           |           |           |

With the largest expense out of the way, we can now address the other areas of funding. These areas include location, utilities, hardware, website acquisition, and miscellaneous spending. The remaining figures are as follows: location will cost \$31,000 per, collective hardware cost will account for \$20,000, website acquisition will account for \$25,000, and miscellaneous spending will account for \$15,000. The location cost is calculated based on an office space around 1200

square feet at \$25 per square foot. The hardware cost encompasses everything from rack routers, cooling solutions, ethernet cables, and power supplies. The cost for miscellaneous spending takes furniture, office supplies, office appliances, and décor into account. The total amount of funding needed to start The Business Connection is \$1,110,000.00. Below is a figure breaking down the funding per category.



The Business Connection wants to heavily invest into our personnel to ensure quality talent is hired. This will allow us to reflect the highest quality to our potential customers.

### Conclusion

The Business Connection is a strong response to the market divide. By bringing small and large businesses into an area where they can conduct business freely can allow growth and competition. Offering this space allows for better networking opportunities, quicker response times, and absolute control for all businesses. With the low barrier to entry and the supreme amount of value offered by our platform, we think The Business Connection has a real shot at succeeding. By investing funding into our campaign, we will be able to help amplify businesses around the nation and eventually the world. The ROI shown in this business proposal indicates a likelihood of success. We can infer this based on the number of small businesses in the United States and around the world. Having unfettered access to a database of this scale would most certainly be profitable and competitive in today's markets. Bringing all businesses to the forefront of the commercial world by offering one location for everything to happen. That's why we are called The Business Connection.

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## Appendix

# THE



# BUSINESS CONNECTION

*Business logo created using free resources from Canva.com*