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Are you looking to start or expand your business in 2016? [BusinessUSA](#) can help with government resources for your most pressing business needs, whether it's information on financing options or getting a better handle on licensing and permitting requirements in your state. [Click here for a better look at the image above](#) and to find out more about the portfolio of BusinessUSA tools and resources.

Listen to Customers—Even Potential Ones

As valuable as data is, there's no substitute for talking with current and future customers.

That's the idea behind the [Innovation Corps \(I-Corps\)](#), a [ground-breaking program](#) created by the National Science Foundation (NSF). The NSF started the I-Corps program to teach academic laboratories and NSF-funded startups how to implement strategies, such as in-depth customer interviews, that can enhance the likelihood of success when their innovations go to market. After all, just having a great idea isn't enough.

Parts of the program curriculum are now available for general use by businesses at large. [Check out this map](#) to contact an I-Corps location near you and find out how they can help.

Is Your Business Intuition Enough?

As a business owner, you sometimes have to make decisions based on good old-fashioned gut instinct. Intuition benefits from information, however, and keeping up-to-date on relevant data can help you better understand the various market forces that affect your business.

[Read more about how data published by U.S. federal agencies](#) can help you reduce risks, identify trends and open new doors.

BusinessUSA Twitter Highlights and Digests

Here's a few of our top tweets from the past week:

1. #ICYMI @PennyPritzker visited #California to discuss the impact of the #Digital Economy Agenda to #biz & innovation: [\[Tweet\]](#)
2. ICYMI: Why you should #ShopSmall & #DineSmall - #SmallBizSat @MSNBCYourBiz: [\[Tweet\]](#)
3. ICYMI @PennyPritzker announced the launch of first-ever @CommerceGov #Data Service: [\[Tweet\]](#)
4. The #TPP will offer benefits to U.S. businesses. Read about them in @CommerceGov's 50 new reports: [\[Tweet\]](#)

Interested in getting all of our BusinessUSA business advice and news from our Twitter stream in one, easy-to-read email? Sign up for [the BusinessUSA Twitter Digest here](#).

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