CA eGov: Business Registration Service

Final Project

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Remember the Last Time You Were at the DMV?
What if You Wanted to Start a Business?
There are Many More ‘DMVs’ in CA...
There are Many More ‘DMVs’ in CA...
Registration Black Box
Registration Black Box

Federal

State

Local
Step 1

It is helpful to begin with a business plan. A business plan is a blueprint of every aspect of your business. Sales, Marketing, Advertising, Promotion and Location are just some of the aspects of creating a plan. Click on the following link to the US Small Business Administration to find a tutorial on how to create a business plan.

Step 2

If you would like help deciding on a location for your business, visit the Websites of California’s Regional Chambers of Commerce.

Step 3

Choose a business structure. Select a business entity type from the following list for a brief overview of the principal types of legal business structures available in California. A legal representative and accountant should be consulted before making a determination as to the type of business entity to form.

- Sole Proprietorship
- Corporation
- Limited Liability Company
- Limited Partnership
- General Partnership
- Limited Liability Partnership

Step 4

Your next step will be to file your tax and employer identification documents.

Step 5

Most businesses require licenses or permits in order to operate. Please click on each of the resources below to determine if your business requires any licenses or permits.

- CalGold Consumer Affairs
- California Technology, Trade & Commerce
What are the regulations that apply to my firm?
Reg-Process, Far From Trivial

- Abundance of decentralized information sources
- Most complex regulatory environment
- Information is not organized for business customer

What are the regulations that apply to my firm?
Users

Business owners looking to register new businesses in the State of CA

Would like to be simply told what to do.
Senate Bill 1436

“...[C]reate a link to state agency Web sites at the State of California Internet portal specifically for the use of small businesses in accessing information regarding startup requirements and regulatory compliance applicable to the particular business.”
Client
eServices Office, California State government

Would like to make government services more accessible; specifically, to make it easier to comply with the government regulations.
CA eGov Bus-Reg Project is a study of business registration process existing in the State of California to look for ways to make it easier for small business owners.
Why Focus on Small Business?
Every year, in CA

- Over 100,000 new businesses incorporated
- Over 500,000 organizational documents filed
Most State Interactions are With Small Business Owners

- <20 employees: 97%
- 20-499 employees: 2%
- >500 employees: 0%

690,854 Firms
5,447 >500 Employees
Small business owners face 45% greater regulatory costs

Crain, 2005
Why Focus on Registration?
Business Registration

- Start
  - Initial Set-Up
  - Licensing
- Operate
- Terminate
- Change
• **Start Business**
  - Register name;
  - Obtain EIN from federal government;
  - Register with CA Franchise Tax Board;
  - Obtain SEIN from Employment Development Department for payroll tax administration (including Unemployment Insurance, Employment Training Tax, State Disability Insurance, and CA personal Income Tax);
  - Obtain seller permits from State Board of Equalization (if applicable);
  - Obtain professional licenses (if applicable);
  - Obtain local (city, county) permits, if applicable.

• **Operate Business**
  - Pay taxes
  - Renew licenses and permits
  - File information notices
• New business owners need most help
• Set precedence for future regulatory compliance
• Start an expandable business rule set
Assumptions Going-In

- Legacy technology
- Rigid organizational structure
- Legislative complexity
The Best Thing
How Hard Can it Be?
The Best Thing Is Also The Worst

Agency Listing:
925 Items
California State Government Web sites

- California eGovernment Portal [www.ca.gov](http://www.ca.gov)
- California Business Portal [www.calbusiness.ca.gov](http://www.calbusiness.ca.gov)
- Secretary of State California Business Portal [www.ss.ca.gov/business](http://www.ss.ca.gov/business)
- Employment Development Department [www.edd.ca.gov](http://www.edd.ca.gov)
- Board of Equalization [www.boe.ca.gov](http://www.boe.ca.gov)
- Franchise Tax Board [www.ftb.ca.gov](http://www.ftb.ca.gov)
- CalGOLD, catalog of business permits information [www.calgold.gov](http://www.calgold.gov)
- California Tax Service Center [www.taxes.ca.gov](http://www.taxes.ca.gov)

Federal Government Web Sites

- Small Business Administration [www.sba.gov](http://www.sba.gov)
1. Initial Set-Up +

2. Licensing...
Comply or Not To Comply?
Services Barrier

Publish -> Inquire -> Transact -> Integrate -> Transform

Cross Boundary Integration

Technical/Analytical

Leadership/Organization
1. Initial Set-Up +

2. Licensing...

Attention: CalGold is a catalog of information posted on the Internet, and does not issue permits or licenses, nor does it offer information on specific license numbers. Specific permitting and licensing questions must be directed to the agencies catalogued within CalGold.

To assist you in finding the appropriate permitting information for your business, the CalGOLD database provides links and contact information that direct you to agencies that administer and issue business permits, licenses and registration requirements from all levels of government.

The CalGold listings include descriptions of the requirements, the names, addresses, and telephone numbers of the agencies that administer those requirements and issue the permits and licenses, and in most cases a direct link to the agencies’ Internet web pages.

Much of the information is specific to the type of business and its location in California.

Looking for information on State Permits and Business Requirements?

Commonly Requested Information Contacts (PDF)

To search CalGOLD for your business permits enter your business type, then press "Continue":

Continue 

Go to the all Business Types to view the list of all available businesses.

Not sure of your business type? Not finding your business type listed? Simply enter the words
Dependencies and Constraints

New Business Registration (a “composite” service)

- **Capture Business & Owner Info**
- **Authenticate Owner Identity with the DMV**

**Run “Cal Gold”**
- Located in an Incorporated City?
  - Yes: City Business License Process
  - No: County Business License Process

**County Business License Process**
- Need County Permit(s)?
  - Yes: Apply for County Permit(s)
  - No: Pay City & County Fees

**City Business License Process**
- Need City Permit(s)?
  - Yes: Apply for City Permit(s)
  - No: Pay City & County Fees

**Have Employees?**
- Yes: Register with IRS
- No: Proceed to next step

**Do Retail Sales?**
- Yes: Register with BOE
- No: Proceed to next step

**Notify Other Agencies Identified by “Cal Gold”**
- “Send” (email & mail) applicable information & forms to Business Owner
Answer: Professional Help
Reg-Process, Far From Trivial
Design Framework

User-Centered Design

Systems Analysis and Document Engineering

SOA and Web Services
Three-Stage Approach

1. Expert System → Instructions + Data Collection
2. “Turbo Tax” → PDF Forms + Payment
3. e-Filing → Web Services
Now What?
Services Barrier

CA

Culture Shift
Pilot project between UCB School of Information and eServices Office, CA State government
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