

Adopt a Small Biz: Small Business Owner overview and welcome packet

Every day, you are performing herculean tasks, from creating what you love to balancing your books. Our employees show up to work every day to create awesome *for you*, but we sometimes lack the first-hand experience necessary to drive those awesome product decisions. In this program, a small cross-functional group of employees will adopt your QuickBooks Small Business for 2 months, getting to know the ups and downs of running a business day-to-day.

What it looks like

Take 1 small business or self-employed person and mix in three QuickBooks employees for approximately two months. The employees immerse themselves in your business for roughly ~4 hours/week and complete discrete tasks (e.g., invoicing, data entry, reports; *not* payroll, money movement or chart of accounts).

Benefits

For You

- Access to QuickBooks employee superhero squad.
- Confidence you're using QuickBooks properly.
- Tips and suggestions for how to run your business.
- Having your personal QuickBooks issues and usage patterns be top-of-mind as we're making changes to the product.

"Being part of this pilot, I have business tutors that are excited and invested helping me. Not only building me the bridge (QuickBooks), but giving me the confidence to walk over it (your team)."

- Paul of Paul's Firehouse Granola

For Us

- First hand insights into how customers use our products.
- Increased customer empathy.
- The joy of discovering potential new products and features.

What to Expect during the 8 weeks

Week 0: On Monday, you will receive an email from **dscout** with directions on how to create an account. *Check your spam folder since the email from dscout has been known to get stuck there sometimes.* Also early next week, you will receive an introduction email from the team adopting you, with their personal profiles and areas of expertise. They will also be asking you what day/times work best for you to set up a recurring weekly meeting with them. These meetings will be the most important part of this program and will be recorded.

Week 1: Introductions and Getting to Know your business

Week 2: Business & QuickBooks Practices

Weeks 3 - 7: Learning about their business highs and lows

Week 8: Reflections

What to expect from us

- Friendly QuickBooks employees who want to help you with your product/business questions.

- 3 employees actively engaged on the [dscout app](#) for 8 weeks viewing your business progress
- Weekly check-ins and Zoom video interviews over the course of the program

What's expected of you

- The ability to download/stay engaged on the **dscout app for the duration of 8 weeks**, where you will have to answer questions about your business and QuickBooks habits.
- Participate in weekly video interviews (60 minutes each) through Zoom with the Intuit team.
- Be willing to share your business and mindset with us, including all of your frustrations and hair-pulling problems. This will include video submissions.
- Weekly check-ins with the team (email/Zoom calls) are vital. Open lines of communication. If something isn't working or your calendar is busy, please be honest about that.
- Allow us access/watch you use QuickBooks (only during the 6-8 weeks of the engagement).