

Governor Phil Murphy




photo: view of NJ Trenton DOM

Business.NJ.gov Marks Five Years of Helping New Jerseyans Start Businesses Faster (<https://twitter.com/GovMurphy>)

05/6/2025

 (<https://www.facebook.com/governorphilmurphy>)

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Since going live in 2020, the site has directly helped over 50,000 businesses get started while reducing launch times by 30%  (<https://www.instagram.com/govmurphy/>)

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TRENTON – Today, Governor Phil Murphy released a [five-year report \(https://business.nj.gov/impactreport\)](https://business.nj.gov/impactreport) showing the impact of [Business.NJ.gov \(https://business.nj.gov/\)](https://business.nj.gov/), the state’s one-stop shop that streamlines and simplifies information and processes for starting, operating, and growing a business in New Jersey.

The site – which includes a popular live-chat feature – now attracts more than three million visits each year, helping entrepreneurs and small business owners more easily form businesses, get permits and licenses, and pursue financing, contracting, exporting, and other job-creating strategies. The site also features personalized step-by-step starter kits, tax and permit renewal deadlines, a funding eligibility “wizard,” and more.

“We have proudly followed through on our promise to create an accessible resource hub to support entrepreneurs and business owners as they grow their businesses here in New Jersey,” **said Governor Murphy**. “With direct input from businesses and entrepreneurs alike, the website is curated to address their exact wants and needs. I am thrilled by the success of the portal over the last five years and our Administration remains laser-focused on ensuring the Garden State is the best place to start and run a business.”

The New Jersey Office of Innovation (OOI) spearheaded the multiagency effort to launch and strengthen Business.NJ.gov, bringing in businesses and community organizations to provide guidance, input, and feedback throughout the site’s creation and ongoing development. The site features starter kits for over 60 types of businesses and now accounts for about 14 percent of New Jersey business formations - over 50,000 businesses total since the site went live.

To mark Business.NJ.gov’s fifth anniversary, OOI recently surveyed over 700 businesses throughout the state. Respondents who said they used Business.NJ.gov provided data showing it took them 30% less time (nearly a month less) to start a business than those who did not. Business.NJ.gov users also reported shorter time frames to reach specific milestones such as receiving a certificate of business formation.



According to a preliminary analysis by OOI, due to these earlier starts in 2024, the average additional earnings per business is estimated at about \$7,440, helping drive about \$167.7 million in total additional earnings last year.

“The Office of Innovation and partner agencies behind Business.NJ.gov have been relentlessly focused on working with the business community to create this powerful, intuitive tool for New Jerseyans who want to start or grow a business,” **said Dave Cole, New Jersey State Chief Innovation Officer.** “We look forward to finding even more ways to harness the power of data and innovation to empower entrepreneurs and small business owners in the Garden State.”

Cole noted that the office has worked to ensure that residents from Economically Disadvantaged Areas of the state are aware of the site, with site traffic from those areas growing 70 percent over the past year, a faster pace than overall traffic.

 (<https://twitter.com/GovMurphy>)

Agencies throughout New Jersey state government and other partners joined in celebrating the success of Business.NJ.gov over the past five years:



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“It’s clear that New Jersey entrepreneurs and small business owners are now able to start a business in a fraction of the time by having a single front door for so many of their questions and needs,” **said Melanie Willoughby, Executive Director of the New Jersey Business Action Center at the Department of State.** “The Business Action Center is thrilled to help celebrate this milestone and we look forward to seeing this tool get stronger in the future.”



(<https://www.instagram.com/govmurphy/>)



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“Treasury was happy to be a partner in the creation of Business.NJ.gov, and joins the Governor and Office of Innovation in celebrating five years of this important time-saving tool that has helped connect so many business owners with vital services, and is part of the State’s continuing efforts to better serve New Jersey’s thriving business community,” **said New Jersey Treasurer Elizabeth Maher Muoio.**

“The Division of Consumer Affairs joins its partner agencies in celebrating this milestone anniversary of Business.NJ.Gov,” **said Cari Fais, Director of the Division of Consumer Affairs in the Office of the Attorney General.** “By helping individuals navigate the process of starting or growing a business in our state, we are helping them achieve their entrepreneurial goals and opening avenues for success in New Jersey.”

“Digital government modernization stands as a key priority for New Jersey,” **said Chief Technology Officer Chris Rein.** “Celebrating the anniversary of this collaborative effort among multiple agencies marks a significant milestone in New Jersey’s ongoing journey to provide enhanced digital services and better government.”

“Business.NJ.gov has become an essential resource for the people who power our economy – business owners and entrepreneurs,” **said Tom Bracken, President & CEO, New Jersey Chamber of Commerce.** “By cutting red tape and reducing bureaucracy, the site gives them more time to run their businesses, serve their customers, and create jobs. That kind of efficiency is exactly what our member companies value and what New Jersey needs to stay competitive.”

Through the confidential survey, live chats, and other feedback mechanisms, small business owners have praised Business.NJ.gov. Below are some recent testimonials they have provided to the Office of Innovation:

- “Business.NJ.gov provided valuable resources that guided me through the process of establishing my business. The platform offered information on licensing, legal requirements, and financial resources, helping me navigate the complexities of maintaining a NJ-based STEM education company.”

- "This is by far the easiest and best experience I've had working with a state government. This is not only a huge relief for me as an entrepreneur starting a new business but reflects extremely well on New Jersey making an effort to be more business-friendly."
- "This road map helped me and saved me hundreds. I was going to pay another company to set up my business for me. This was easy to use and follow. Thanks to whoever came up with it and made it happen."
- "I am truly thankful as a small business owner of how manageable you have made this for me. I truly believed that it was going to be so hard to register my small home business."

A short tutorial on how to start a business using Business.NJ.gov can be found [here \(https://vimeo.com/1059843496\)](https://vimeo.com/1059843496).

Governor Phil Murphy

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[Boards, Commissions & Authorities \(/governor/admin/bca\)](/governor/admin/bca)

[New Jersey Puerto Rico Commission \(https://www.nj.gov/puertoricocommission/\)](https://www.nj.gov/puertoricocommission/)

[Internship Opportunities \(/governor/admin/internship.shtml\)](/governor/admin/internship.shtml)

[Governor's Fellows Program \(/governor/admin/fellows\)](/governor/admin/fellows)

[Governor's Residence - Drumthwacket \(http://drumthwacket.org/\)](http://drumthwacket.org/)

Key Initiatives

[Economy & Jobs \(/governor/initiatives/#Economy\)](/governor/initiatives/#Economy)

[Education \(/governor/initiatives/#Education\)](/governor/initiatives/#Education)

[Environment \(/governor/initiatives/#Environment\)](/governor/initiatives/#Environment)

[Health \(/governor/initiatives/#Health\)](/governor/initiatives/#Health)

[Law & Justice \(/governor/initiatives/#Justice\)](/governor/initiatives/#Justice)

[Transportation \(/governor/initiatives/#Transportation\)](/governor/initiatives/#Transportation)

News & Events

Press Releases (/governor/news/news/562024/approved/news_archive.shtml)

Photos (<https://www.flickr.com/photos/govmurphy>)

Public Addresses (</governor/news/addresses>)

Executive Orders (/infobank/eo/056murphy/approved/eo_archive.html)

Administrative Orders (/governor/news/ao/approved/ao_archive.shtml)

Direct Appointments (</governor/news/appointments>)

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