

NEW FRONTIER

New Jersey Small Business e-Commerce Support Program



March 12th, 2024

Today's Headlines:

- **The NJEDA is sponsoring free websites and website upgrades for small “storefront” businesses in New Jersey**
 - Restaurants, Retail Shops, Personal Care
- **We would love to help bring this initiative to your small businesses!**



Tonight's Agenda

- **About the NJEDA program**
- **About New Frontier StoreFront**
- **How we can help**
- **How the program works**
- **How to sign up!**



About the Program

Program Details

New Jersey Small Business e-Commerce Support Program

- Can be found at NJEDA.gov under “Small Business Services and Financing”

Small Business E-Commerce Support Program

NJEDA.COM is changing to NJEDA.GOV for consistency with other state entities

TRANSLATE [f](#) [t](#) [@](#) [in](#) [v](#)

NJEDA
NEW JERSEY ECONOMIC DEVELOPMENT AUTHORITY

[ABOUT US](#) [PUBLIC INFORMATION](#) [FINANCING AND INCENTIVES](#) [STRATEGIC INDUSTRY SUPPORT](#) [REAL ESTATE](#) [CAREERS](#) [Q](#)

SMALL BUSINESS SERVICES AND FINANCING

ABOUT SMALL BUSINESS SERVICES AND FINANCING

The NJEDA has a long history of supporting growth in New Jersey for businesses of all sizes, but support of small to mid-sized businesses has always been one of our top priorities. With the creative and versatile loan solutions available to small to mid-sized businesses through the NJEDA, now is an opportune time to contact NJEDA to determine if any of our programs may be the right fit for your small to mid-sized business needs.

NJEDA SMALL TO MID-SIZED BUSINESS PROGRAMS AND FINANCING

Direct Loans	Main Street Lenders Grant	Main Street Micro Business Loan	Premier Lender Program
Recovery Loan Loss Reserve Fund	Small Business Readiness Assistance Program	Small Business E-Commerce Support Program	Small Business Fund
Small Business Improvement Grant	Small Business Lease Grant		

[View all active programs](#)

Program Details

Provides digital marketing support to “Storefront” Businesses

- Restaurants
- Retail Shops
- Personal Care



The screenshot shows a webpage titled "SMALL BUSINESS E-COMMERCE SUPPORT PROGRAM". It features a dark blue text box with white text describing the program's services and a list of services. To the right of the text box is a vertical list of links, each with a document icon. At the bottom of the screenshot is a photograph of a laptop displaying an e-commerce website with a shopping cart icon on a cardboard box in front of it.

SMALL BUSINESS E-COMMERCE SUPPORT PROGRAM

The Small Business E-commerce Support Program provides free e-commerce and digital marketing consulting services to New Jersey small businesses in the restaurant, retail and personal care industries that operate from a commercial location. The NJEDA has partnered with consultants to assist eligible small businesses with e-commerce services such as:

- Website Development
- Website Optimization
- E-commerce Platform
- Online Ordering Platform
- Online Appointment Booking Platform
- Digital Marketing Plan

Interested businesses should contact an NJEDA partner consultant directly. Please click **"CONSULTANTS THAT CAN HELP YOU GET STARTED"** for contact information.

- [IS MY BUSINESS ELIGIBLE?](#)
- [SBA SMALL BUSINESS SIZE STANDARDS](#)
- [CONSULTANTS THAT CAN HELP YOU GET STARTED](#)
- [SMALL BUSINESS E-COMMERCE SUPPORT PROGRAM – BOARD MEMO](#)
- [MAIN STREET RECOVERY FINANCE PROGRAM – BOARD MEMO](#)

Eligibility

- **Businesses must meet the following requirements:**
 - Restaurant, Retail Store, Personal Care Business
 - Situated in a commercial location with a physical store front in New Jersey
 - Currently registered to do business in New Jersey
 - Small business as defined by the US Small Business Association (SBA)
 - Able to provide a current NJ Business Assistance or Incentive Clearance Certificate



Eligibility

- **Not eligible:**

- Cannabis / Marijuana (there are other NJEDA programs for this sector)
- Businesses that haven't opened yet
- Businesses that can't produce a tax clearance certificate



“What’s the Catch”?



The Answer:



**There's no catch!
(seriously)**

All costs are covered by the State of New Jersey, including initial associated costs (e.g., setup, first month of subscription, etc)

About Us

About New Frontier

- Full-Service Agency based in Downtown Millburn
- Founded in 2012
- Specialize in Advertising, Branding, Web Design
- “Big Agency Creative Resources in an Accessible Package”

The screenshot shows the New Frontier website homepage. At the top is a navigation bar with the company name and links for 'Who We Are', 'What We Do', 'Specialty Areas', 'Work That Works', 'StoreFront', and 'Let's Talk'. The main content area features a large image of a woman with her finger to her lips, with the headline 'We'll do what your agency won't.' Below this is a paragraph explaining their unique value proposition and a 'Why We're Different' button. The next section is titled 'What Keeps You Up At Night?' and discusses their ability to handle urgent marketing needs, with a 'How We Can Help' button. The 'Work That Works' section highlights their flexibility in handling various client needs, accompanied by three small images of client work: a website, a wealth management brochure, and a coupon for a product.

This section is titled 'Client Success' and features a grid of logos for various clients. The text above the logos states: 'We've helped a lot of clients over the years. Some big. Some small. Some we've made big. Maybe that's why we're the go-to agency for a wide variety of discerning clients.' The logos include Dr. Scholl's, Harvard Medical School, Ario Health, K2 Integrity, Coppertone, DAKOTA, Welch's, Overlook Medical Center, USGA, Kennedys, SOPAC, and Bayer.

“For years, we struggled to find an appropriate brand identity and communication platform for our organization. David asked probing questions, listened carefully, and then, almost overnight delivered a brilliant concept for our organization. His was a piece of consulting wizardry that is already making a profound difference in our capacity to become known and supported.”

— Julie Joyal, Executive Director, Harvard Medical School / Harvard MEDScience.

NJEDA Partnership

- **We've partnered with the NJEDA to help execute this program and bring websites to small businesses like yours**
 - We work with you to create your new website
 - The NJEDA covers all associated costs

The screenshot displays the New Frontier Storefront website. At the top, there is a navigation menu with links for 'Who We Are', 'What We Do', 'Specialty Areas', 'Work That Works', 'StoreFront', and 'Let's Talk'. The main header features the 'NEW FRONTIER STOREFRONT' logo. The primary headline reads 'Get The Website Your Business Deserves... For Free!'. Below this, a sub-headline states: 'If you've got a restaurant, retail shop, or personal care business in New Jersey, you may be eligible to receive a free website or website upgrade*.' A blue 'Get Started' button is positioned below the text. The main body of the page contains a paragraph explaining the 'Small Business E-Commerce Support Program' and its partnership with the NJEDA. A second 'Get Started' button is located at the bottom of this paragraph. To the right of the text is a grid of six small images showing various business websites, including one for 'WESTFIELD'S PREMIER SLICE AND PIE' and another for 'MADE LOCAL SHOP LOCAL'. At the bottom right of the grid, a dashed box contains the text 'YOUR BUSINESS HERE'. The footer includes the NJEDA logo and the New Frontier Storefront logo, along with a small asterisked note: '*Visit njeda.gov/smallbusinessservices for program details and requirements'.

The StoreFront Team

- Senior Staff
- Experienced
- Small Business Awareness
- Technical Expertise
- Full Client Support



David Sorkin
Owner, President



Ani Stone
Chief Creative Officer



Stephanie Wikstrom
Director of Business Development,
StoreFront



Nicole Levitt
Senior Marketing Director



Laura Goolsby
Project Manager



Lisa Angelson
Account Manager - StoreFront



Lorel Sanchez
Account Manager - StoreFront



Jodi Wiseman
Account Manager - StoreFront



Andrew Guevara
Account Coordinator



Zac Banas
Technical Lead



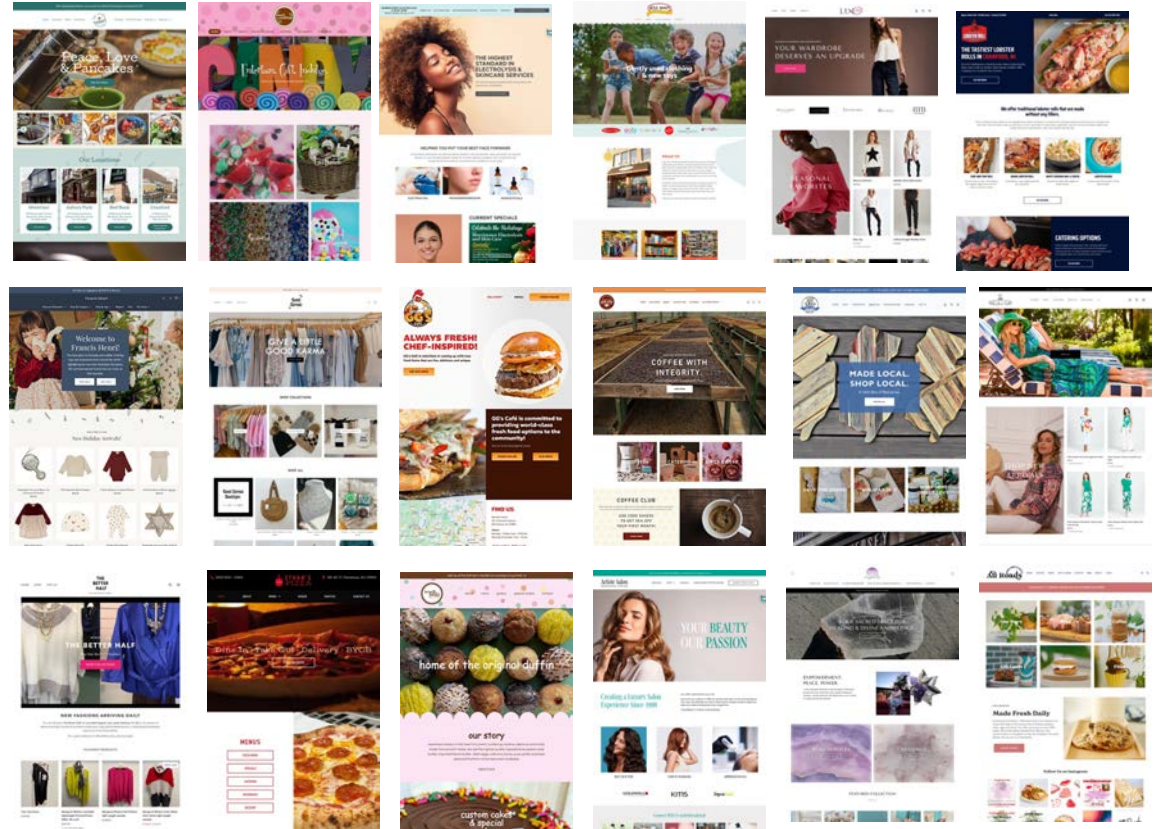
Kate Campione
Shopify Expert



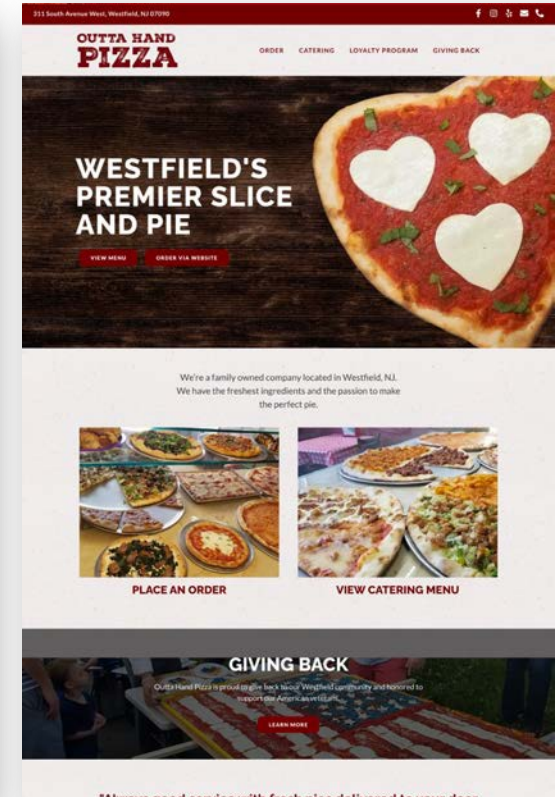
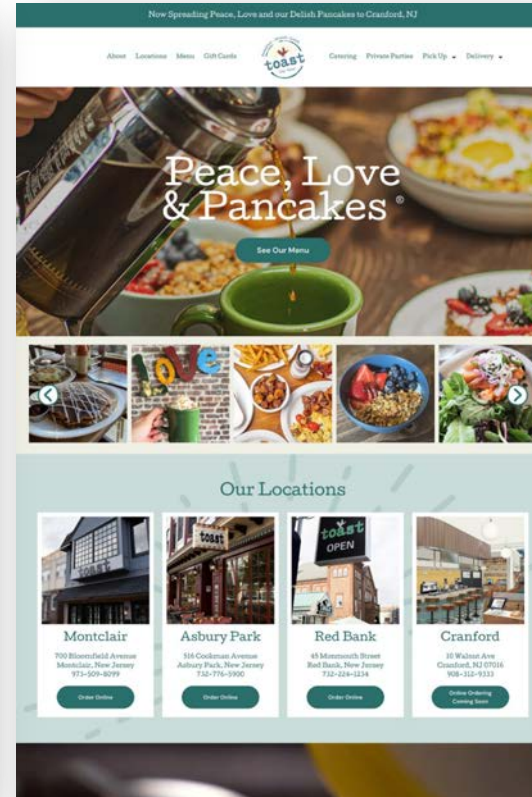
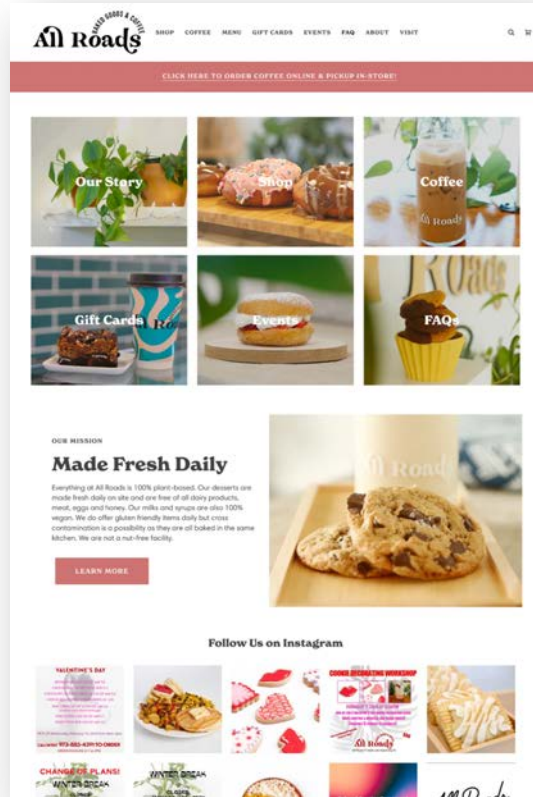
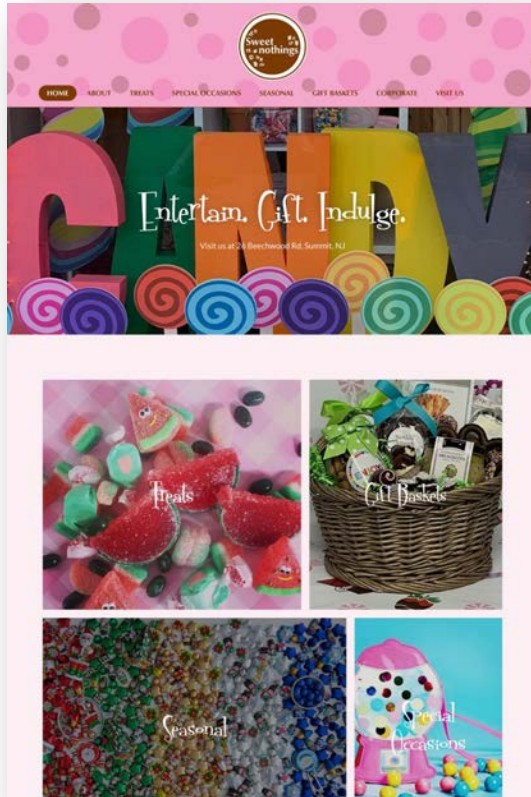
Carla Chalmers
Senior Wordpress Consultant

Our Work

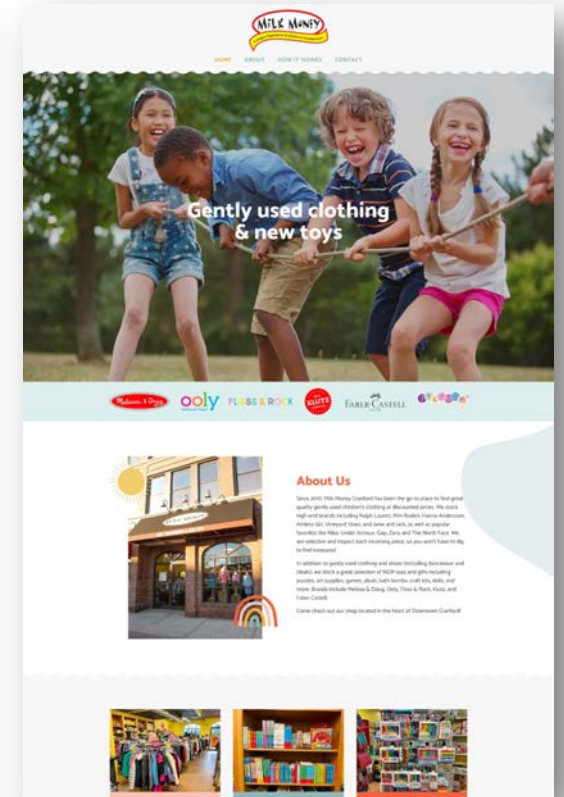
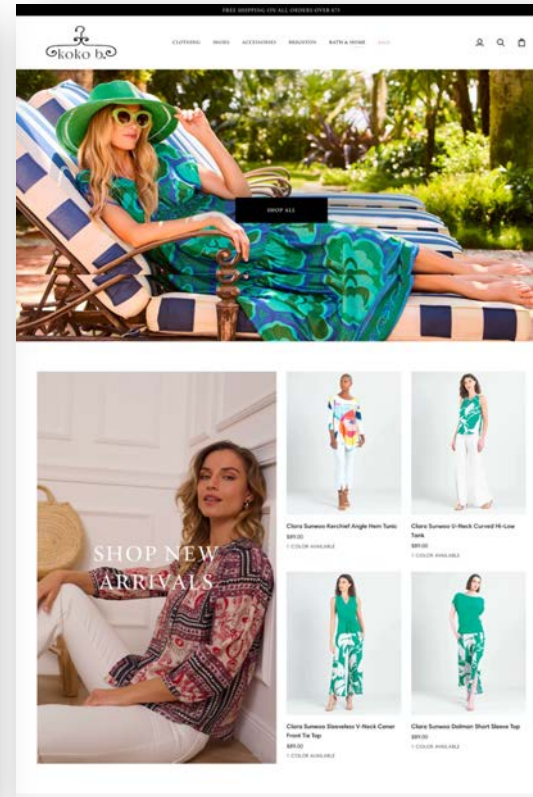
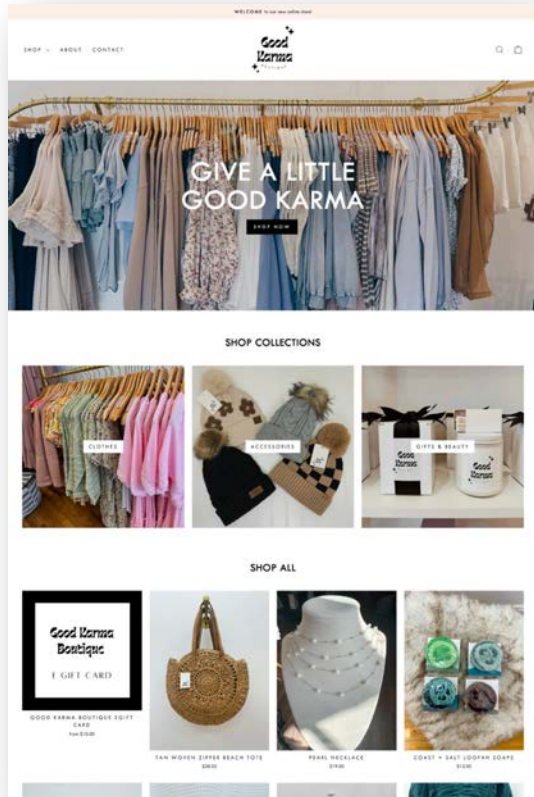
- 60+ sites launched since July 1st
- Sites built on WordPress and Shopify
- See our latest work on Instagram @nfstorefront



Restaurants



Retail



Personal Care

OUR TEAM SERVICES GALLERY SHOP CONTACT

CALL US TODAY REQUEST AN APPOINTMENT




ESTABLISHED 2006

WELCOME TO THE PORCH

A PAUL MITCHELL FOCUSED SALON LOCATED AT 26 NORTH UNION AVE., CRANFORD, NJ

BOOK AN APPOINTMENT



FOR WOMEN, MEN & KIDS

A FULL-SERVICE SALON

The Porch Hair & Nail Salon is dedicated to providing high quality services in a family friendly atmosphere. Our stylists have access to the highest quality education in the industry. Let us pamper you and leave feeling rejuvenated and renewed.

As a full-service salon, we offer makeup application, waxing, and nail services. We also offer eyebrow threading. Threading provides more precise control in shaping eyebrows and is gentler on the skin.

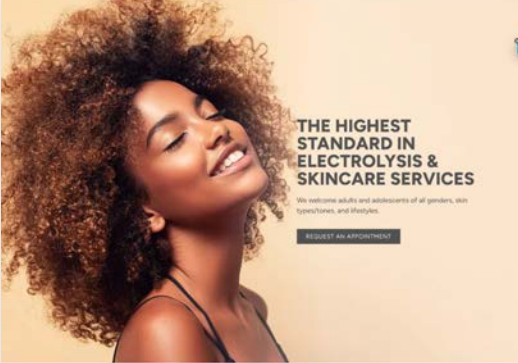
Need to look great on your big day? The Porch Salon has you covered from head to toe for weddings and special events.

VIEW SERVICES

MORRISTOWN ELECTROLYSIS & SKIN CARE

ABOUT US ELECTROLYSIS MICRODERMABRASION SKINCUTICALS CONTACT

REQUEST AN APPOINTMENT




THE HIGHEST STANDARD IN ELECTROLYSIS & SKINCARE SERVICES

We welcome adults and adolescents of all genders, skin tones/tones, and lifestyles.


REQUEST AN APPOINTMENT

HELPING YOU PUT YOUR BEST FACE FORWARD


At Morristown Electrolysis, we offer the highest standard in skincare and safe, sterile, permanent hair removal services. Try our microdermabrasion option for a smooth, glowing complexion with no downtime. Our exceptional SkinCeuticals skin care products are available for all skin types.




ELECTROLYSIS



MICRODERMABRASION



SKINCUTICALS



CURRENT SPECIALS

Celebrate the Holidays with Morristown Electrolysis and Skin Care


Specials!

- Available December 9th - 15th
- 15% OFF AN ELECTROLYSIS PROCEDURE
- 15% OFF AN SKINCUTICALS PROCEDURE
- 15% OFF 3 HOUR MICRODERMABRASION

SEE OUR CURRENT SPECIALS

NEW FRONTIER STOREFRONT

SERVICES YOGA RETREATS TEACHER TRAINING NEWS CONTACT




THE ART OF SELF-STUDY


स्वाध्याय

WELCOME TO NIYAMA YOGA SHALA & WELLNESS CENTER


At Niyama Yoga Shala we focus on educating, nurturing, and re-emerging the mind/body/spiritual connection. We are a yoga community spanning across New Jersey, Florida, and global destinations that encourages inner peace through movement, meditation, and awareness of our physical and subtle body, to encourage our community to find joy and balance in their lives both on the mat and off of the mat.




AYURVEDIC MEDICINE



SOUND THERAPY



PRIVATE YOGA THERAPY




RADIANT INFRARED HEAT

Call The Salon (908) 751-8888 to Schedule Your Appointment

Artiste Salon PROFESSIONAL HAIRCARE


SERVICES SHOP CONTACT EMPLOYMENT OPPORTUNITIES REQUEST CONSULTATION




YOUR BEAUTY OUR PASSION

Creating a Luxury Salon Experience Since 1998


Our staff is dedicated to your fall. Ever since our creation in 1998 our stylists have been on the cutting edge of Hair Care. We dedicate our time to hearing the newest trends to keep your style as it is and beautiful every single time. YOUR BEAUTY IS TRULY OUR PASSION.



Hair Cut & Style



Color & Treatments

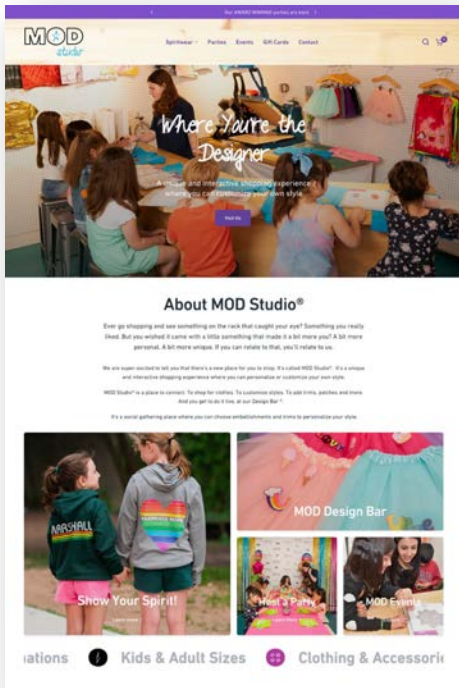


Additional Services

GOLDWELL KMS DgvaCurl

Connect With Us @Artistesalon56

South Orange / Maplewood



MOD Studio
Where You're the Designer

About MOD Studio®
Ever go shopping and see something on the rack that caught your eye? Something you really liked. But you wished it came with a little something that made it a bit more you? A bit more personal. A bit more unique. If you can relate to that, you'll relate to us.

We've been excited to tell you that there's a new place for you to shop. It's called MOD Studio®. It's a unique and educational shopping experience where you can personalize or customize your own style.

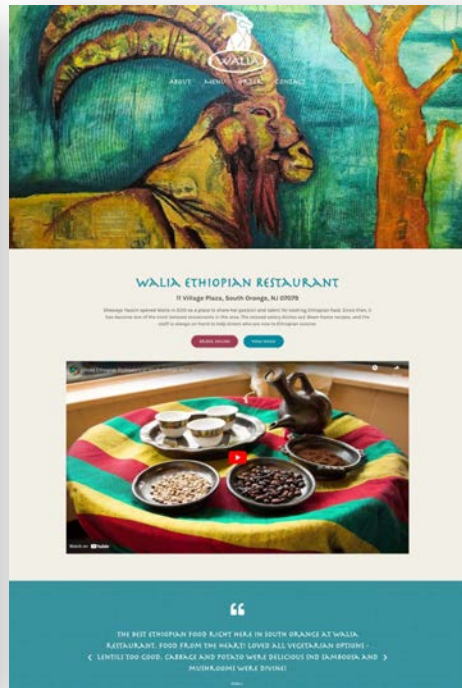
MOD Studio® is a place to connect. To shop for clothes. To customize styles. To see friends, partners and more. And you get to do it all in our Design Bar™.

It's a social gathering place where you can choose embellishments and trims to personalize your style.

MOD Design Bar

Show Your Spirit!

ations Kids & Adult Sizes Clothing & Accessories



WALIA ETHIOPIAN RESTAURANT
11 Village Plaza, South Orange, NJ 07079

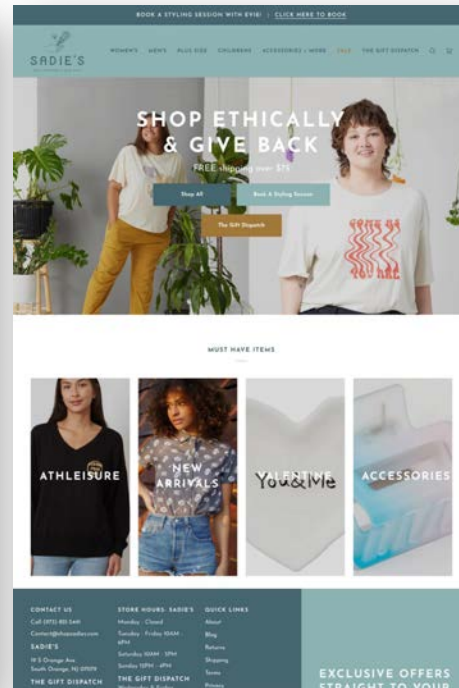
THE BEST ETHIOPIAN FOOD RIGHT HERE IN SOUTH ORANGE AT WALIA RESTAURANT. FOOD FROM THE HEART. LOVED ALL VEGETARIAN OPTIONS. C. SPICED TIGER GOOD. CABBAGE AND PEAS WERE DELICIOUS DND DAMBOUG AND MUSHROOMS WERE DIVINE!

CONTACT US
Call (973) 681-5446
Contact@walia.com

STORE HOURS: WALIA
Monday - Closed
Tuesday - Friday 10AM - 9PM
SATURDAY 10AM - 9PM
SUNDAY 10AM - 9PM

QUICK LINKS
Blog
Reviews
Reviews
Events
Private

EXCLUSIVE OFFERS STRAIGHT TO YOUR



SADIE'S

SHOP ETHICALLY & GIVE BACK
FREE shipping over \$35

MUST HAVE ITEMS

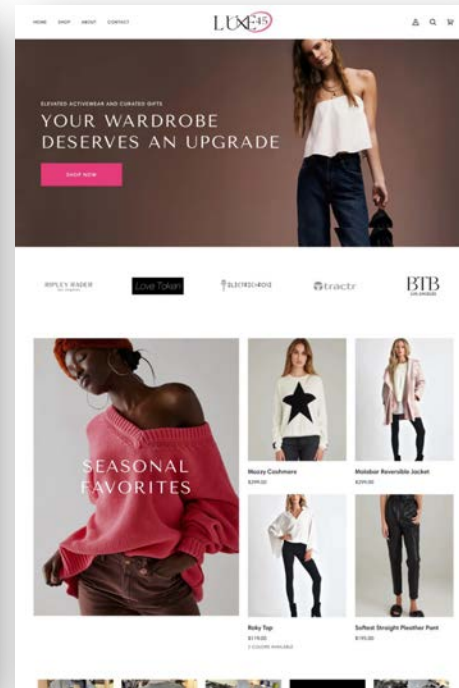
- ATHLEISURE
- NEW ARRIVALS
- YOU & ME
- ACCESSORIES

CONTACT US
Call (973) 681-5446
Contact@walia.com

STORE HOURS: SADIE'S
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EXCLUSIVE OFFERS STRAIGHT TO YOUR

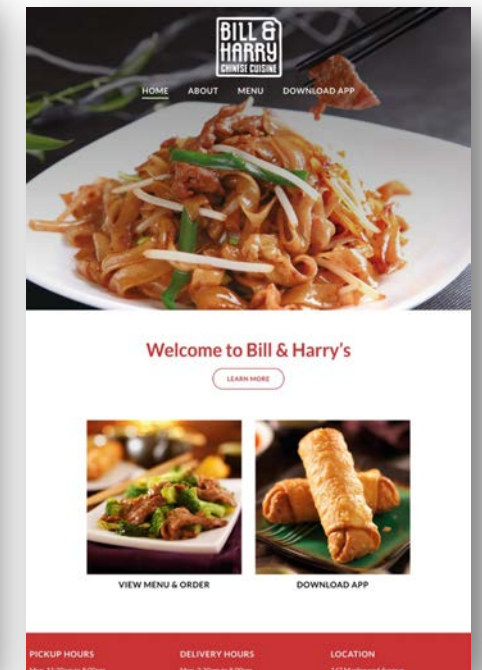


LUX

YOUR WARDROBE DESERVES AN UPGRADE

SEASONAL FAVORITES

- Misty Cashmere \$299.00
- Woolbar Reversible Jacket \$299.00
- Ruby Top \$179.00
- Softest Straight Pleather Pant \$199.00



BILL & HARRY'S
CHINESE CUISINE

Welcome to Bill & Harry's

VIEW MENU & ORDER

DOWNLOAD APP

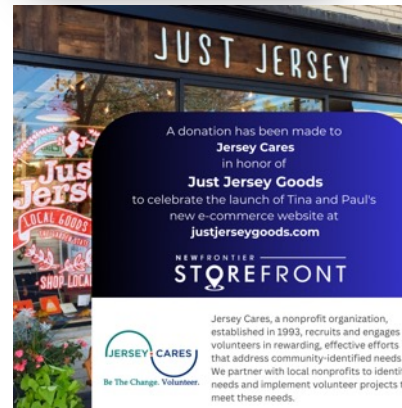
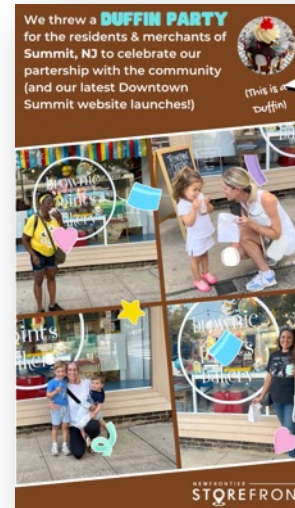
PICKUP HOURS
Mon - Fri 11:30am to 9:00pm

DELIVERY HOURS
Mon - Fri 2:30pm to 9:00pm

LOCATION
147 Maplewood Avenue

Community Focus

- We give back to the community with every initiative
- Dozens of nonprofits / local charitable organizations supported throughout NJ
- Try to support launches with fun, local initiatives that support the town and community



How The Program Can Help You

Top 5 Reasons You May Need a New Website

- **You don't have a website**
- **You have a website, but you don't own it!**
 - Slice, Yelp, Menufy, etc...
- **You have a website, but it's broken**
- **You have a website, and it's not set up properly for SEO**
 - Site tagging
 - Expired Security Certificate
 - Not linked to Google Business
 - Old Shopify Theme
- **You just want a design refresh**

How the Process Works

Step 1: Intake Form

- **First step as required by NJEDA**
- **Form available at newfrontier.com/storefront**
 - Basic info about business

← → ↻ newfrontier.com/storefront/



Helping New Jersey
storefront businesses
grow, one (free)
website at a time.*

Get Started



Step 2: Meeting / Assessment

- **We contact you immediately after intake form is submitted**
- **1:1 Meeting is scheduled ASAP**
 - Virtual or On-Site
 - Discuss basic requirements
 - Information gathered for proposal / funding request



Sample “Assessment” Questions

- **Do you have / need ordering platforms / POS integration?**
 - E.g., Slice, Toast, DoorDash
 - Some clients want to stay with what they have, some want new ones
- **WordPress or Shopify?**
 - Shopify for e-commerce, WordPress for restaurants and personal care
 - NJEDA pays for WordPress hosting/ Shopify costs if new to platform
- **What types of functionality are you looking to include?**
 - Contact forms? Social Media feed? Popup Windows? Email marketing?
- **Is there a proper Google Business setup?**
 - Google Business Page? Google Analytics? Is site search-optimized?



These are NOT creative questions...these are to help shape the proposal and the funding request

Step 3: Paperwork and Submission

- **Agency prepares proposal / funding request**
 - Client needs to sign/approve
- **Client gathers Tax Clearance Info**
 - Business Tax Clearance Certificate
 - First page of most recent federal tax return
 - If new business, then certificate of formation and gross receipts to date
 - Info available at newfrontier.com/taxforms
- **All paperwork submitted to NJEDA for Approval**

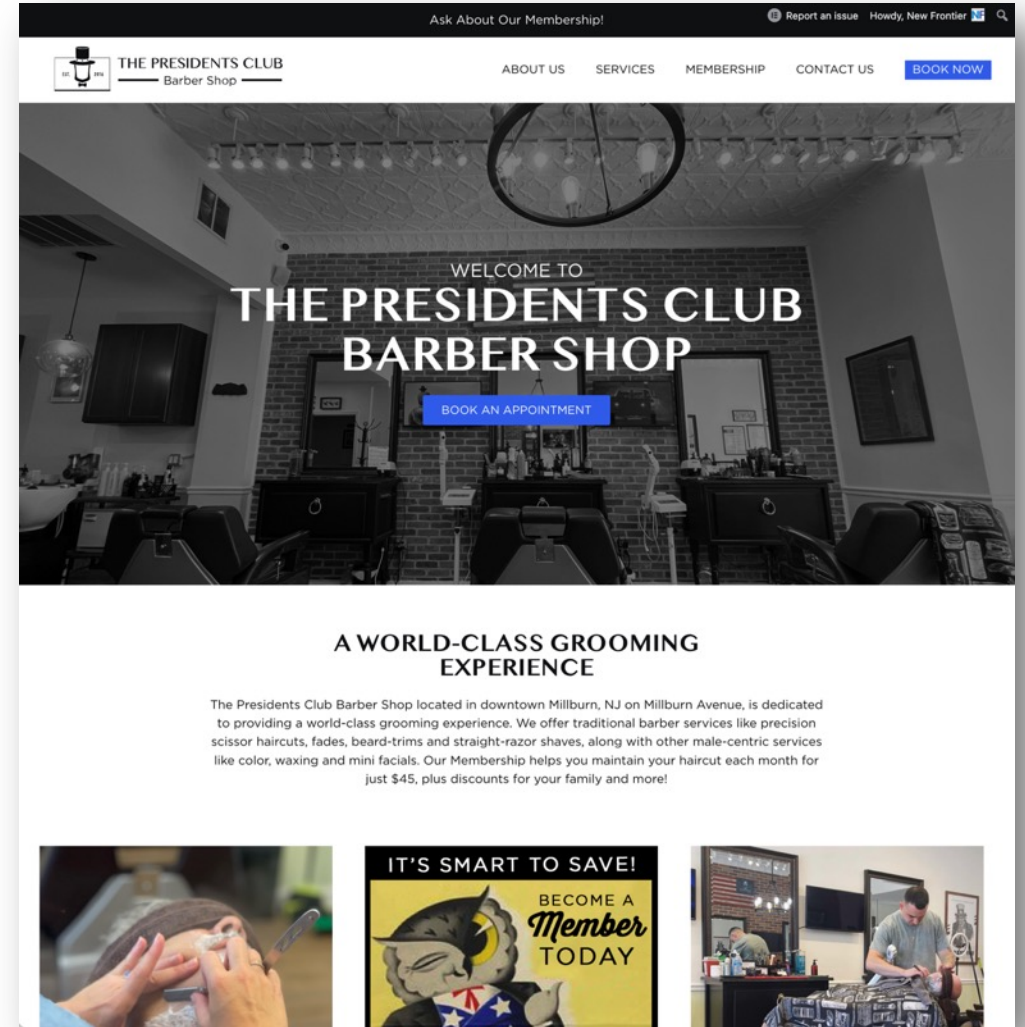
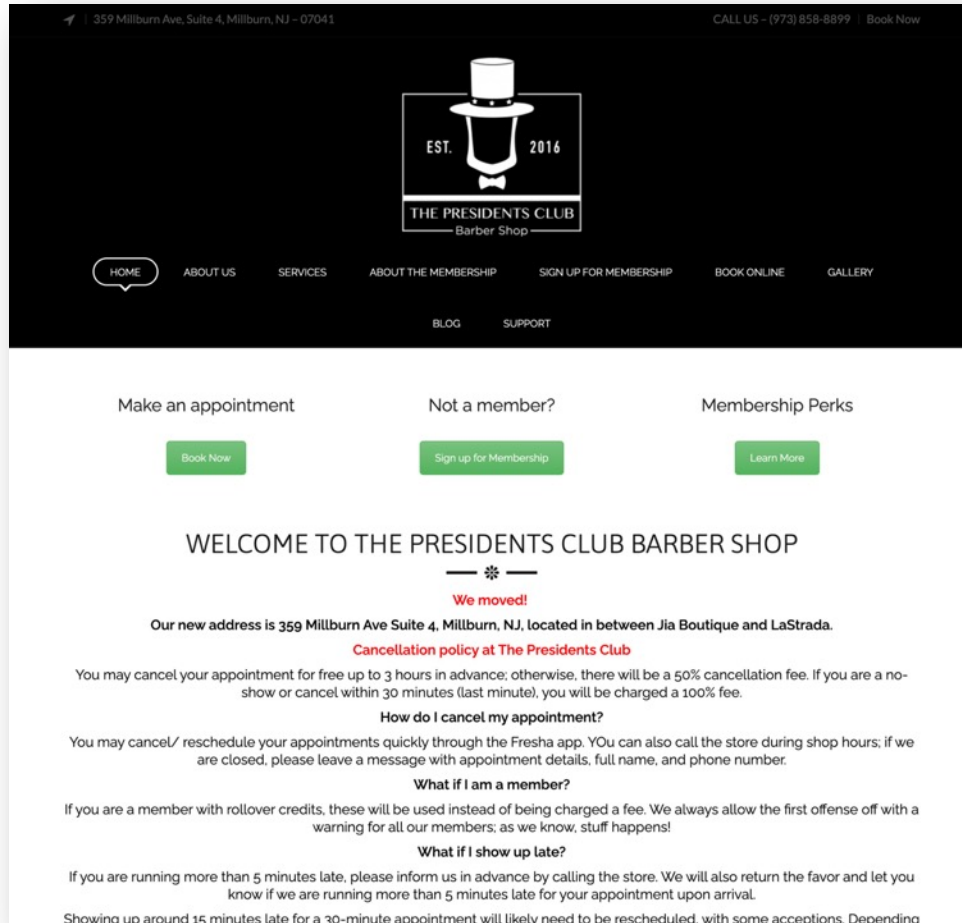


Step 4: The Fun Part

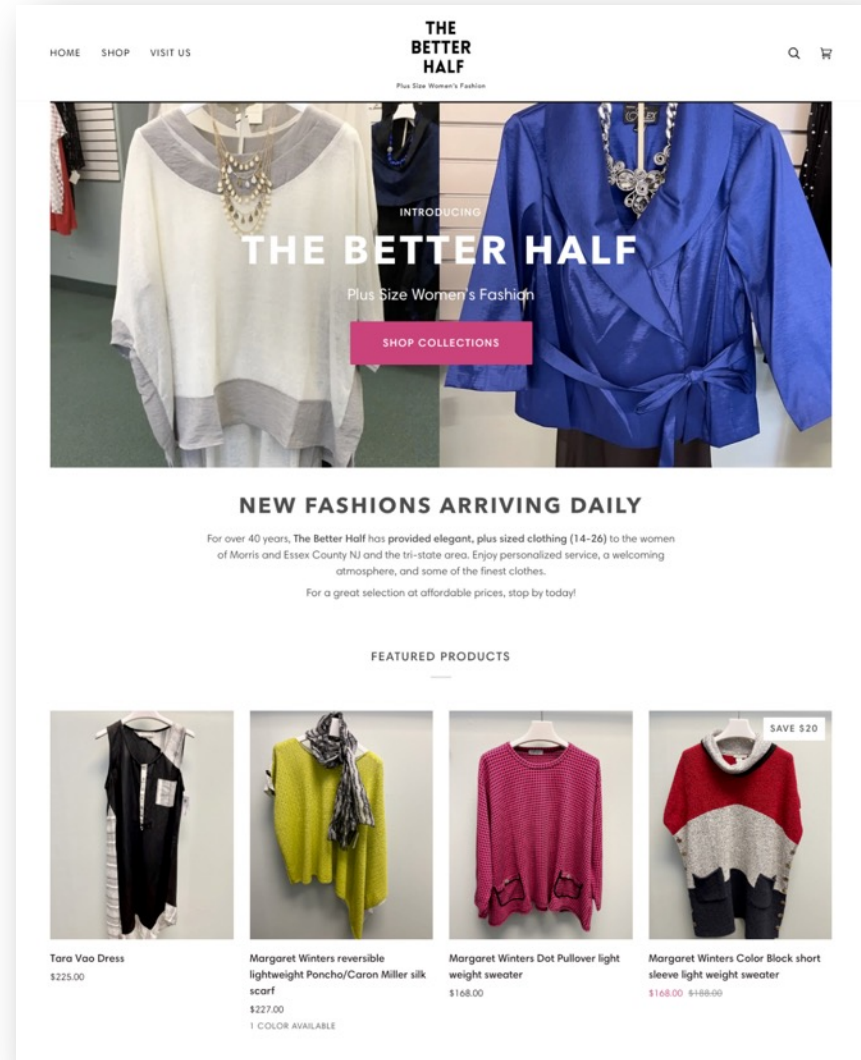
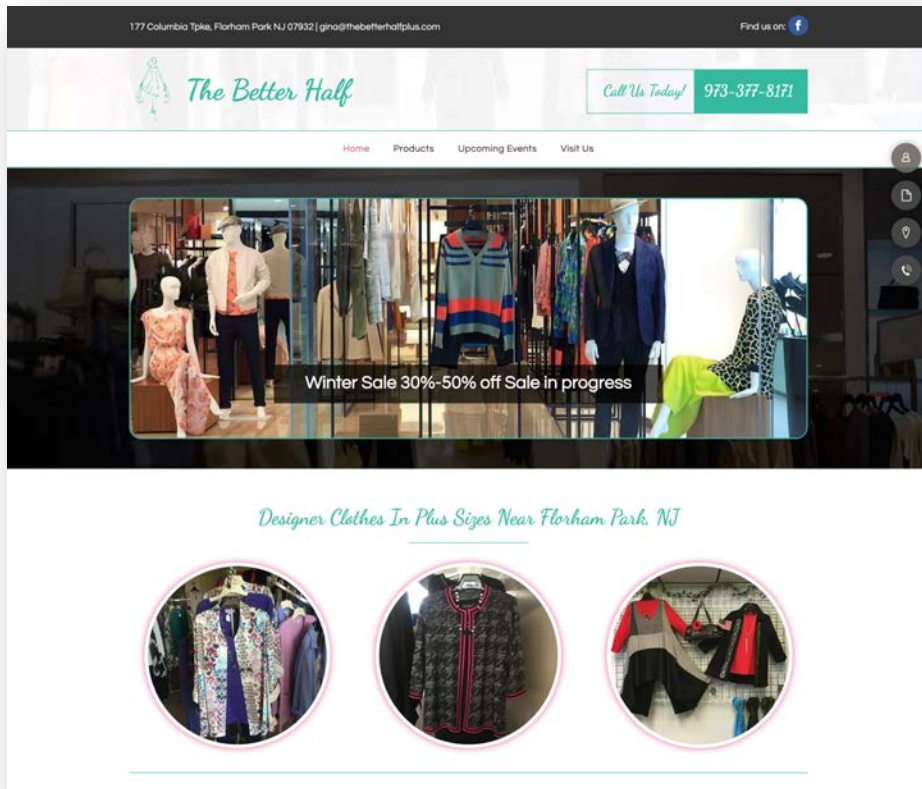
- **Agency Account Executive Contacts Client**
 - Welcome Kit
 - Creative Brief
 - Details and Deadlines
- **Creative Process / Launch**
 - Designs shared and approved
 - Site developed on staging server for review
 - Launch / training / follow-up
- **Anticipated timing: 6-8 weeks from project approval**



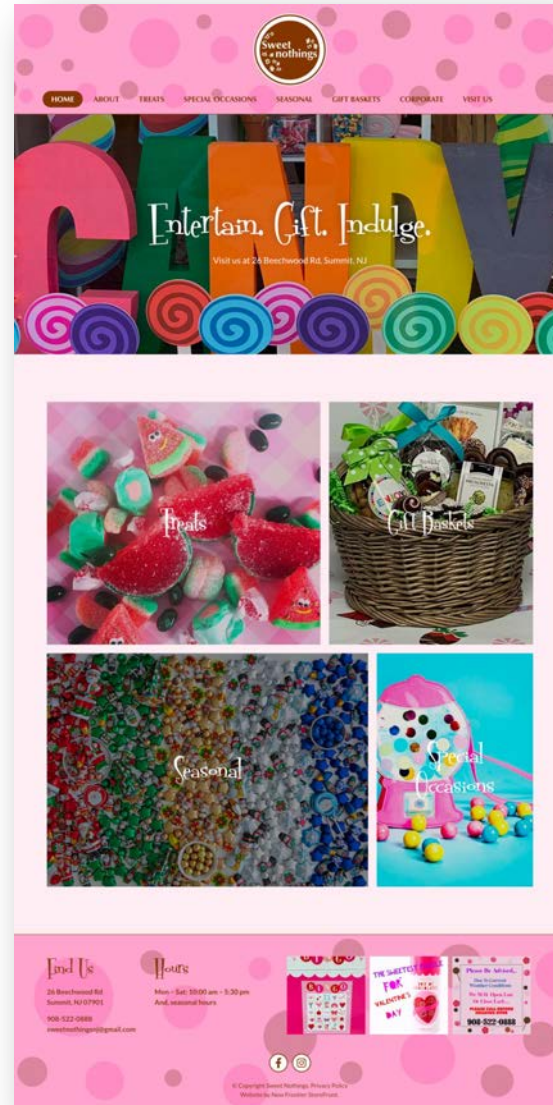
Before and After



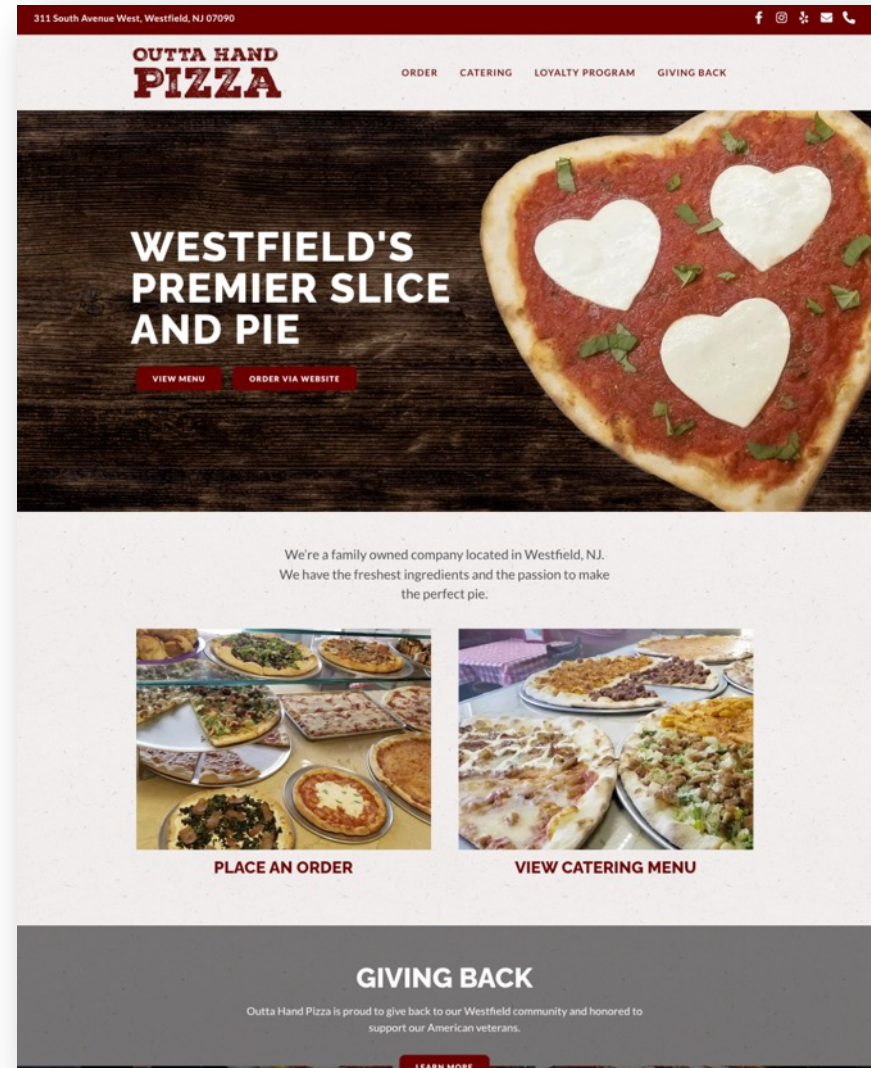
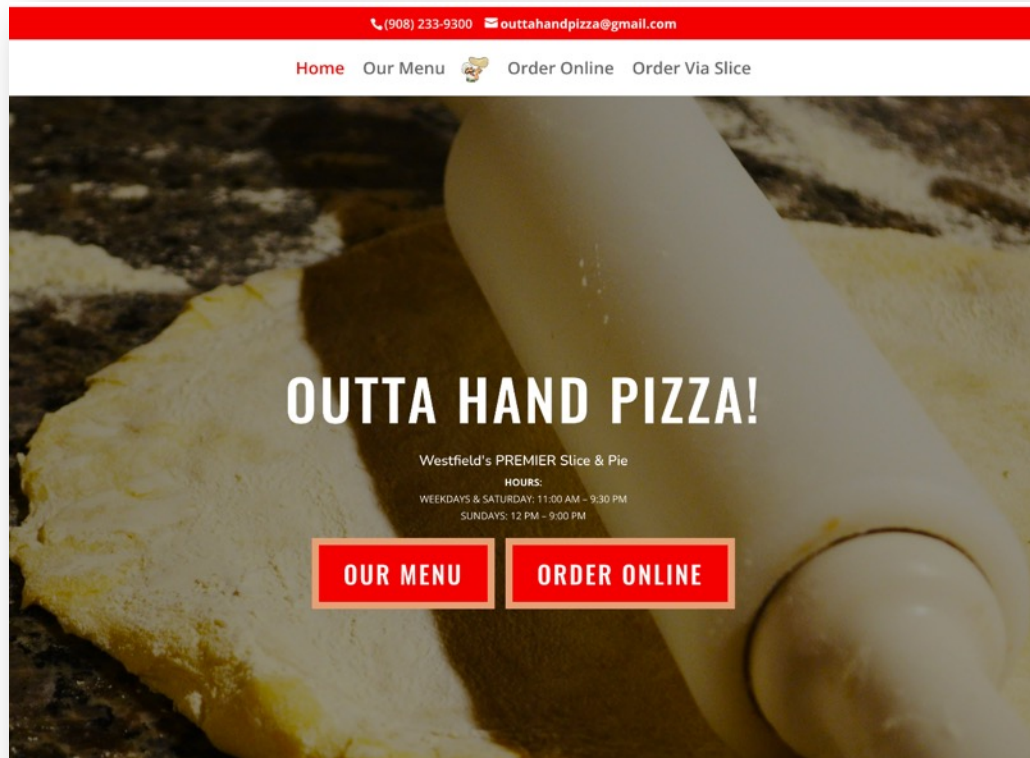
Before and After



Before and After



Before and After



Before and After

MORRISTOWN ELECTROLYSIS & SKIN CARE
DOROTHY MORENO, BSN, RN, LE, CPE

Home | Electrolysis | Microdermabrasion | SkinCeuticals | Our Electrologists | Contact Us | Blog

INFO@MYLOVELYSKIN.COM | 973-538-0366

PLEASE SEE OUR COVID PRECAUTIONS.
There's no better time to get the beautiful, hair-free skin you want and deserve!
Let us help you put your best face forward with our exceptional promotions.

Fall Favorites Sale!
15% off all SkinCeuticals Hydration and Corrective products (acne, aging, discoloration, etc.)
\$90 for 1 hour Microdermabrasion Package
*Gift Certificates Available!
Back-to-School, Halloween, Thanksgiving, Pumpkin Patch, etc.
September 15th through October 31st
Morristown Electrolysis and Skin Care
973-538-0366

At Morristown Electrolysis, we offer the highest standard in skin care and safe, sterile, permanent hair removal services.
Try our microdermabrasion option for a smooth, glowing complexion with no downtime.
Our exceptional SkinCeuticals skin care products are available for all skin types.
We respect and welcome adults and adolescents of all genders, skin types / tones, and lifestyles.

We are available by appointment only on:

Tuesdays	10 AM - 7 PM
Wednesdays	10 AM - 7 PM
Thursdays	10 AM - 7 PM
Fridays	10 AM - 7 PM
Saturdays	10 AM - 6 PM

CALL US TODAY
973-538-0366
TO BOOK YOUR APPOINTMENT!

To request a consultation, please complete the form below so that we may call you!

Name *
Email *
Phone
Subject
Message

Electrolysis **Microdermabrasion**
SkinCeuticals Skin Care Products

Learn about our exceptional SkinCeuticals skin care products! Learn about our highly trained, skilled, experienced, and New Jersey-licensed electrologist!

Dorothy Moreno, BSN, RN, LE, CPE Alexis Kiriakou, LE, CPE

Contact Us Follow Us More About Us

200 East Memorial Avenue
Cedar Knolls, NJ 07930

info@mylovelyskin.com

Tel: 973-538-0366

Facebook Certified Professional Electrologist

LinkedIn Electrology

Instagram Electrologists Association of NJ

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MORRISTOWN ELECTROLYSIS & SKIN CARE ABOUT US ELECTROLYSIS MICRODERMABRASION SKINCEUTICALS CONTACT REQUEST AN APPOINTMENT

THE HIGHEST STANDARD IN ELECTROLYSIS & SKINCARE SERVICES

We welcome adults and adolescents of all genders, skin types/tones, and lifestyles.

REQUEST AN APPOINTMENT

HELPING YOU PUT YOUR BEST FACE FORWARD

At Morristown Electrolysis, we offer the highest standard in skincare and safe, sterile, permanent hair removal services. Try our microdermabrasion option for a smooth, glowing complexion with no downtime. Our exceptional SkinCeuticals skin care products are available for all skin types.

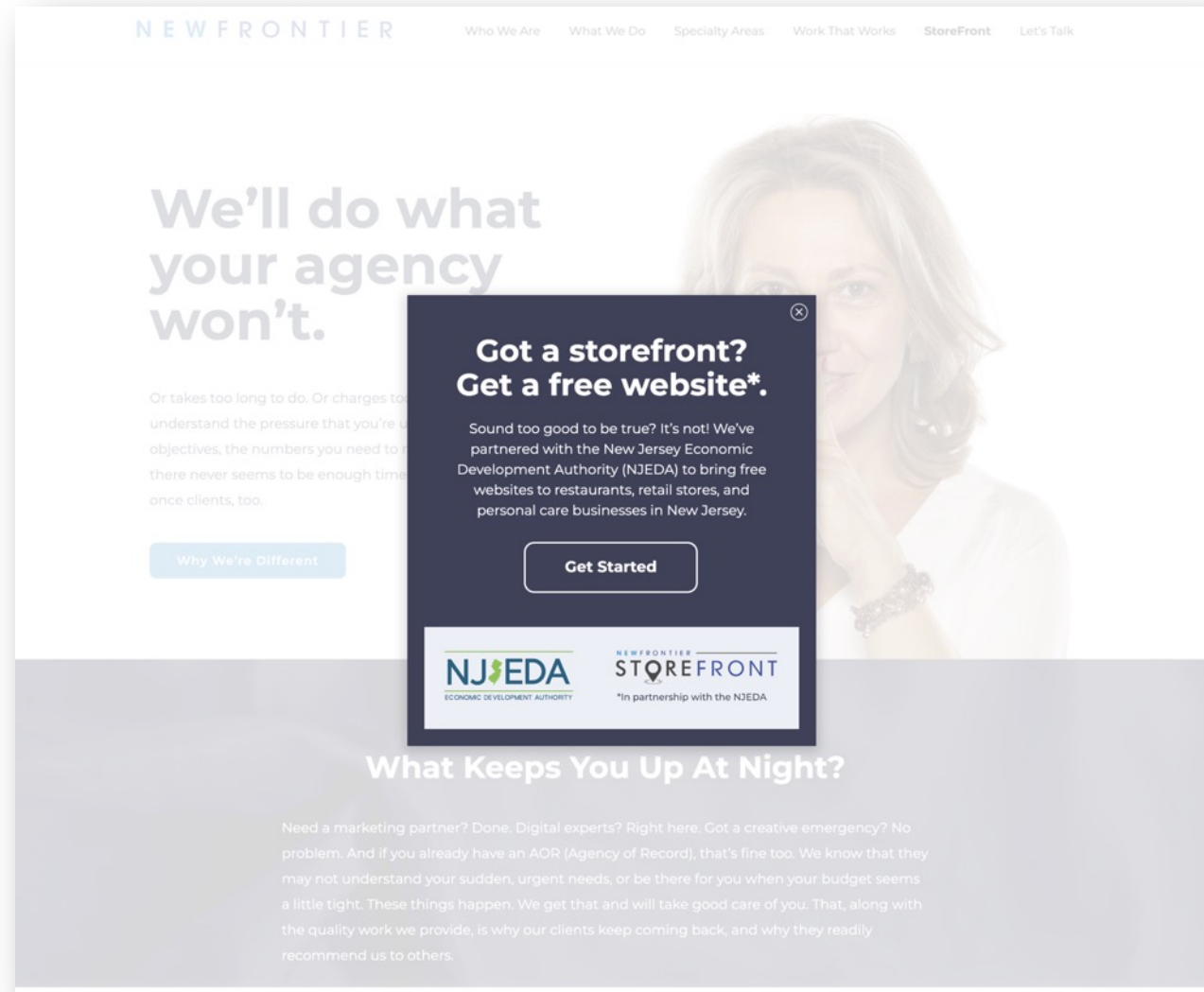
ELECTROLYSIS **MICRODERMABRASION** **SKINCEUTICALS**

CURRENT SPECIALS

Celebrate the Holidays
with
Morristown Electrolysis and Skin Care
Specials!
Available December 15th thru January 15th
15% OFF ALL SKINCEUTICALS PRODUCTS
\$90 for 1 hour MICRODERMABRASION
GIFT CERTIFICATES AVAILABLE

How to Get Started

1. Visit newfrontier.com and click “Get Started”

A screenshot of the New Frontier website. The page features a navigation bar at the top with the company name and several menu items. The main content area has a large headline and a sub-headline. A dark overlay box is positioned in the center, containing promotional text and a call-to-action button. At the bottom of the overlay, there are logos for NJEDA and New Frontier Storefront. Below the overlay, there is another section with a headline and a paragraph of text.

NEW FRONTIER

Who We Are | What We Do | Specialty Areas | Work That Works | **StoreFront** | Let's Talk

We'll do what your agency won't.



Or takes too long to do. Or charges too much. We understand the pressure that you're under to meet your objectives, the numbers you need to report, and the fact that there never seems to be enough time to get it done, even once clients, too.

[Why We're Different](#)

**Got a storefront?
Get a free website*.**

Sound too good to be true? It's not! We've partnered with the New Jersey Economic Development Authority (NJEDA) to bring free websites to restaurants, retail stores, and personal care businesses in New Jersey.

[Get Started](#)

*In partnership with the NJEDA

What Keeps You Up At Night?

Need a marketing partner? Done. Digital experts? Right here. Got a creative emergency? No problem. And if you already have an AOR (Agency of Record), that's fine too. We know that they may not understand your sudden, urgent needs, or be there for you when your budget seems a little tight. These things happen. We get that and will take good care of you. That, along with the quality work we provide, is why our clients keep coming back, and why they readily recommend us to others.

2. Fill out the intake form

- **Should take less than 5 minutes**
- **We'll reach out to you right away to set up a meeting/assessment**

NJEDA ECONOMIC DEVELOPMENT AUTHORITY **NEW FRONTIER** **STOREFRONT**

E-Commerce / Digital Marketing Services Technical Assistance Intake Form

In Partnership with the New Jersey Economic Development Authority (NJEDA)

Congratulations! If you're looking to participate in the NJEDA Small Business E-Commerce Support Program, you've come to the right place!

As with any grant program, there's a bit of paperwork to fill out at the beginning. We'll try to make this as easy as possible! Here's how it all works:

STEP 1: Please fill out the form below. It contains the official intake questions as requested by the NJEDA, and is the first part of the intake process.

STEP 2: Once the form below has been filled out, a member of the New Frontier StoreFront team will reach out to you to right away to arrange a consultation and talk through the goals of your project/website in order to prepare a formal submission to the State.

STEP 3: Once all of the information is gathered from the first two steps, your project will be submitted to the State for approval. And then once approved, we'll reach out to you to start the official creative process!

Please note, businesses must be registered and have a physical store front in New Jersey to qualify for assistance.

Business Name *

Questions?

Thank You!

NEWFRONTIER

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