

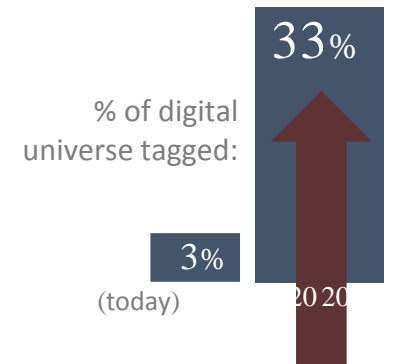
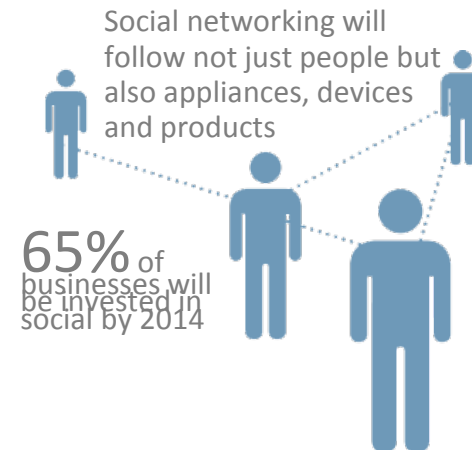
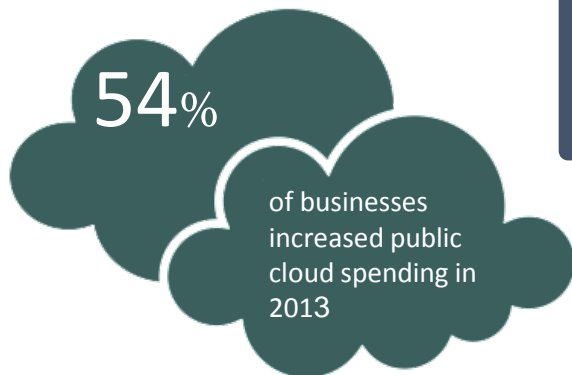
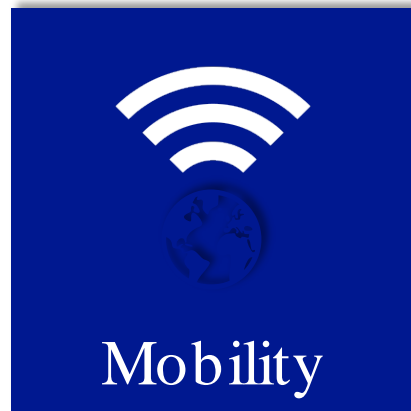
IgniteWA

Digital Equity and Readiness for WA Business

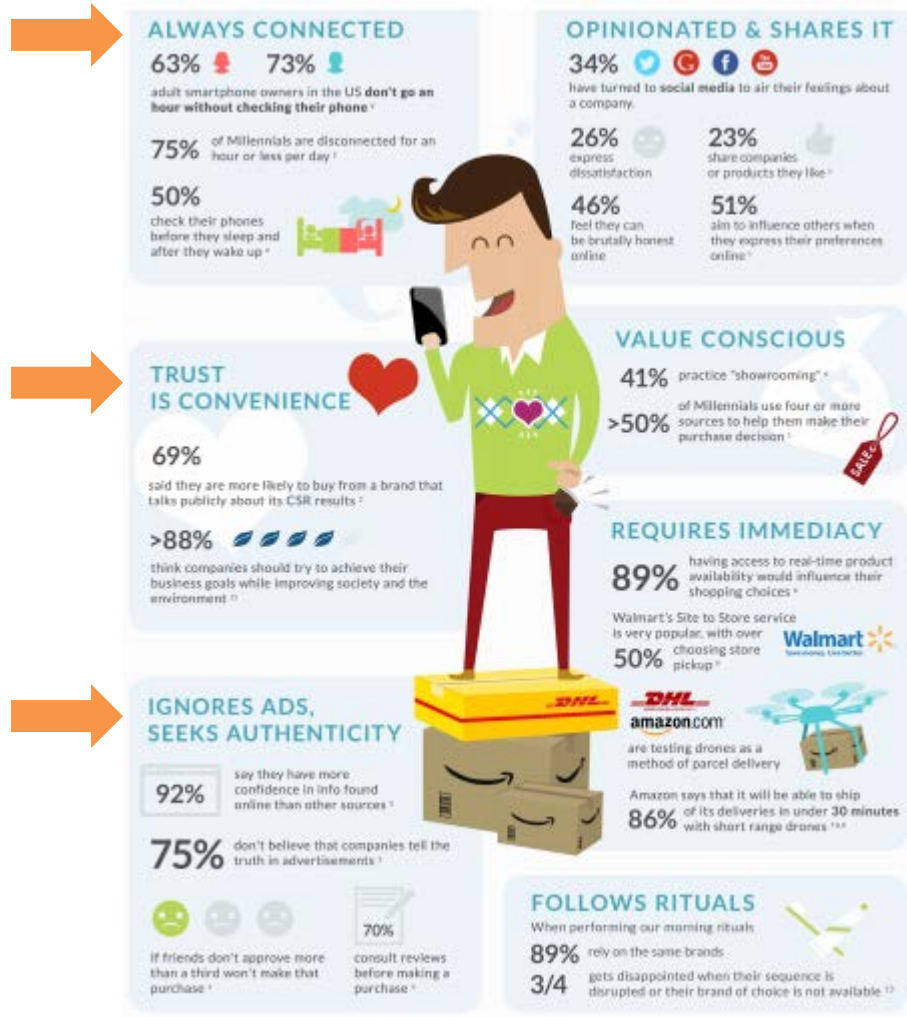


4th Industrial Revolution Dominated Tech Megatrends

By 2020, 80% of the IT industry's growth will come from:



Meet Mike : 2016 Consumer



- Mike never **loses sight** of his mobile phone.
- He is very **opinionated** and not afraid to share his opinion, whether good or bad, using social media channels.
- He **doesn't trust advertising** and only connects with brands that he feels are authentic and **stand for a higher purpose**.

Top Challenges

- Rural Broadband Access
- Digital skilling for modern workforce
- Digital Commerce - Over 67% of businesses have not adopted digital commerce
- Digital Discovery - Over 90% of businesses are not mobile ready & not discovered
- City-specific zoning, permitting and licensing regulations
- Payroll taxes are discouraging small business owners from hiring because of the increased cost of labor*
- Healthcare*

IgniteWA: Technology Coalition for Small Businesses

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IGNITEWA: DIGITAL EQUITY & READINESS FOR SMALL BUSINESS AND STARTUPS

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



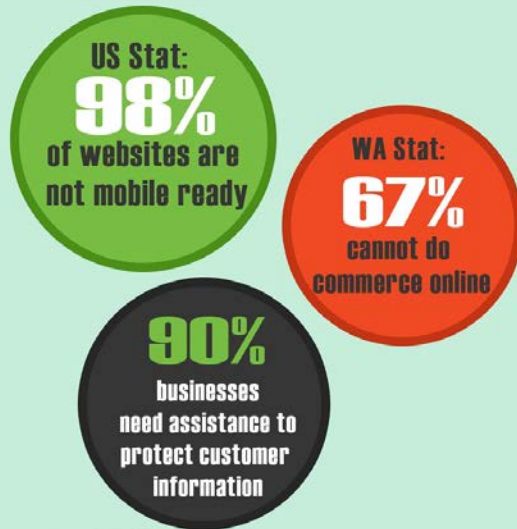
Encourages Community Engagement



Injects \$\$ into Local Economy



Accelerates Business Growth



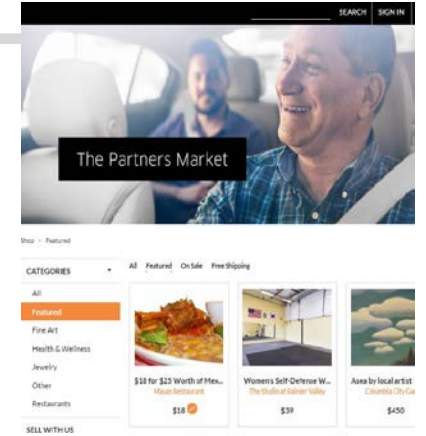
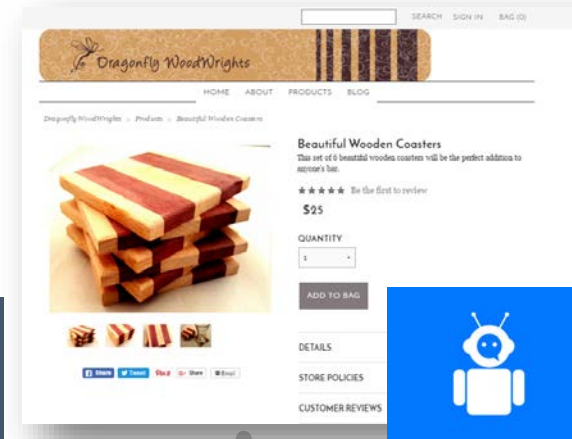
Vision: Enable City-by-City Digital Equity and Readiness for Small Businesses.

Our **mission** is to help small businesses increase their digital equity so that they have access to local and global customers and help them stay competitive. We accomplish our mission by:

- 1 Establishing Digital Equity Bill for SMB Tech Coalition**
Legislation to help WA Small Businesses take steps to become a digital ready business to prevent being a victim
- 2 Providing Digital Skilling Assistance through SBDC & SBA**
Provide access to digital ready assessment, tool kit and assistance to get their business digitally ready.
- 3 Securing Public-Private Partnerships**
We partner with organizations, institutions, and big brands so small businesses can partner and leverage the access to local and global markets.

- Access: 100% broadband in WA state
- Economic Impact: \$100 Million
- Digital Ready Business: 100,000

Digital Transformation Roadmap



Get Promoted on Scale, Marketplaces (Public Private Partnerships)

Setup Right Tools for Digital Businesses

Free Trainings Digital Business Accelerators



Free Digital Ready Assessment

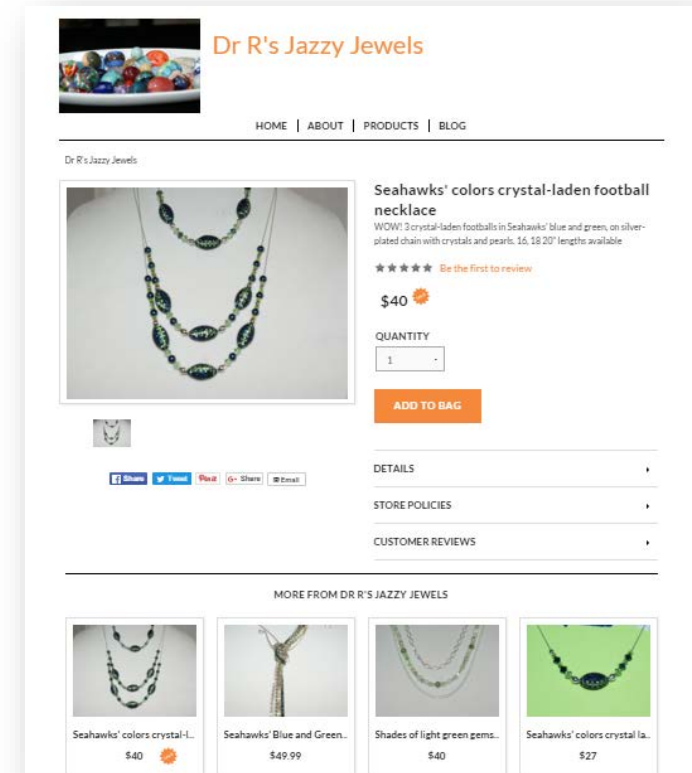
Dr R's Jazzy Jewels



Dr R's Jazzy Jewels

I love creating jewelry! I retired from medicine (OB-GYN) in 2013 and have been busy with artistic creations since then. I only use natural stones (precious and semi-precious) glass beads crystals and vintage beads. I work with silver and plated gold and copper (unless otherwise requested). I would love to work directly with you to design that perfect piece. I also update old jewelry. I hope you enjoy what you see.

Specialty: Seahawks Jewelry



Challenge

- Had an offline business, little to no sales selling her products. Could not sell on Etsy due to their policies
- She came to IgniteWA clinics, we got her a website, store and increased her digital literacy to manage her online business

IgniteWA Transformation

- She attended IgniteWA clinics
- We provided technical assistance – got her a store, website, social media presence
- We provided a 4-week game plan & increased her digital literacy to manage her online business

Outcome

- She has got sales, new customers and increased her digital equity and literacy
- She needs access to more customers! Local pitches and events will help her!

Success Story: Genneve

Did you know 1 out of 3 women suffer from feminine dryness!



GeekWire

genneve



1. Womens health company talking on taboo of women's hormonal health
2. Winner of IgniteWA InnovateHer2015 event
3. Launched a successful digital ecommerce business on amazon
4. 12 digital tools used to support growing business

City by City Digital Equity and Readiness

Access

1. Rural Broadband
2. Universal License

Equity

1. Digital Skilling
2. Adopt A City
3. Accelerators

Opportunity (public/private)

- Digital Commerce
- Tourism
- Smart City

#Digital Equity Bill #1: “Rural Broadband Access”



- **Focus on “High Speed Internet” access for all business across Washington State**
- **Working with Senator Patty Kuderer to draft the bill**
- **Working with WA Department of Commerce & Local Companies to figure out solutions**

How can we contribute to ORIA

- **Contribute**
 - Inclusion of Digital Readiness Assessment & Toolkit
 - Act as a SME expert for upcoming events
- **Inclusion**
 - Advisory position from ORIA in developing Rural Broadband Access Bill
- **Innovate**
 - Pilot new ways to engage WA businesses with ORIA (AI, Campaigns, Events)

Contact Us

For any questions, please contact Chaitra Vedullapalli at Chai@Meylah.com

Visit <http://ignitewa.com>