

2025 Impact Report

IA SOURCELINK

 *Where Business Begins in Iowa*

To the Iowa Entrepreneurial Ecosystem,

We are thrilled to release the 2025 IASourceLink Impact Report. While 2024 was marked by major change, 2025 was marked by strength. We want to continuously improve our program to better serve small businesses and fulfill our mission of connecting entrepreneurs with resources that support them throughout their business journey. To do this, we focused on strengthening our program. We strengthened our content, our website, and, most importantly, our relationships with all of you. We published new guides, launched a new program, enhanced our social media presence, and expanded our webinar series.

In the following pages, you will discover the results of those efforts. We hope they will provide you with insights into the impact of those efforts and an understanding of what resources you can pass along to your local ecosystems.

However, we first want to thank all of you: our partners and supporters. Supporting the Iowa Entrepreneurial Ecosystem is a team effort. We are grateful to know that we can refer small businesses to you and that they will receive the support they seek. At the same time, we are also thankful for every referral, social media interaction, and website link that you provide to us.

As we look towards 2026, we are excited to innovate the way we support small businesses and be the place where business begins in Iowa.

*Megan Damman
& the IASourceLink Team*

2025 Program Summary

44,772

Web Users

220,859

Web Views

5,377

Newsletter Subscribers

2,305

Direct Referrals

4,358

Webinar Registrations

2,016

Social Media Followers

Top Counties Assisted

Urban

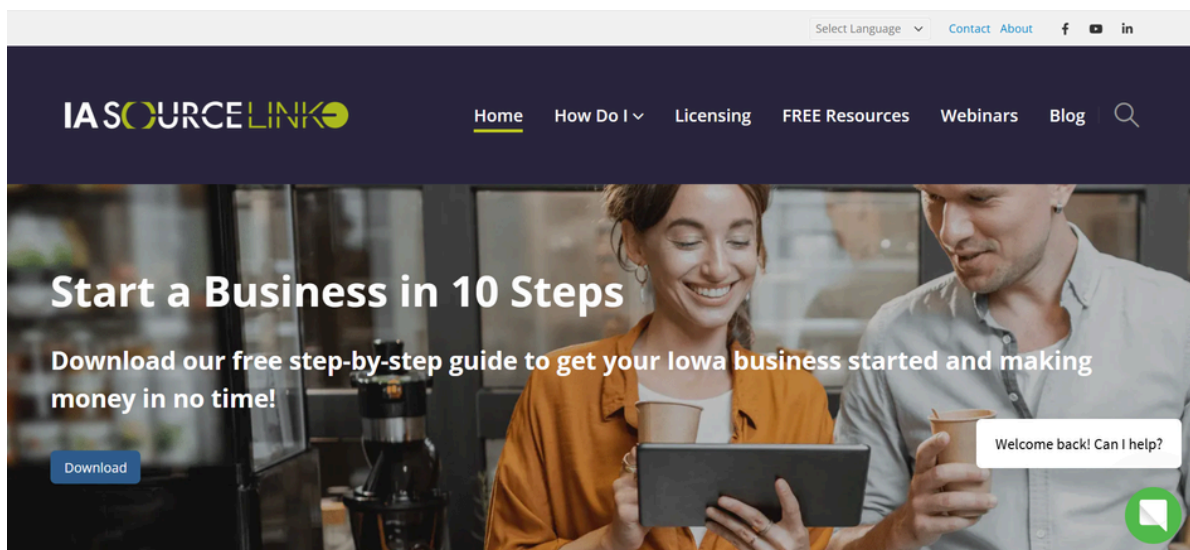
1. Polk
2. Linn
3. Scott
4. Black Hawk
5. Johnson

Rural

1. Cerro Gordo
2. Des Moines
3. Marion
4. Jasper
5. Wapello

Top Used Pages

1. Homepage
2. Iowa Business License Information Center
3. Start a Business Guide
4. Register My Business
5. Resource Navigator
6. Iowa Business Webinars



How-To Guides

IASourceLink guides continue to help entrepreneurs understand the steps and opportunities available to them as they start, fund, grow, and even exit their business.

IASourceLink released two updated guides for 2025: Start a Business and Fund a Business Guides. These guides were in partnership with America's Small Business Development Center (SBDC) Iowa. The SBDC provided tips for each guide step based on their experiences counseling entrepreneurs.

In 2025, IASourceLink also published two new checklists: Start a Business and Expand to Iowa Checklists. The checklists summarize full length guides by listing all of the steps from the full guide and required resources in one-page versions.

Downloadable Resources:

**(In order based on download numbers)*

1. Start a Business Guide
2. Start a Business Checklist
3. Fund a Business
4. Start a LLC
5. Start a Food Truck
6. Get Your Business Online
7. Grow a Business
8. Start a Nonprofit
9. Expand Business to Iowa Guide
10. Expand Business to Iowa Checklist
11. Start a Daycare
12. Exit a Business

1,936

Downloads

62,472

Web Views

13,389

Web Users



Resource Navigator

The Resource Navigator introduces small businesses to the nearly 400 organizations in Iowa that can help them throughout their business journey. Entrepreneurs can search the database using filters or key words to find the resources they need based on specific topics, industries, or locations.

3,959

Users

33,254

Total Views

20,673

Views of Individual Resource Partner Profiles

Top Search Topics:

1. Grants
2. Funding
3. Register a Business
4. Start a Business

Top User Locations:

1. Des Moines, Iowa
2. Cedar Rapids, Iowa
3. Dubuque, Iowa
4. Davenport, Iowa
5. Fort Dodge, Iowa

The screenshot shows the IA SOURCE LINK website header with navigation links: Home, How Do I, Licensing, FREE Resources (underlined), Webinars, and Blog. Below the header is a section titled "Free Business Assistance" with the text: "Nearly 400 organizations provide free or low cost business assistance across Iowa. Discover the resources that can boost your business! Use the Resource Navigator below:". A link "How to Use the Resource Navigator" is displayed in a light grey box. Below this is a call to action: "Do you have questions about locating resources? Schedule a meeting with a Resource Ranger or contact IA SourceLink for help!". Two buttons are present: "Schedule a FREE Resource Ranger Meeting" (green) and "Contact Us" (blue). A green chat icon is visible in the bottom right corner.

Resource Ranger



In May 2025, IASourceLink launched Resource Ranger. The Resource Ranger program serves as an extension of the IASourceLink Resource Navigator, helping small businesses navigate the Iowa entrepreneurial ecosystem and discover more of IASourceLink’s Resource Partners.

To participate, entrepreneurs fill out a form, providing basic information about their business and areas they would like assistance in. A Ranger creates a personalized list of local resources. Then, the entrepreneur and Ranger virtually meet to discuss those resources. During this meeting, the entrepreneur has the chance to ask questions and get connected to resources.

24

Participants

117

Resource Referrals

Top Needs:

1. Funding
2. Assistance in Starting a Business
3. Finding Clients

Participant Testimonial

“When I signed up for this assistance, I didn't realize it would provide me with such a valuable opportunity for an informational conversation with a Resource Ranger.”

Resource Partner of the Year



To recognize the amazing work that our Resource Partners do to help Iowa small business owners, IASourceLink launched the Resource Partner of the Year Award. Iowa Lakes Corridor Development Corporation received the inaugural award.

As the regional economic development agency for Buena Vista, Clay, Dickinson, and Emmet Counties, Iowa Lakes Corridor Development Corporation has helped countless entrepreneurs across northwestern Iowa. They are also advocates of IASourceLink resources - promoting the resources on social media and personally connecting the entrepreneurs they help with IASourceLink guides, events, and programs such as Resource Ranger.



Thank you to the entire team Iowa Lakes Corridor Development Corporation for being an outstanding partner!

Sprout



Sprout is the AI Chatbot on IASourceLink's website that immediately answers questions 24/7. Users ask Sprout questions and immediately receive resource recommendations, such as a IASourceLink guide or Resource Partner. Sprout also has the ability to answer specific questions, including how to register a business or what business licenses they need.

89

Users

156

Referrals

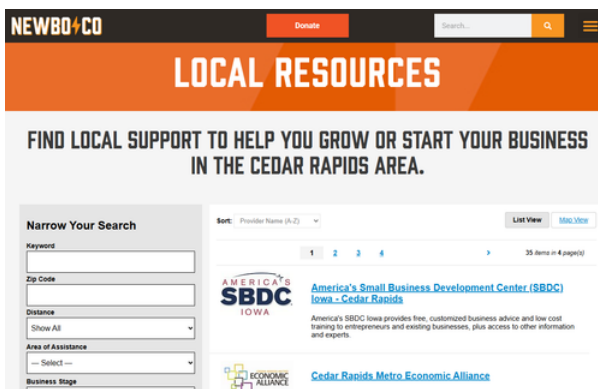
Top Search Topics:

1. Start a Business
2. Business Licensing
3. Registering a Sole Proprietorship

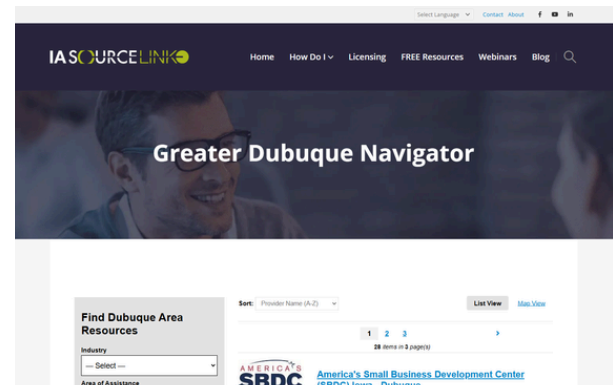
Regional Resource Navigators

Recognizing that entrepreneurs want to be able to easily find resources local to their area, IASourceLink created region-specific versions of the Resource Navigator. Essentially, these regional Resource Navigators are filtered versions of the main Resource Navigator that only includes resources that help entrepreneurs in that area.

In 2025, IASourceLink worked with Resource Partners to create three Regional Resource Navigators. Each Regional Resource Navigator can be embedded on a Resource Partner's website to make it simpler for entrepreneurs to discover other local resources.



Cedar Rapids Resource Navigator: Created in partnership with NewBoCo



Dubuque Resource Navigator: Created in partnership with the Greater Dubuque Development Corporation



Des Moines Resource Navigator: Created in partnership with the City of Des Moines

Social Media

IASourceLink's social media accounts provide small business tips, updates on upcoming events, information about IASourceLink resources, and shoutouts to Iowa small businesses. Ultimately, the accounts' goals are to help people discover IASourceLink and stay up to date about free resources from IASourceLink and Resource Partners. In 2025, IASourceLink focused on rebuilding its social media presence, which meant beginning to post an average of three times a week and resurrecting its Instagram account.

2,016 Total Social Media Followers

- 1,195 on Facebook
- 196 on LinkedIn
- 535 on YouTube
- 90 on Instagram

70,000+ Views

across all social media platforms

2,300+ Interactions

across all social media platforms

Social Media Content Examples



Iowa Business License Information Center

The Iowa Business License Information Center (BLIC) helps entrepreneurs determine what business license(s) are required for them to legally operate in Iowa. Given that Iowa does not have a general business license, this process can be confusing and overwhelming. BLIC overcomes this problem by listing all of the roughly 450 licenses offered in Iowa as well as descriptions and contact information for each license.

16,022

Users

37,111

Total Views

19,856

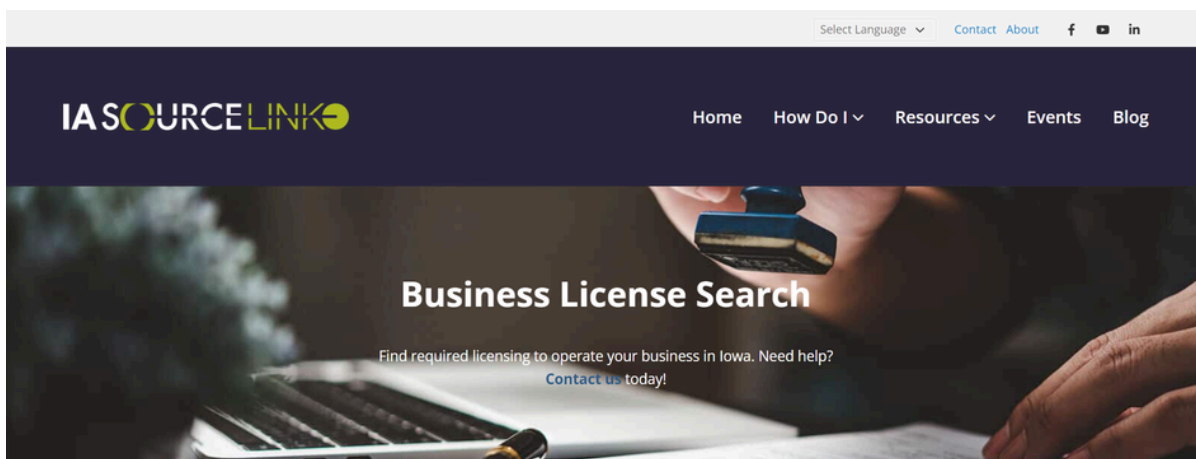
Views of Individual License
Profiles

Top Searched Topics:

- Construction Contractor
- Restaurant and Bars
- Pets and Other Animals
- Beauty Salon and Other Cosmetic Services
- Medical

Top Viewed Licenses:

1. Passenger Transport/Chauffeur License
2. Unemployment Insurance Registration for Employers
3. Sales and Use Tax Permit
4. Certified Nursing Assistant (CNA) (Nurse's Aide)
5. Food Service Establishment License



Webinars

The 2025 webinar series delivered accessible, expert-led sessions on taxes, succession planning, and strategic growth. These sessions provided entrepreneurs with practical insights to navigate the stress of taxes, complex business decisions, and creating long-term sustainability. IASourceLink partnered with the Iowa Department of Revenue, the University of Northern Iowa's Family Business Center, and ADVANCE IOWA to make these sessions possible.

12

Total Webinars

3,447

Attendees

161,045

Participant Minutes

Top Attended Tax Webinars:

(with the Iowa Department of Revenue)

1. Electronic Submission of W-2s & 1099s
2. Individual Income Tax Update
3. Introduction to GovConnectIowa: Alcohol Licensing Updates
4. Iowa Department of Revenue Legislative Update
5. Sales Tax Basics for Construction Contractors

Other Webinar Series:

1. Succession Planning *(with University of Northern Iowa Family Business Center and ADVANCE IOWA)*
2. Applied Strategic Planning for Businesses *(with ADVANCE IOWA)*

Future Plans

IASourceLink is committed to continuously improving the way we help small businesses discover resources offered in the Iowa entrepreneurial ecosystem. We do not want to be stagnant - we want to provide new innovative tools to further help small businesses. In 2026, expect to see new and updated guides, improvements to how we use AI across the site, more fun videos on social media, and much more!

Thank you for an amazing 2025, and here is to an even better 2026!

IASOURCELINK

Made Possible by a Partnership Between

