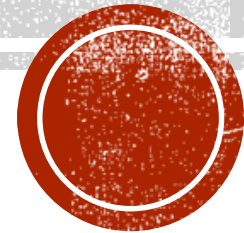


IGNITE WASHINGTON

Infuse dollars into local economy through online commerce



CORE CHALLENGES

Facing local small business today

Outdated infrastructure

- Many business are still using XP, which limits the adoption of cloud based solutions
- Extremely prone to virus attack, no support available

Limited knowledge of digital marketing

- Limited understanding of how digital advertising and marketing works to support their business
- Limited knowledge of marketing solutions including paid, earned and owned media

Low adoption of digital commerce

- Fear of launching ecommerce
- Limited readiness and marketing available to take on digital commerce
- Local programs not available

Limited business analytics

- Access to limited digital intelligence because of static and old websites
- Limited usage of social media tools



STRATEGY & VISION

Foster a state of digital readiness among local businesses to impact our local economy. Launch the following programs to support the vision of enabling business to thrive.

1. Technology Upgrade Solution

Provide technology upgrade resources through a Superfix solution to help businesses increase productivity and access to new cloud and ecommerce solutions.

2. Public Awareness Campaign

Create a targeted awareness campaign to reach both business decision-makers and consumers to drive adoption of technology and local shopping solutions.

3. Digital Economic Conference/e-commerce readiness

Ignite Washington will be the inaugural conference premiering late Oct 2014. The invitation-only conference will bring together a diverse set of thought leaders, centers of influence, and industry decision-makers to design, collaborate and invest in a digital transformation plan for our local businesses.



OUR APPROACH

- Provide local businesses with technology, ecommerce, & marketing solutions to stay competitive
- Engage and ignite communities to drive the digital change

Local Awareness

- Events such as Ignite Washington
- Public awareness campaigns such as Invest A Dollar, Shop Local Online
- Umbrella branding campaign "What is Ignite Washington?"

Local Readiness

- Workshops at MS Stores, Comcast
- Online trainings via Microsoft Virtual Academy, Udemy
- Communications via Meylah webinar & emails
- Analytics Training
- Technology Upgrades

Local Implementation

- Through Local Marketplaces --
 - Tacoma
 - Eastside
 - Seattle
 - Media Partners
 - Chamber/Econ Development Partners
 - Others



LAUNCHING..



E-COMMERCE READINESS

Infuse money into the local economy through digital commerce

If you were to ask a local citizen “**How much of what you spend online is local?**” They say “**Zero.**” Here is the size of the problem we are dealing with!

- Over 65% of local small business **do not** accept payments online and are unable to take advantage of digital solutions to grow their business.
- On the other hand, 56% of US adults are shopping online and e-commerce grows by an estimated \$25 billion year after year.
- In the US, XP is the third most used operating system, **limiting browser performance** and adoption of digital commerce and cloud-based solutions.
- 82% of small business owners have said their main source of new leads is referrals, yet they are **unable to keep pace with technology** that would boost social visibility, create more leads, and allow consumers to easily find them.

The predictable future is that small businesses will continue to be overwhelmed by the fast pace of the digital commerce and struggle to make ends meet, while our citizens continue pouring local dollars into Amazon and other global businesses.



FOSTERING LOCAL ECONOMY THROUGH DIGITAL COMMERCE - THREE (3) YEAR GOALS



JOIN THE TRANSFORMATION

Partner with Ignite Washington

- Leverage technology to drive local adoption
- Build Awareness
- Participate in Local Readiness
- Engage businesses and consumers
- Empower local business

Contact:

Chaitra Vedullapalli ■ CMO Meylah Corp. ■ chai@meylah.com ■ 510-579-4945

Shirley Eclipse ■ International Media Partners ■ seclipse@intlmediapartners.com ■ 425-246-4868

