



Creating New Jobs and Economic Prosperity

A City by City Digital Equity and Readiness Initiative for Small Businesses.

Annual Report 2016

Ignite Washington
2016 Annual Report

www.ignitewa.com



Our mission is to aid Washington State small businesses to increase their digital equity so they have access local and global customers using digital tools. We place a special focus on enabling diversity including women, minority/ethnic and Veteran owned businesses. Business scope includes promoting business and

partnerships within Washington State, across the USA and globally. Ignite Washington is led by a consortium of local business leaders, small businesses, sponsoring corporations, media, government and local citizens. Our aspiration is to infuse \$100 Million (USD) into local economy within five years.

Looking Back on 2016

Congratulations to our consortium members, leaders and the participants for an amazing year of results, work and momentum.



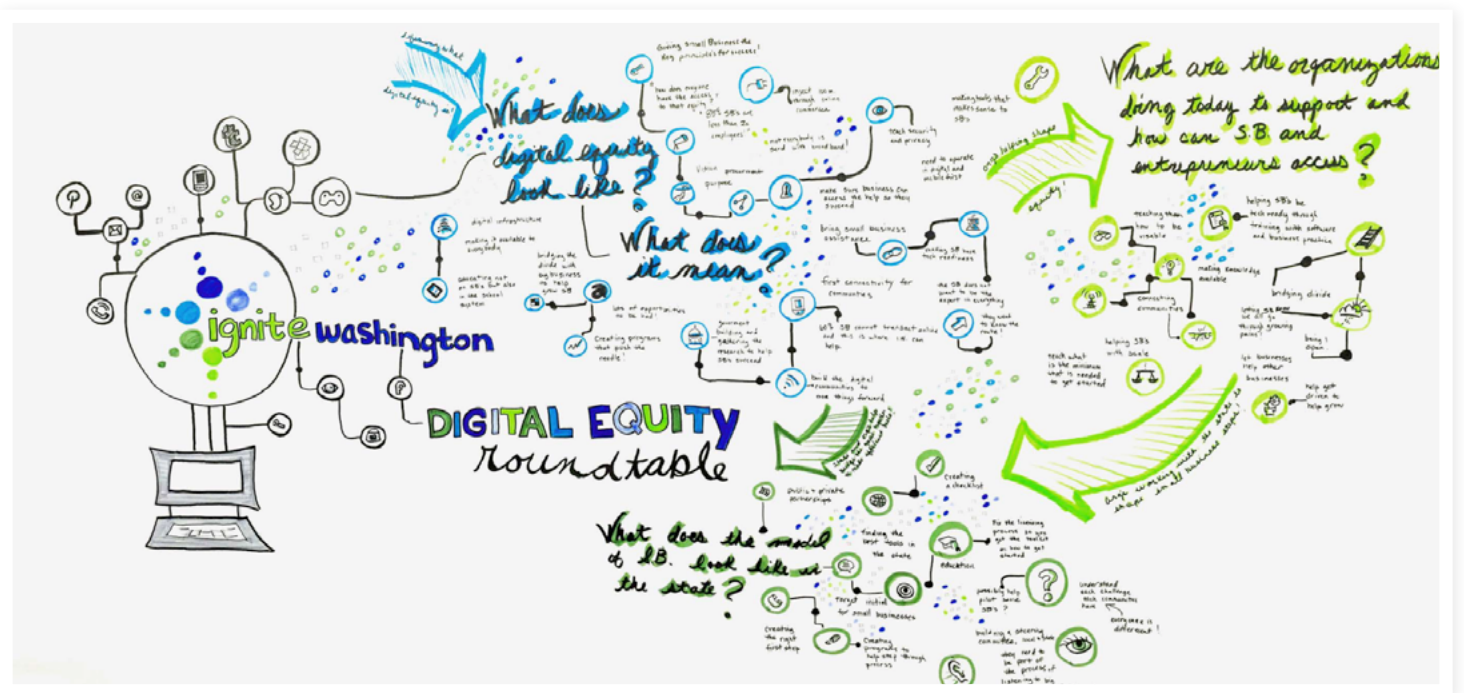
The success we have seen this past year would not be possible without wonderful efforts and time given by some of our great supporters. Special thanks goes out to: Congress Women Pramila Jayapal, Mayor John Stokes, Jacqueline Touma, Ram Dutt, Kiran Modak, Jeff Shuey, Anne-Marie Archer, Karina Miller, Anne Mann, Kyle Mc Cormick, Yasmin Christopher, Alex Fong, Fred Neil, Alex Alvin,

Jesse Canedo, Stephanie Domplier, David Keyes, Brooke Steger, Sharon Lee, Nyasha Tundawani, Todd Nelmes, Lalita Uppala, Michael Cockrill, Karen Fassio, Lance Randell and Lance Matteson. Each of you are change, community and business leaders we need and count on. Thank you so much for supporting IgniteWA and small businesses.

Readiness Initiatives

Digital Equity Bill Roundtable

We brought together 50 of business, community and government leaders in a full day workshop, sponsored by 13 organizations. It was kicked off by the Mayor of Bellevue, John Stokes who has on-going provided immense support to Ignite WA and driving business growth for Bellevue. We covered key topics including key public private partnerships and laid the ground work for 2017 Digital Equity Bill Submission to the Washington State Government. You may access the event summary via the graphic recording of the round-table conversation.



Small Business Association (SBA.GOV)

In driving our efforts to support the readiness of small business for the digital age, we developed a comprehensive education series for digital readiness for small businesses to focused on accelerating growth. This enable us to jointly conduct seven of these sessions with an overall participation of 500+ individuals, representing 300+ businesses.



Outreach Initiatives

In both sponsorship and great teaming with IAWW, SBDC, Ventures, Microsoft Alumni Network, Women in Tech among others we successfully launched ten outreach initiatives. These include educating the needs for digital readiness for small businesses. Outreach has been one of the effective ways to create awareness of our efforts. We continue to receive overwhelming positive feedback and demand to do even more.



Public Private Partnerships

Cloud Ready with Microsoft

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Uberpreneurship



We worked with Uber to identify if we can help their SMB community become digitally ready. We worked with 200 companies and while we gained great learnings, results were not what we hoped. In some part this was because the companies identified were not small businesses but they were individuals who wanted to start-up a small business. The program just didn't work well for this audience and in 2017 we will be re-looking at the partnership to get best success for everyone and identify the right target companies.

Recognitions.

We are so thrilled and humbled

SBA Advocate of the Year (2016)

Chaitra Vedullapalli has received SBA Advocate of the Year award by SBA for driving advocacy efforts for small businesses in the state of Washington.



Microsoft Cloud Silver Competency (2016)

Real Impact Technology Consulting, a tech provider became Microsoft Cloud Silver Competency partner and helping many local companies to move to cloud.

Roundtable Leader

IgniteWA team was invited to facilitate roundtable for south Asian women entrepreneurs and small businesses to discuss about opportunities.



PROVIDING INTERNET ACCESS, DIGITAL SKILLS DEVELOPMENT, DIGITAL READY TOOLKIT AND ASSISTANCE TO DO BUSINESS ONLINE.

Why is it Important?

There are large disparities between businesses on digital literacy, online commerce, cyber-security and the digital solutions needed to stay competitive.

“Small businesses are at the heart of the American Dream. They are what fuels sustainable economic growth and are vital to Washington State's economy. This is why Ignite Washington and I are working with key leaders to tackle systematic issues and increase their digital equity so that we can produce more jobs and improve economic conditions across the state.” **Senator Pramila Jayapal**

ACCESS TO DIGITAL TECHNOLOGIES



Increases Employment Opportunities



Encourages Community Engagement



Injects \$\$ into Local Economy



Accelerates Business Growth

US Stat:
98%
of websites are
not mobile ready

WA Stat:
67%
cannot do
commerce online

90%
businesses
need assistance to
protect customer
information

3 PILLARS OF THE ACTION PLAN



Digital Equity Bill

Legislation to help WA Small Businesses to take steps to become a digitally ready and to prevent them from being victims.



Digital Business Assistance

Provide access to Digital Ready Assessment, toolkit and assistance to get their business digitally ready.



Public Private Partnerships

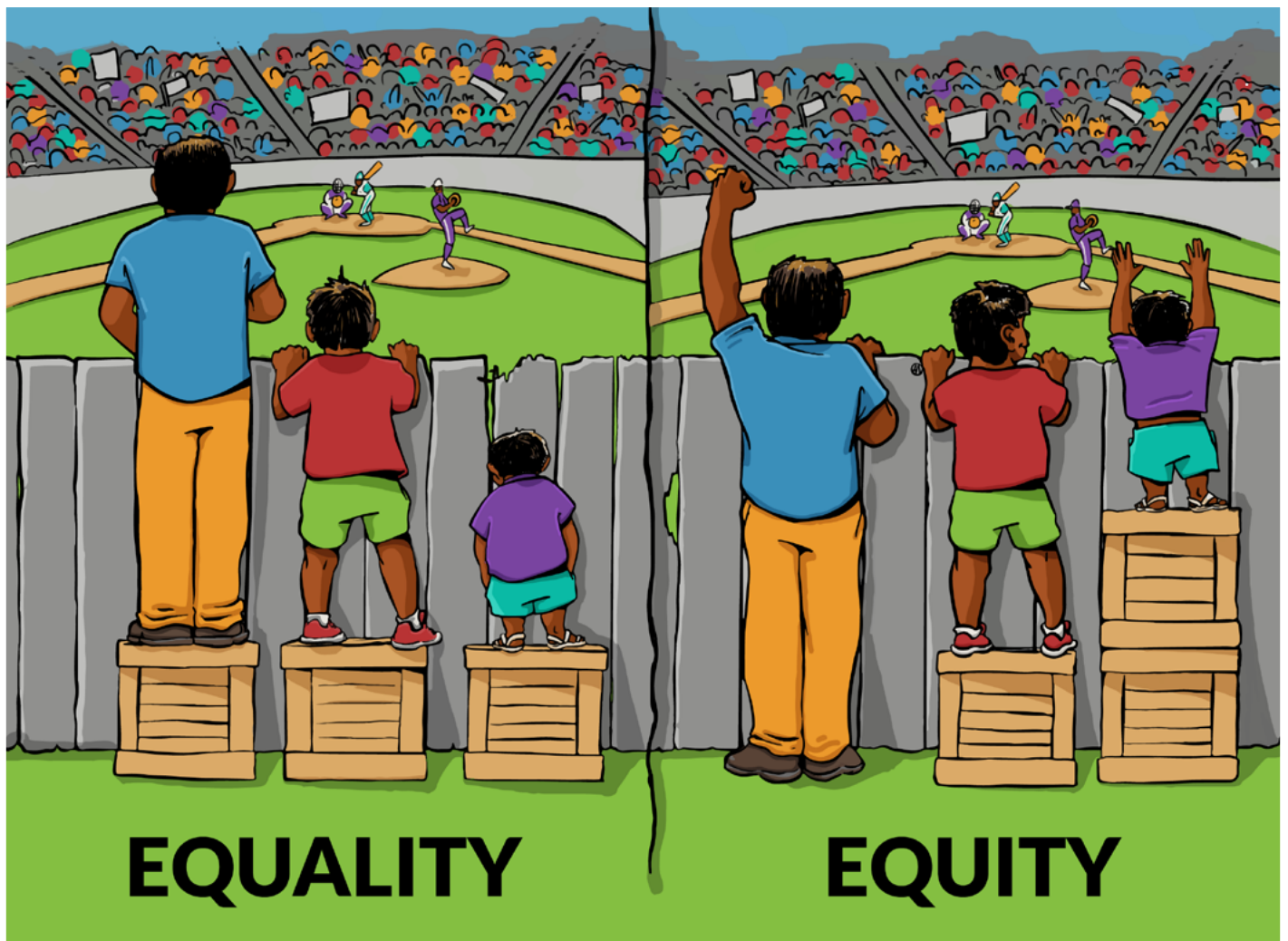
Enable public-private partnership for driving access to customers and sustainability.

Looking Ahead in 2017

As we start 2017 we are focused on continuing to make progress on key 2016 initiatives and driving deeper into critical partnerships along with some new programs. IgniteWA is driving experimentation in new programs, offerings and outreach in 2017 including:

Digital Equity Bill Submission

We are working with Department of Commerce and EDC of King County/Seattle to establish WA Small Business job creation scorecard and integrate the program into Economic Gardening initiative.



Deepening Partnerships. With SBA.Gov and Microsoft

We have secured a program to deliver yearlong trainings for small business at the Microsoft Store in University Village (Seattle WA). Our goal is to train 1000+ small businesses this year. The readiness program is broken into key topic areas and focus months:

Jan-Jun

Get Your Business Online

July-Aug

Become a Cloud Solution Provider

Sep-Dec

Get your Business online



Upcoming Roundtables

Smart Cities, Smart Businesses -IgniteWA roundtable #2

We will bring a social + roundtable for IgniteWA community to build an initiative called "Smart Cities Have Smart Businesses".



Tech Policies, New Government, Economic Impact -IgniteWA roundtable #3

We will be hosting a new roundtable to discuss economic impact due to new tech policies that we may come into effect with our new Government.



New Projects

SMB Cloud Summit

A one day immersive experience designed to help you build not just the knowledge but a roadmap to becoming a cloud ready business. We are providing a proven model that will deliver results for you in terms of growth and help your customers transform their businesses.

This trusted methodology has been adopted by the Microsoft Partner Community and endorsed by leading Tech Companies, along with the Economic Development Commission of King County and Seattle and City of Bellevue.

This summit is focused on supporting Independent Software Vendor, Resellers, Managed Services Provider, Starters and System Integrator partners to build and grow cloud practices.



WASHINGTON SMB CLOUD SUMMIT

April 18, 2017

PRESENTED BY  **ignite** washington

Shop206 Initiative

In 2017, we will focus on designing and developing the right experiences for how we can help small businesses getting e-commerce and transaction ready for businesses operating in 206 area code.



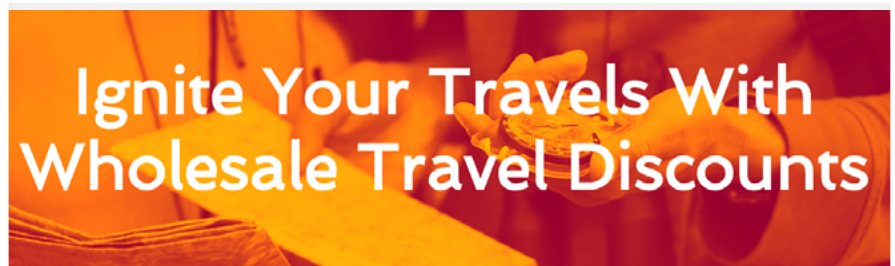
WA FanGear Project

We are working closely with Kiro Radio and others to identify if we can engage 30+ SMB who create Seahawks gear and help drive new customers/sales to them using digital marketing efforts.



SMB Travel Benefits

We have negotiated travel savings for WA small businesses. This benefit will be available for all small businesses as a benefit and to thank them for creating jobs in the local economy. [Grab your benefit today.](#)



WA Success Case Studies

We will be showcasing digital transformation stories that is helping us create new jobs. Checkout Real Impact Consulting, cloud tech provider and their economic impact in creating new jobs.



FIRE Makes
It Better.



HOME

MARKETING & SOCIAL

MANAGEMENT

TECHNOLOGY

FINANCE

ADVICE

RESOURCES

Trending:

Facebook

Livestreamed Livelihoods

WordPress

Videos

Sponsored

IT Company's Cloud-ready Transition Tied to Client Needs, Technology Trends

Outreach Activities

LeanIn Seattle Chapter

We will be kicking off the year with our outreach efforts with LeanIN Seattle Chapter

50 Flower Arrangements Service Project

We will have our community come together to create a flower arrangement for 50+ small business companies and thank them for their contributions.

Mobile World Congress 2017

Meylah will be representing the state delegation at Mobile World Congress and will share digital transformation stories with audience.

Thankyou to all Our Partners



We look forward to updating you mid-year with an interim progress checkpoint. Want to get involved either in sponsoring or participating? Contact Chaitra Dutt at chai@meylah.com

A Community Igniting Small Businesses Everyday

