

Hello. It looks like you're using an ad blocker that may prevent our website from working properly. To receive the best experience possible, please make sure any blockers are switched off and refresh the page.

If you have any questions or need help you can email us

**Isaac M. O'Bannon** • May. 05, 2013

NEW YORK – With May being National Small Business Month, the social and shopping network [OpenSky](#) and several partners have launched [The Small Business Breakthrough](#), a national movement to celebrate, recognize and promote small businesses and entrepreneurs in the United States.

“Consumers are moving away from the mass market retailers and brands,” said John Caplan, founder and CEO of OpenSky. “It’s time to celebrate the entrepreneurs that make this country great.”

On May, 2, OpenSky and its partners — [Dotbox](#), [Dwolla](#), [Edison Nation](#), [Goodsie](#), [Kabbage](#), [Mad Mimi](#), [Martha Stewart’s American Made](#), [Patch](#), [ShopKeep POS](#), and [Xero](#) — launched a nation-wide call to action encouraging consumers to help their favorite small businesses break through the noise created by big box brands and grow. Consumers can do this by visiting [www.SBBreakthrough.com](http://www.SBBreakthrough.com) to nominate small businesses for a Breakthrough Award and then sharing their nominated business with friends via social media using the hashtag [#SBBreakThru](#).

According to a recent survey by [Harris Interactive](#), consumers are passionate about supporting small businesses, with 53% preferring to buy products from small independent businesses than from big box retailers and 64% preferring to buy a product that is unique and different rather than mass-produced.

The Small Business Breakthrough can facilitate that support by empowering consumers to make a meaningful impact on the economy and their favorite small business by sharing word-of-mouth recommendations with friends, something most small business owners say still drives the most growth for their brand.

“I’ve never met anyone that wants to stand up and celebrate corporate big box

Hello. It looks like you’re using an ad blocker that may prevent our website from working properly. To receive the best experience possible, please make sure any blockers are switched off and refresh the page.

If you have any questions or need help you can email us

Breakthrough Award Prizes presented by the partners include:

A \$5,000 grant from [OpenSky](#) to help further business growth in 2013 and an advisory session with the company’s executive team. An e-commerce discovery audit by [Dotbox](#) and an advisory session with a Dotbox executive. An Apple iPod Touch loaded with the [Dwolla](#) app or help from Dwolla to create a plug in to easily accept Dwolla as online payment and an advisory session with the company’s executive team. A one-year Insider Membership to [Edison Nation](#) and an advisory session with an Edison Nation executive on implementing and adopting open innovation strategies to grow your business A one year Pro Plan from email marketing provider [Mad Mimi](#). A year of free POS system software from [ShopKeep](#) and ClearInsight and an advisory session with a ShopKeep executive. One year free subscription to beautiful online accounting software from [Xero](#) and an advisory session with a Xero executive.

Breakthrough Awards winners will be selected by a panel of judges representing [The Small Business Breakthrough](#) partner organizations. Judges will select winners from among 25 businesses that receive the most votes on [SBBreakthrough.com](#). Winners will be announced June 20, 2013.

Advisory • Small Business • Technology

CPA Practice Advisor is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors.

© 2021 Filmworks, LLC. All rights reserved.

Hello. It looks like you're using an ad blocker that may prevent our website from working properly. To receive the best experience possible, please make sure any blockers are switched off and refresh the page.

If you have any questions or need help you can email us