



# **ACA Lunch and Learn**

**October 12, 2023**



"WE CANNOT  
BECOME WHAT  
WE WANT BY  
REMAINING WHAT  
WE ARE."

- Max Depree



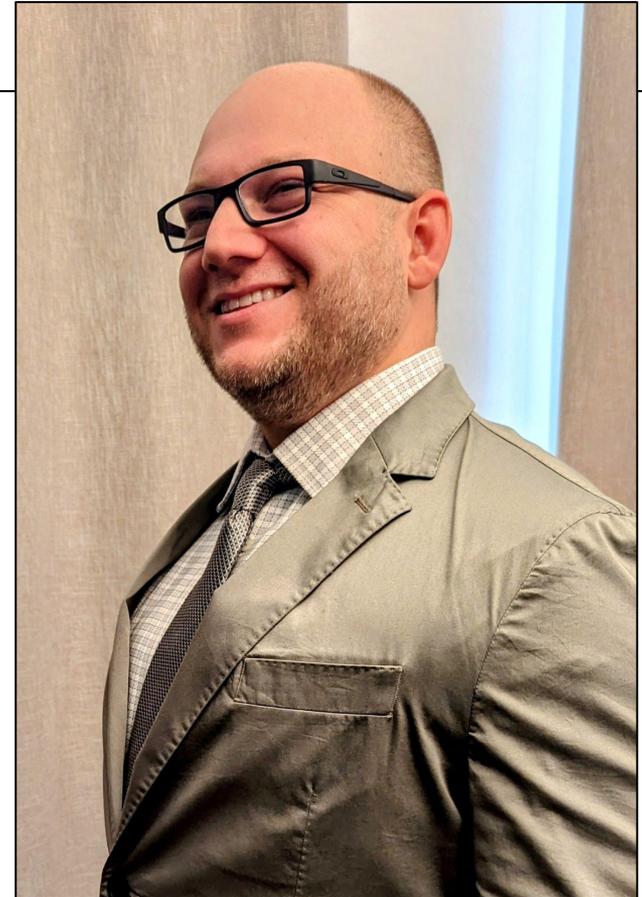
What does that mean here?

Who am I?

Curtis Galluzzo, Sr. Business Analyst  
Arizona Department of Administration - ASET Division

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- From tech support at big banks to live web-content coordination for AAA video game companies, I've worked in IT for a long time.
- In 2015, I transitioned to the public sector (ASU) because I wanted the work I do to help people.
- Joined the State in 2019 to continue that goal, and joined the B1S project in 2021 because it sounded like an opportunity to leverage all the skills and experience I'd been cultivating to create something truly groundbreaking for the State and the people of AZ.
- Led the original information architecture sessions and with that data, drafted the original system map that our teams used to build and release Business One Stop to the public.

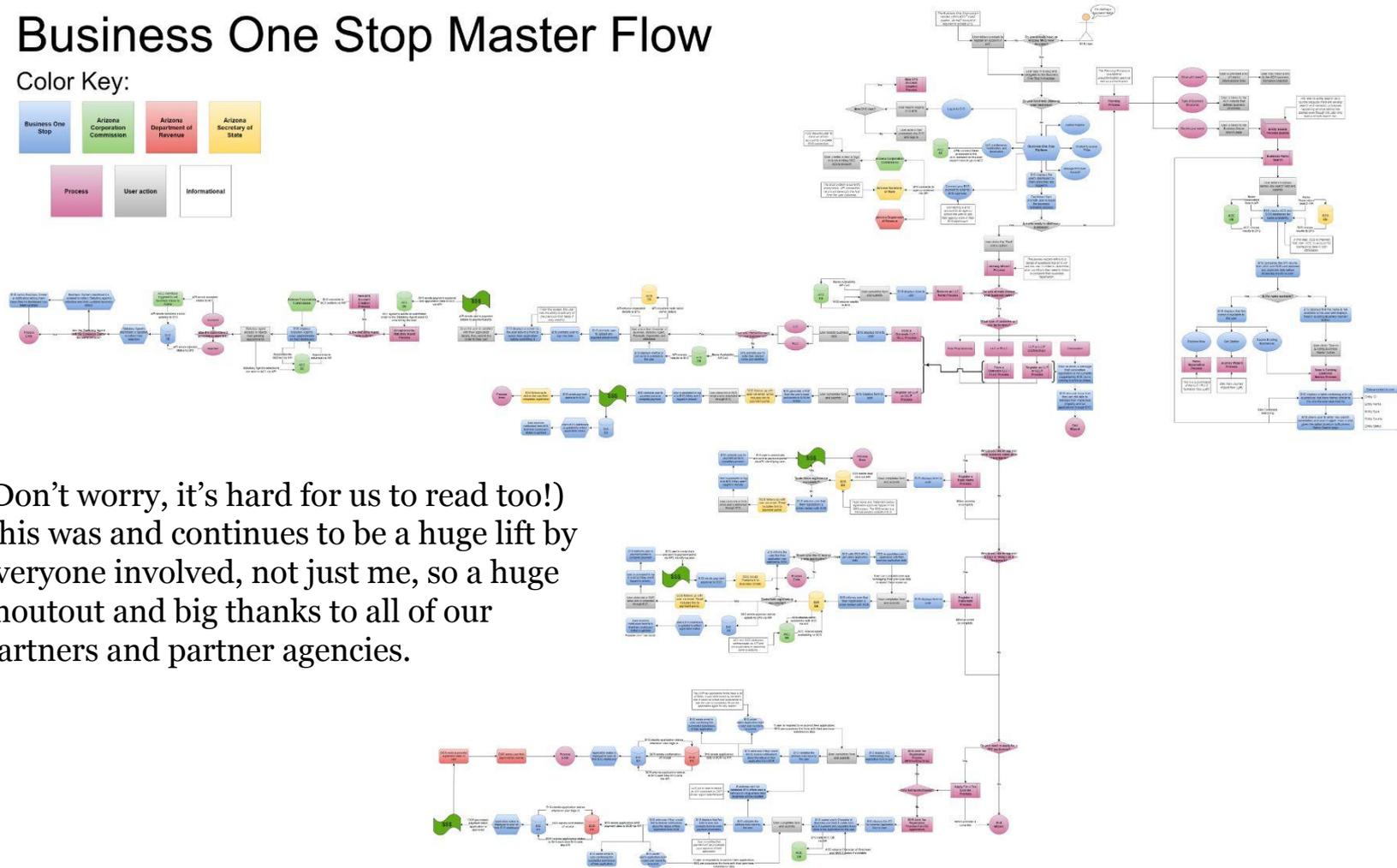


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# What is Business One Stop?

# Business One Stop Master Flow

Color Key:

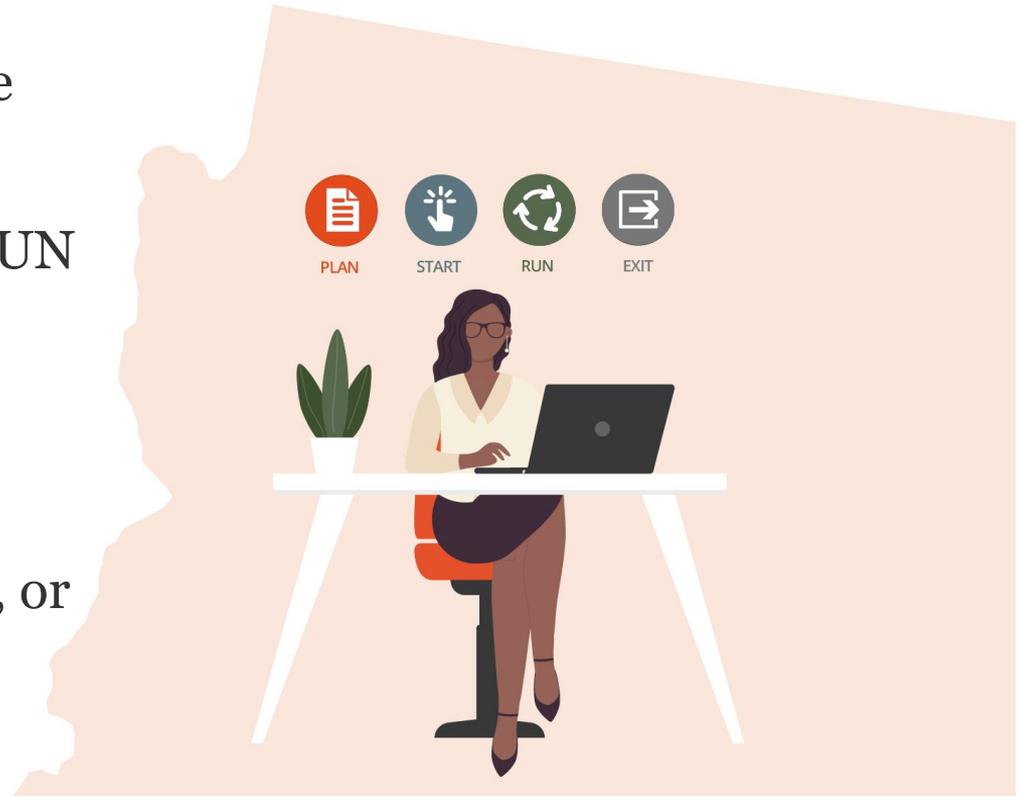


(Don't worry, it's hard for us to read too!)  
This was and continues to be a huge lift by everyone involved, not just me, so a huge shoutout and big thanks to all of our partners and partner agencies.

# BUSINESS ONE STOP

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A dynamic, intuitive, and secure website designed to help entrepreneurs **PLAN, START, RUN & EXIT** businesses in Arizona through a single experience that does not require in-person interactions, technical expertise, or additional fees.



# How does it work?

# Without boring everyone too much...

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- **Low Barrier of Entry** – Built to leverage the existing eAZ platform, allowing you to login with the same credentials you use for other State services.
- **APIs** – Tied multiple State agency backend systems together using fast, modern application programming interfaces to let you access everything in one place.
- **Real-time Validation** – Numerous automated checks and business rules run behind the scenes to ensure your data is safe and accurate, and your applications are delivered, reviewed, and approved as quickly as possible.

# Why Business One Stop?

# NEED FOR BUSINESS ONE STOP



## Pain-points from the People:

- Confusion & uncertainty: multiple sets of requirements and a lack of transparency into processes.
- Discouraged from using online forms due to multiple logins across various agency sites.

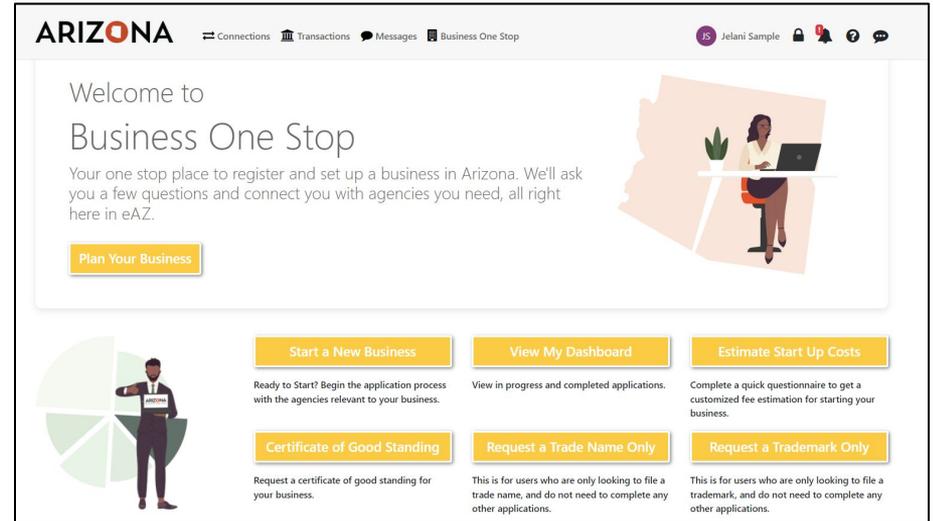
## Pain-points from the State:

- Lack of integrated user information.
- Silos of technology & information lead to inefficient operations and duplicative technology systems, sending users in circles and increasing processing times.

# CUSTOMER CENTRIC DESIGN

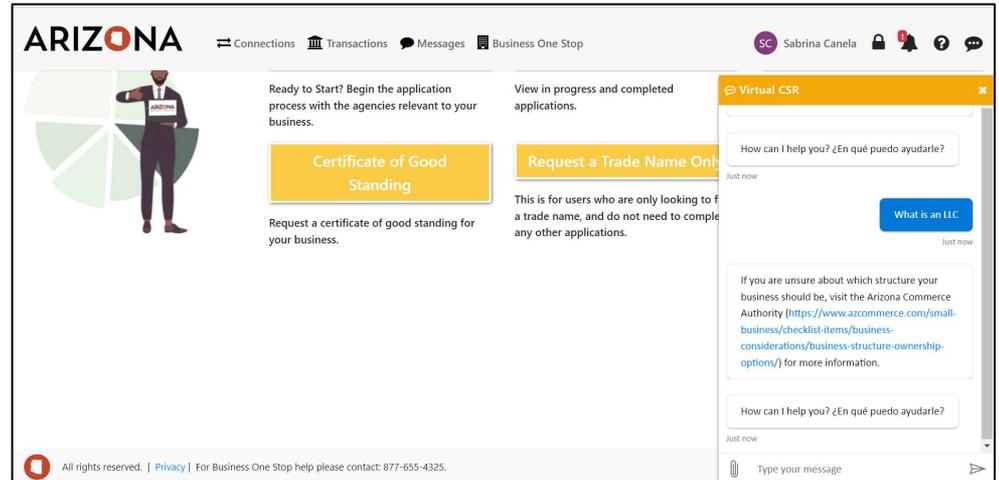
Business One Stop provides an intuitive, individualized, and responsive experience for users.

- **2019 McKinsey & Co 3rd Party Assessment:**
  - Interviews with agency business and technical SMEs.
  - Focus groups with entrepreneurs and individuals with a desire to form a business in Arizona.
- Prototype designed by UI and UX experts and independently audited.



# CUSTOMER CENTRIC DESIGN

- Throughout technical planning and development stages, Business SMEs shared the voice of their customers along with agency requirements.
- Integrated user engagement tools to help us continuously monitor and self-audit our users' experiences.
- Cross-agency call center and chatbot calibrations to ensure we continue to meet our customers' needs.
- All that leads to continuous prioritization of enhancements and feature needs requested by users.



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# Enter a New Option for Arizona Business Owners

August 24, 2022 - Business One Stop released to the public



# A NEW OPTION FOR ARIZONA BUSINESS OWNERS

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Available on desktop and mobile devices, Business One Stop provides an *alternative* to agency-centric, paper-based applications.

For users, this improves access to the business formation process, expedites transactions, and keeps entrepreneurs connected to their business in a single space.

# A NEW OPTION FOR ARIZONA BUSINESS OWNERS

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Some of the primary functions within Business One Stop include:

- Form & manage an LLC/PLLC
- Form & Manage Partnerships
- Receive a tax privilege license
- Request a Trade Name or Trademark
- Reserve your Business Name
- Much more in the works!



# A NEW OPTION FOR ARIZONA BUSINESS OWNERS

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Summary of key factors that distinguish Business One Stop:

- Customer centric design
- Cross-agency tools
- Instant approvals
- Embedded payment solutions
- Live status updates
- Centralized Dashboard
- Business management options

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# Navigating to Business One Stop

Accessing the Business One Stop secure portal from  
the primary website

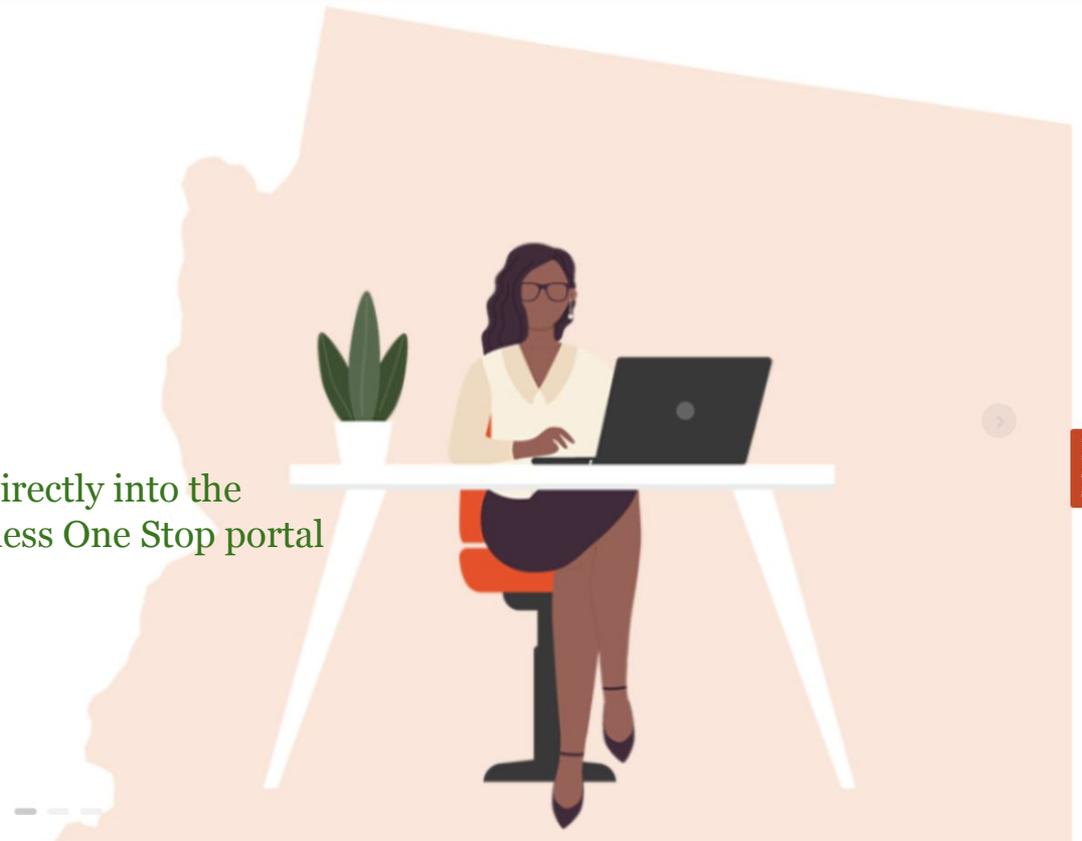
## Arizona Business One Stop

Business One Stop provides a single online location with personalized tools to plan and start businesses in Arizona. It is a secure, digital experience that does not require in-person interaction.

[Get Started](#) [Login](#)

Log directly into the Business One Stop portal

Planning tools that don't require a login

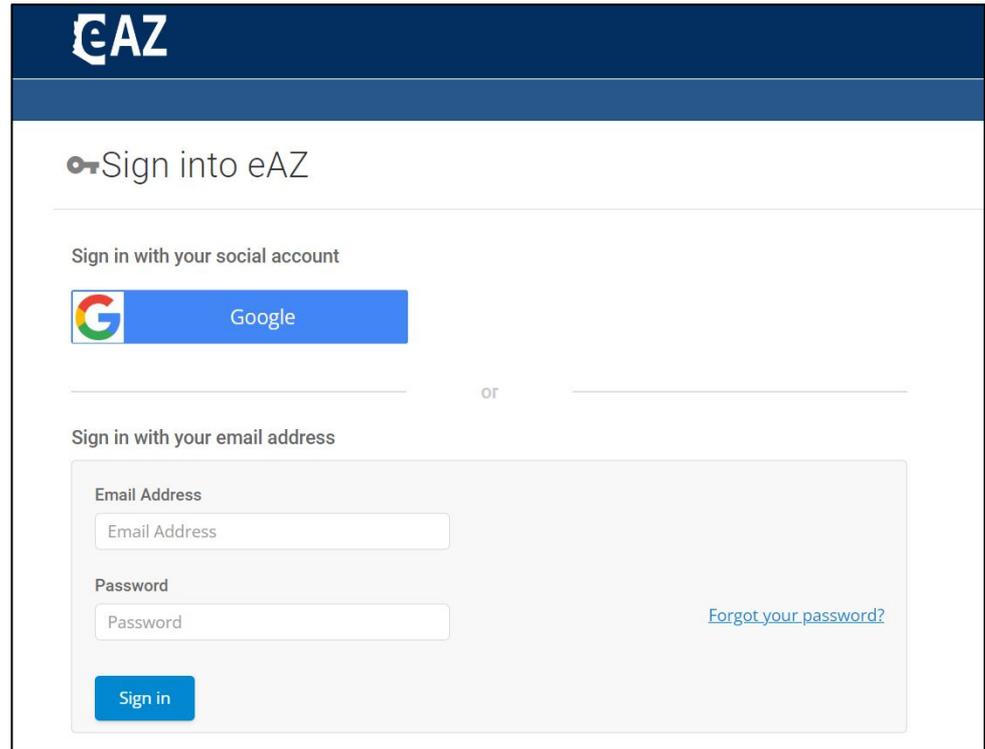


Give Feedback

# EASY & SECURE ACCESS GRANTED THROUGH eAZ

The Business One Stop portal uses eAZ to provide a secure connection to entrepreneurs and the State.

This is the same eAZ login that many Arizona residents use to manage their personal MVD accounts.



The screenshot shows the eAZ login interface. At the top is the eAZ logo. Below it is the heading "Sign into eAZ" with a key icon. The page offers two login methods: "Sign in with your social account" and "Sign in with your email address". Under the social account section, there is a Google login button. Under the email address section, there are input fields for "Email Address" and "Password", a "Forgot your password?" link, and a "Sign in" button.

# BUSINESS ONE STOP SECURE PORTAL

The screenshot shows the ARIZONA Business One Stop secure portal. At the top, the ARIZONA logo is on the left, and navigation links for Connections, Transactions, Messages, and Business One Stop are in the center. On the right, the user's name 'Samantha Sample' is displayed next to icons for a lock, notifications, help, and chat. The main content area features a large heading 'Welcome to Business One Stop' and a sub-heading 'Your one stop place to register and set up a business in Arizona. We'll ask you a few questions and connect you with agencies you need, all right here in eAZ.' Below this is a prominent yellow button labeled 'Plan Your Business'. To the right of the text is an illustration of a woman sitting at a desk with a laptop, set against a map of Arizona. Below the main heading are three yellow buttons: 'Start a New Business', 'View My Dashboard', and 'Estimate Start Up Costs'. Each button has a corresponding description: 'Ready to Start? Begin the application process with the agencies relevant to your business.', 'View in progress and completed applications.', and 'Complete a quick questionnaire to get a customized fee estimation for starting your business.' To the left of these buttons is an illustration of a man in a suit holding a tablet. Below the 'Start a New Business' button is another yellow button labeled 'Single/Specialty Applications' with the text 'This is for additional applications and requests for your business.' A green arrow points from this button to the text 'Opens into individual apps: TPT licenses, Certificate of Good Standing, Trade Names, etc.'

Business One Stop provides many of the services needed to Start, Grow, Run, and Close businesses in Arizona all on a single, consolidated landing page.

You can always get back to this page by clicking the Business One Stop link shown at the top of the page here.

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# Step 1: Plan a Business

Business checklist, name lookup, & fee calculation

# EARLY STAGE PLANNING

The screenshot displays the ARIZONA Business One Stop interface. The top navigation bar includes the ARIZONA logo, links for Connections, Transactions, Messages, and Business One Stop, and a user profile for Jelani Sample with notification icons. A left sidebar titled 'Business One Stop' contains a 'Plan' section with a green border around the following items: 'What will I need?' (highlighted), 'Types of Business Structures', 'Decide Your Name', and 'Estimate Start-up Cost'. The main content area features two sections: 'Just Thinking of Starting a Business?' (marked as completed) and 'Ready to Get Started?'. The first section includes a 'Resources & Considerations' card with a description and a right arrow. The second section includes 'Business Structure' and 'Proposed Name' cards, each with a description and a right arrow.

**ARIZONA** [Connections](#) [Transactions](#) [Messages](#) [Business One Stop](#) JS Jelani Sample

## Business One Stop

Plan

- What will I need?**
- Types of Business Structures [↗](#)
- Decide Your Name
- Estimate Start-up Cost

Start

## Just Thinking of Starting a Business?

Mark as Completed

**Resources & Considerations** [→](#)

This checklist can help you identify resources and considerations when planning your business.

## Ready to Get Started?

Please ensure that you have the information below:

**Business Structure** [→](#)

Information to help you choose the business structure that best meets your needs.

**Proposed Name** [→](#)

Search for available business names.

# CROSS AGENCY NAME LOOKUPS & RESERVATIONS

⇌ Connections 🏛️ Transactions 💬 Messages 📱 Business One Stop

JS

Jelani Sample

🔒

🔔

?

💬

## Business One Stop

### Plan

- What will I need?
- Types of Business Structures [↗](#)
- Decide Your Name**
- Estimate Start-up Cost

### Start

## Decide Your Name

Business Name

Search

✓ The name you entered is **available**\*

[Get Started](#) [Continue Name Search](#) [Reserve Business Name](#)

It is a good idea to also search other places, such as the Internet, phone book, industry associations, etc. to try to eliminate the chance that someone else is using the name. If others are using the name, you may incur legal consequences if you use the same or very similar name. Consult an attorney to find out the legal consequences of using a name that is owned by or used by others.

\* Name results provided from this search are a reflection of business names that are not currently in use with the Arizona Corporation Commission as well as the Arizona Secretary of State office. Additional information on naming restrictions can be found on the Arizona Corporation Commission [Naming Policy](#) and the Arizona Secretary of State website by referencing the [Trade Name Handbook](#).

# CENTRALIZED FEE CALCULATION



⇌ Connections
🏛️ Transactions
💬 Messages
📄 Business One Stop

JS

Jelani Sample
🔒
🔔
❓
🗨️

## Business One Stop

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Plan

What will I need?

Types of Business Structures [↗](#)

Decide Your Name

Estimate Start-up Cost

Start

## How much will it cost to start my business?

There are various expenses associated with starting a business. The intent of the Fee Calculator tool is to help you **estimate** the cost to complete initial licensing and application fees for a domestic business with the State of Arizona. However, you should be aware that in Arizona, not all businesses are required to have a license, and some businesses must have more than one license. The below information may not be an exhaustive list of fees required for your business type and this estimation does not include other costs of doing business.

Complete the following to get a customized fee estimation for your business

What type of business will you be opening? ❓

LLC

Partnership

Will you need a transaction privilege tax (TPT) license? ❓

Yes

No

Will you have employees?  Yes

No

Do you want to reserve a trade name for your business? (This is optional for all businesses):  Yes

No

Do you want to reserve a trademark for your business? (This is optional for all businesses):  Yes

No

Estimate Costs



# Step 2: Start a Business

Integrated journey wizard, step-by-step menus,  
database lookups, embedded payments,  
auto-approvals & a live dashboard

# INTEGRATED JOURNEY WIZARD

**ARIZONA** ⇌ Connections

## Start Business Application

### Business Information

• Indicates Required Field

Business Type\*

Limited Liability Company (LLC)

Professional Limited Liability Company (PLLC)

General Partnership

Limited Partnership (LP)

Limited Liability Partnership (LLP)

Limited Liability Limited Partnership (LLLLP)

Sole Proprietor (Person)

Single Applications\*

Trade Name

Trademark

[Learn more about what Business Types are currently supported](#)

**ARIZONA** ⇌ Connections  Transactions  Me

## Start Business Application

### Business Information

• Indicates Required Field

Do you have a name reserved with the Arizona Corporation Commission for this business?

Yes

No

Business Name\*

It is a good idea to also search other places, such as the internet, phone book, industry directories, etc. to make sure your name is unique. You may incur legal consequences if you use the same or very similar name. Consult an attorney for more information.

[Learn more about Business Names](#)

**ARIZONA** ⇌ Connections

## Start Business Application

### Business Information

• Indicates Required Field

Do you have Arizona employees?\*

Yes  No

This question is for determining your tax requirements. If you have employees, you may be required to pay taxes on their behalf.



# STEP-BY-STEP GUIDANCE

The screenshot displays the ARIZONA Business One Stop interface. The top navigation bar includes the ARIZONA logo, links for Connections, Transactions, Messages, and Business One Stop, and a user profile for Jelani Sample. The main content area is divided into a left sidebar and a main panel. The sidebar, titled 'Business One Stop Dashboard', lists various steps: Plan (What will I need?, Types of Business Structures, Decide Your Name), Start (Business Information, Business Formation, Tax Information, Licenses & Permits, Review Application Status), and Business Information (highlighted). The main panel, titled 'Business Information', features a breadcrumb trail: Business Info > Statutory Agent Info > Principal Address > Principal Info > Organizer Info > Upload > Review. The 'Business Information' section includes a legend for required fields, a 'Business Type' dropdown set to 'Limited Liability Company (LLC)', a 'Legal Business Name' field set to 'Hot Pocket Records LLC', an 'Effective Date' field set to '02/28/2023 09:34 PM', a 'Business Email' input field, and a 'Character of Business' dropdown menu. A note at the bottom states: 'Currently Insurers and Banks require additional verification to complete set up. Please visit eCorp to submit your Article of Organization.'

**ARIZONA** Connections Transactions Messages Business One Stop JS Jelani Sample

**Business One Stop**  
Dashboard

**Hot Pocket Records LLC**  
Limited Liability Company (LLC)

**Plan**

- What will I need?
- Types of Business Structures
- Decide Your Name

**Start**

- Business Information
- Business Formation**
- Tax Information
- Licenses & Permits
- Review Application Status

**Business Information**

• Indicates Required Field

**Business Type**  
Limited Liability Company (LLC)

**Legal Business Name**  
Hot Pocket Records LLC

**Effective Date**  
02/28/2023 09:34 PM

**Business Email**

**Character of Business**

Currently Insurers and Banks require additional verification to complete set up. Please visit [eCorp](#) to submit your Article of Organization.

# ACCESS INFORMATION ALREADY ON RECORD

**ARIZONA**

Business One Stop  
Dashboard

Hot Pocket Records LLC  
Limited Liability Company (LLC)

Plan  
What will I need?  
Types of Business Structures [↗](#)  
Decide Your Name

Start  
✓ Business Information  
✓ Business Formation  
Tax Information  
Licenses & Permits [↗](#)  
Review Application Status

**Statutory Agent Search** [X]

**AGENT TYPE\***

**INDIVIDUAL**  
An individual must be at least 18 years old and reside in Arizona. A member, manager, or principal may appoint themselves as the statutory agent if they choose to.

**BUSINESS**  
Businesses must already be registered with the Arizona Corporation Commission or Arizona Secretary of State's Office and have a known place of business in Arizona. A business is not able to name itself as its own statutory agent.

**FIRST NAME\***

**MIDDLE NAME**

**LAST NAME\***

**SUFFIX**

Cancel

First Name\*

Middle Name

Last Name\*

Suffix

# FINAL REVIEW SCREENS & ONLINE SIGNATURES

Name	Address	Email
Frankie Kai	909 Claremont Ave MESA, Arizona 85212 United States	

**Uploaded Attachments** Edit

The Business One Stop portal will take the information you've entered and create the Articles of Organization. Do you want to use the Portal Articles as your official document submitted for filing?

Yes  
 No

By entering my electronic signature, I hereby affirm under penalty of perjury that, (1) the information contained within this record is true and accurate as of the date of this electronic filing; and (2) that I am legally authorized to sign and file this record. \*

I Agree

**Signatures**

Organizer Type	Organizer Name	Organizer Signature	Organizer Title
Individual	Frankie Kai	<input type="text" value="Frankie Kai"/>	<input type="text" value="Organizer"/>

Back

Final application reviews with built-in data validation help ensure that your applications are delivered accurately and efficiently, avoiding unnecessary back and forths to correct entries.

Secure, digital signatures also help to reduce the need for in-person visits to agency offices.

# EMBEDDED PAYMENTS



☰ Connections
🏛️ Transactions
💬 Messages
📄 Business One Stop











## Payment Policy

Pursuant to statute, **all filing fees and processing fees are NONREFUNDABLE**. See A.R.S. §§ 10-122, 10-3122, 29-3213.

**A filing fee paid for one document cannot be transferred or applied to another document.** For example, if you pay for articles of amendment then change your mind and want to file a statement of change, the filing fee for the articles of amendment cannot be transferred to or applied to the statement of change.

Online payment methods include VISA, Master Card and existing money-on-deposit (MOD) accounts. No other form of payment is accepted online.

If you want to create a MOD account, go to eCorp Online Services and select Service Requests, then select Apply For A Money-On-Deposit Account.

## Document Fees

Product	Fee
Articles of Organization	\$50.00

## Processing Options

Product	Fee
Expedite Fee	\$35.00
<b>Document Total</b>	<b>\$85.00</b>

Integration with the State Payment Portal allows Business One Stop to provide users with the ability to make credit, debit, or ACH payments seamlessly.

Unlike other products and services offered in the public space to assist people with creating and maintaining their businesses, Business One Stop doesn't charge a fee for use of our tools.

# INSTANT APPROVALS

Embedded validation checks, step-by-step guidance, and access to realtime support allow Business One Stop to offer instant approvals of most applications which significantly reduces the application turn around time and agency operational expense.

- LLC/PLLC formation, partner formation, trade name requests, and tax applications can all be processed through instant approval.

The screenshot shows the ARIZONA Business One Stop dashboard. At the top, there are navigation links for Connections, Transactions, Messages, and Business One Stop. The main content area is titled 'Dashboard' and contains a table of application records. The table has columns for Business Name, Filing Type, Agency, Date, Status, Description, and Correspondent. The third row, for 'Hot Pocket Records LLC' with a 'Business Formation' filing type, is highlighted with a green box. The status for this record is 'Approved', and the description reads 'Your application request has been approved.' There is also a blue document icon next to the description.

Business Name	Filing Type	Agency	Date	Status	Description	Correspondent
Hot Pocket Records	Trade Name	Secretary of State	02/28/2023	Ready for Payment	Ready For Payment: \$10.00	
Hot Pocket Records LLC	Tax Information	Department of Revenue	02/28/2023	Completed	21474992	
Hot Pocket Records LLC	Business Formation	Corporation Commission	02/28/2023	Approved	Your application request has been approved.	

# LIVE DASHBOARD = IMPROVED TRANSPARENCY

The Business One Stop dashboard provides entrepreneurs with the complete and real-time status of their business(es).

- Receive notifications about pending payments.
- Access important documents.
- Learn why an application was rejected by an agency.
- Review information for all businesses owned by the user or associated with the user.
- Take action on your next steps with dynamic action buttons.

The screenshot shows the ARIZONA Business One Stop dashboard. The header includes the ARIZONA logo, navigation links for Connections, Transactions, Messages, and Business One Stop, and a user profile for Jelani Sample. The main content area is titled 'Dashboard' and displays a table of business filings. The table has columns for Business Name, Filing Type, Agency, Date, Status, Description, Correspondence, and Action. There are four rows of data, each with a 'Pay Now' or 'Continue Filing' button.

Business Name	Filing Type	Agency	Date	Status	Description	Correspondence	Action
Hot Pocket Records	Trade Name	Secretary of State	02/28/2023	Ready for Payment	Ready For Payment: \$10.00		Pay Now
Hot Pocket Records LLC	Tax Information	Department of Revenue	02/28/2023	Completed	21474992		
Hot Pocket Records LLC	Business Formation	Corporation Commission	02/28/2023	Approved	Your application request has been approved.		
Hot Pocket Records LLC	Statement of Correction	Corporation Commission	02/28/2023	Filing in Progress	You have a Statement of Correction filing in progress. Click on Continue Filing to continue your application.		Continue Filing

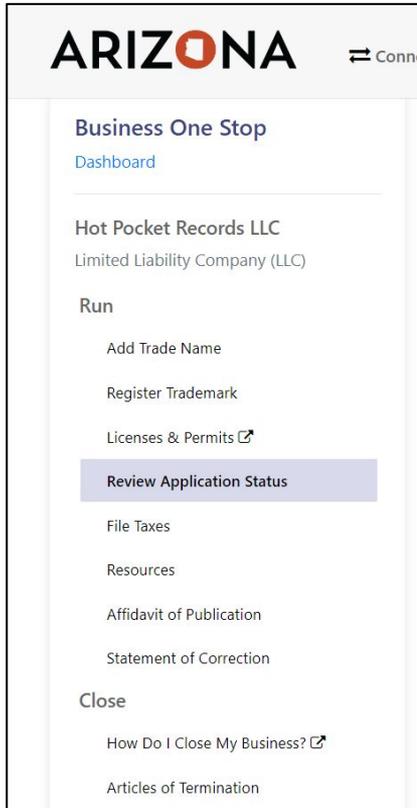
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# Step 3: Manage a Business

Tools to help business owners manage, grow, and close their business



# MANAGE AN LLC



Within Business One Stop, users can complete all LLC/PLLC related applications and filings including things like:

- Making Amendments
- Requesting Certificates
- In-line Statutory Agent Acceptance
- Even managing businesses created outside Business One Stop

As we continue to enhance our workflows around Partnerships our users will be able to:

- Create all forms of Domestic and Foreign Partnerships
- Amend existing partnerships
- File annual reports
- Request various certificates and statements
- Notate service process changes, and more!

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# Critical Components to Keep Users Progressing

Embedded help tools allow users to access information quickly and contact experts when needed.

# INTEGRATED SUPPORT MODEL FOR ALL USERS

ARIZONA

Connections Transactions Messages Business One Stop

Sabrina Canela

Ready to Start? Begin the application process with the agencies relevant to your business.

Certificate of Good Standing

Request a Trade Name Only

View in progress and completed applications.

This is for users who are only looking to file a trade name, and do not need to complete any other applications.

Virtual CSR

How can I help you? ¿En qué puedo ayudarle?

Just now

What is an LLC

Just now

If you are unsure about which structure your business should be, visit the Arizona Commerce Authority (<https://www.azcommerce.com/small-business/checklist-items/business-considerations/business-structure-ownership-options/>) for more information.

How can I help you? ¿En qué puedo ayudarle?

Just now

Type your message

All rights reserved. | Privacy | For Business One Stop help please contact: 877-655-4325.

Help Line: 877-655-4325

In order to support users navigating the website, Business One Stop offers both a virtual customer service representative and a live call center that is staffed during regular business hours.

If you need help, *wait times are usually less than 1 minute* and most people are off the phone in under 6!

# What's Next?

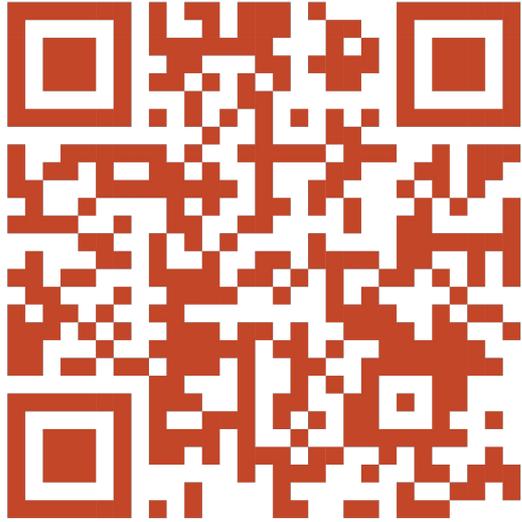
# The Job of Serving People is Never Done

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The Business One Stop team and all its partners are working hard every day, digging through the data, listening to the voice of our customers, so that we can continue providing refinements and enhancements to our existing processes, building new features and tools to help you do what you do, and finding new partners to help us expand our reach and support of the people of Arizona.

You're why we do what we do. Thank you so much.



<https://businessonestop.az.gov/>

Curtis Galluzzo  
Curtis.Galluzzo@azdoa.gov

# Demo Time!

Scan the QR code or enter the URL  
to follow along!





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## Question & Answer Session