

ONLINE EXCHANGE FOR SMALL BUSINESS OWNERS

 ADVERTISING & MARKETING

It seems fair to say that most small business owners are perpetually in search of two things: 1) new customers, and 2) budget-friendly deals. Aiming to help them get both is [Bizual](#), a new online community and B2B exchange aimed specifically at small businesses and freelancers. Currently in invitation-only beta, Bizual begins by asking members to create at least one offer exclusively for the other members of the site—a discount, a free sample or something else that’s not available to the world at large. Other business owners in search of such a product or service can then take advantage of that offer, thereby getting a special deal themselves while providing the offer creator with a new customer. The offers that are voted most popular get elevated to the top of the list, but members can also search by location and keyword; in addition, they can browse or take what the site calls a “lucky dip.” Members can leave feedback for each other on the site, and a rating system provides reputation rankings. UK-based Bizual is free to use during its beta period, but will switch to a subscription basis after that time, with account levels ranging from a free package to an unlimited one for about USD 99. Increasing numbers of consumers are becoming sellsumers every day, as our sister site notes in [this month’s briefing](#), making the appeal of a site like Bizual even broader than before. It’s a win-win for everyone involved; one to try out or localize for your neck of the woods...?

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