

AUDIENCE

*WA Small & Mid-sized businesses: <25 employees, revenue of \$5M or less

INVESTMENT SOUGHT

3 Million Dollars

USE OF FUNDS

- City by City Outreach: Localization & customization of starter kits
- Host City by City SMB Summits
- Launch Campaigns : Consumer & Small Business Recruitment Campaigns
- Host City by City Shop Local Holiday Events
- Digital Ready Analyzer Tool
- Develop Digital Starter Kit (print/online)

2015: PARTNER

BENEFITS

- Category Exclusivity
- PR Opportunities
- City by City Inclusion into
 - Initial of 12K via SMB Outreach
 - 5M reach via consumer Campaigns, holiday events
 - 4 Small Business Digital-Ready Summit
- Online Exposure on IgniteWA
- Speaking opportunities
- Host IgniteWA Monthly Roundtables

Ignite Washington Executive Summary

Ignite Washington, a **city by city digital readiness initiative**, is designed to provide innovative solutions to the competitive challenges faced by local brands and businesses - particularly small to mid-sized businesses* which have traditionally been under-served by the business community at large. Ignite Washington is led by a consortium of local businesses, enterprises, media, government and local citizens to empower small to mid-sized businesses to thrive in today's digital economy.

The ultimate goal - create new jobs and infuse 100M dollars into our local economy.

It is a multi-phased approach that starts in Seattle/Tacoma in 2015 with a planned expansion across the country over the next 3 years.

Areas of focus - to systematically “ignite” Washington businesses and help them gain a competitive edge:

- **Technology Readiness**: With over 650K licenses of XP still active, it makes it hard for local businesses to adopt business tech solutions that would allow them to access targeted markets and new customers.
- **E-Commerce Readiness**: Over 56% of adults shop online and e-commerce grows by \$25 billion year after year, yet 65% of local businesses have limited digital advertising and strategy, business analytics, or even a way to accept payments online. In 2014, holiday ecommerce sales topped \$100 Billion.
- **Marketing Readiness**: Most local businesses don't have the marketing expertise or staff available that large corporations and retailers have to consistently create awareness and demand for their products and services.

e-Commerce Partnerships to Date

- Tacoma/Pierce County – shop253.com
- South East Seattle – shop206.com – coming soon!
- Sammamish – Shop Sammamish – coming soon!

Strategic Partners to Date

- Small Business Administration (SBA), Prudential Financial, GT Consult, Meylah, International Media Partners, Super Fix, iHeart Radio, KIRO TV, Southeast Seattle Economic Development (SEED), Go Local Tacoma, Sammamish Chamber of Commerce, Wilson Public Relationship, Handmadeology, Made in America Movement, Joysprout Productions, Snap Retail, UW Young Executives of Color, Microsoft Bellevue Store

Benefits for Partners

- Heightened awareness as a leader in local market digital transformations
- Positive community alignment with a program that supports a diverse ecosystem of small business, community groups, veterans, minorities (outreach and training)
- Access to a 100,000 small businesses (min.) in Washington State over 3 years
- Capture new customers through Ignite Washington's digital readiness activities
- Strategically compete in the marketplace
- Sustainable ROI through a predictable blueprint
- First right of renewal for participation throughout the US as part of the national expansion plus PR opportunities

Contact Us: Reach out Chaitra Vedullapalli at chai@meylah.com for more information. Visit <http://ignitewa.com> to learn more.