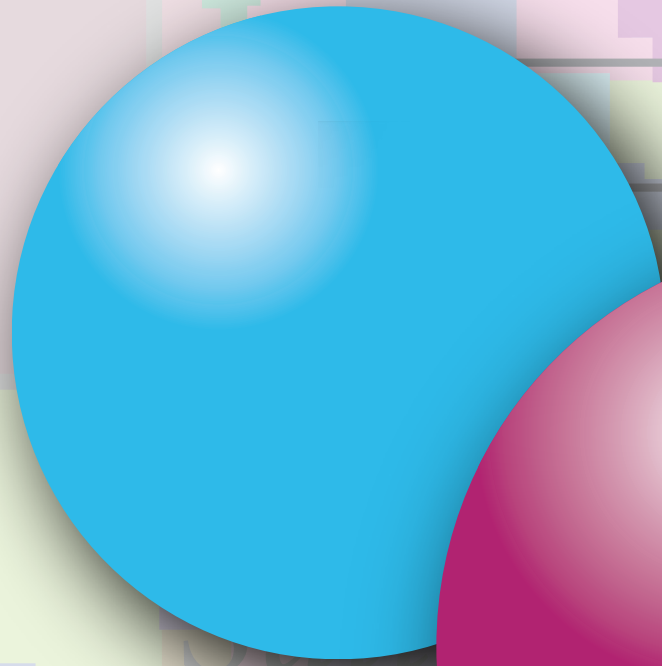


regon

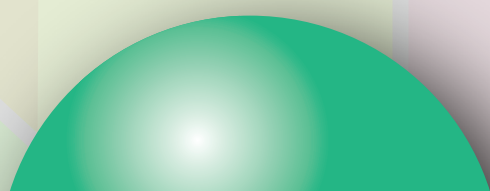
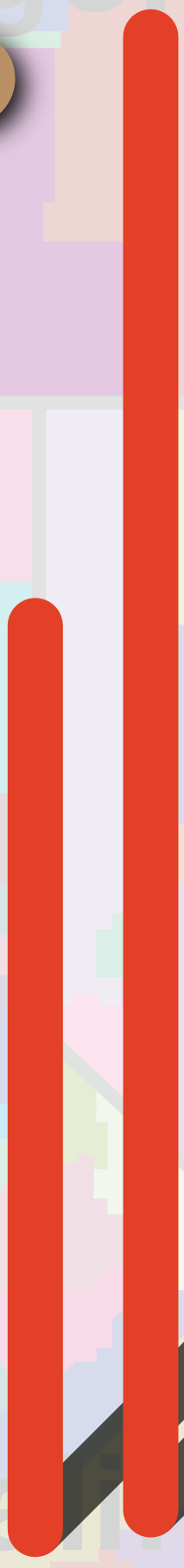
Idaho



ENGAGING THE LOCAL ECONOMY

Nevada

California

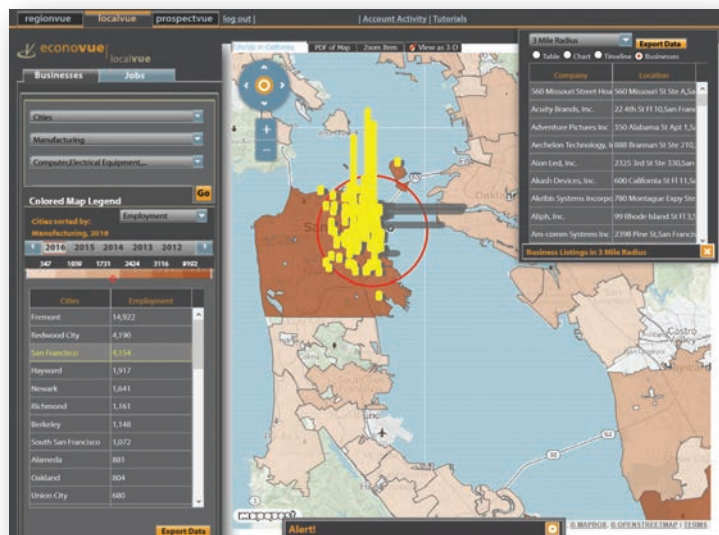




# EconoVue's three integrated apps work together to provide a suite of tools for regional business engagement.

## LocalVue™: Interactive Business Trend Mapping

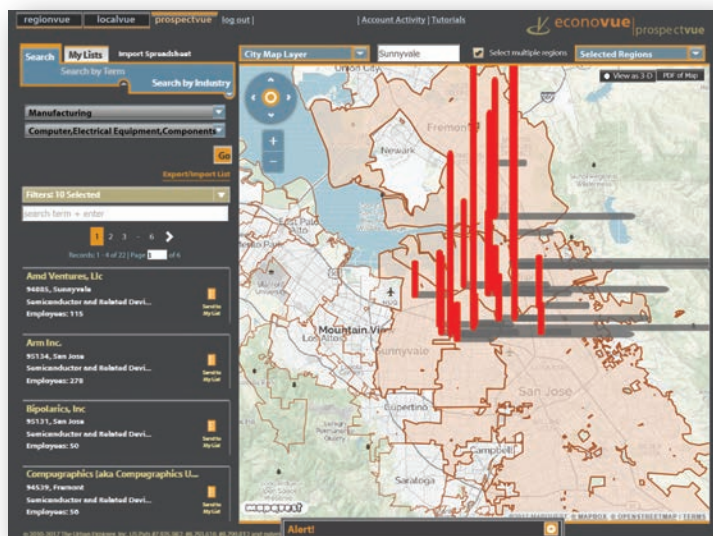
Explore all regions spatially via a dynamically linked and integrated mapping app. For any census geography, retrieve dynamic industry trend reports, current business listings and the most recent job listings.



- 1 - Dynamic Business Listings for any Census Geography
- 2 - Select by Radius Buffer
- 3 - Dynamic Industry Sector Trends
- 4 - Dynamic Job Listings for Companies and Regions

## ProspectVue™: Business Research and Outreach

Combine geographic, financial and sector filters for highly refined targeted map-based research to find local companies and then use detailed Dun & Bradstreet reports to gain a rich understanding of these companies. Craft your outreach messages based upon their unique characteristics. Use location-based prospect management tools to coordinate group-based work across a region.



- 1 - Filtered, Multi-region Map-based Company Search for Prospects
- 2 - Filter by Company Financial Stress
- 3 - Company Details, Edits, Contacts, Job Listings
- 4 - Import Contacts from a Number of Sources
- 5 - Import Company-specific Contacts Directly from D&B Direct®
- 6 - Retrieve Comprehensive Company Reports from D&B Direct®
- 7 - Export Contacts to Spreadsheet, Mailchimp Email Campaigns
- 8 - Map-based Appointment Scheduling

## TARGETED OUTREACH DRIVEN BY REFINED BUSINESS RESEARCH

Retrieve dynamic Dun & Bradstreet contact lists and company reports for any selected business in realtime from D&B Direct®.

Use the Similar Company Search tool to quickly find companies in the region similar to any selected one.

## RAPID RESPONSE BACKED BY DATA

Find companies ready to do a layoff by using Dun & Bradstreet's high financial stress filter. Then, assist employees being laid off by finding similar, low stress companies in the region.

Filter by high financial stress to find companies in need of assistance or in danger of laying off workers.

Filter by low financial stress to find strategic business training partners and alternative local employment opportunities for workers in companies having layoffs.



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## HIGH QUALITY CURRENT BUSINESS DATA

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The power of EconoVue™ comes from viewing sector and labor market trends relative to current "raw" business-level information. EconoVue™ is designed to work with the Dun & Bradstreet® (www.dnb.com) business database, a gold standard database for economic analysis and detailed company information.

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## LABOR MARKET DATA

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EconoVue's business data are supplemented by labor market resources including:

- Quarterly Census of Employment and Wages (BLS)
- National Establishment Time Series (NETS)
- CareerOneStop.org (US DOLETA and Minnesota DEED)
- Indeed.com

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## PLEASE CONTACT US TODAY

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## URBANEXPLORER

### About Us

EconoVue™ was originally developed through a partnership between The Urban Explorer, Inc of San Francisco, CA and the San Jose/Silicon Valley Workforce Investment Network of Silicon Valley, CA. Since the original partnership, Urban Explorer has continued to grow the platform, using feedback from subscribers to help guide its evolution. Urban Explorer now works in partnership with Dun & Bradstreet in selling subscriptions to economic and workforce development agencies in State and Local government.

The Urban Explorer, Inc has developed high performance, award-winning web GIS tools for Economic Development, Workforce Development and City Planning since 1999 and is the developer of the EconoVue™ platform (US Pats #7,925,982, #8,793,610 and #8,799,812 and patent pending).