Why is #IgniteWashington Important?
#IgniteWA is a city by city digital equity initiative for entrepreneurs & small businesses. This initiative is actively participating in #EntreprenuerUNite for worldwide petition to ask for the support of UN Sustainable Development Goal 8.

Led by Chaitra Vedullapalli, Shirley Eclipse and WA members, this initiative focuses on developing policies, readiness and access to relevant resources at the local level to foster growth using digital technologies at the WA level.

**Objectives**

1. **#IgniteWA**: Enable 100,000 entrepreneurs and business owners to get access funding, talent, technology and markets to grow their business.

2. **Deliver** at least 1,000 signatures showing support for Goal 8 at the UN General Assembly in September 2015. The goals that are adopted will determine policy commitments at the local level that will foster growth through entrepreneurship around the world.

70%-90% of new jobs around the world are created by entrepreneurs/small business owners. Over 70% of the businesses are not digitally ready to grow their businesses. In addition, help us show the UN how important Goal 8 is in reducing poverty and generating growth for WA.

**Call to Action**

1. **Sign the petition!** Entrepreneursunite.com or http://bit.ly/1INKjV4. Share with your contacts, friends and family and ask them to sign!

2. Calling all entrepreneurs/small businesses to take digital ready assessment

3. Join IgniteWA community. Together, develop policies, readiness and access to relevant resources at the local level to foster growth using digital technologies in Washington State.
Increase access to funding for WA small businesses

Increase digital equity for SMB’s to reach local and global customers

Provide more digital readiness initiatives

More diverse, innovative, technologically advanced

Equal opportunity employment and equal pay

More access to aid-assisted money for startups, small biz and entrepreneurs

Hire talent & create new jobs

Access to new markets and customers to grow their business

Better working conditions for all
4 Pillars of #IgniteWA

**Assess**
Develop & implement standardized digital ready assessments to gain state of small businesses readiness at city level. Ex: 6DOT digital analyzer

**Awareness**
Monthly meetups to bring diverse businesses together to discuss city level policies around digital equity needs.

**Access**
Enable access to capital and talent for WA businesses. Ex: InnovateHer, Build Your Online Business Contest etc.

**Activate**
Activate strategic digital markets to connect WA businesses with global consumers. Ex: market.smallbiztrends.com
3 Year Plan

2015
- Organize #IgniteWA: Seattle Digital Ready Summit with City Involvement
- **Assess**: Rollout Digital Ready Analyzer. Over 100+ businesses have taken digital ready assessment
- Actively participate in #EntreprenuerUNite for **worldwide petition** to ask for the support of **UN Sustainable Development Goal 8**.
- Secure State level sponsorship and funding

2016
- **Awareness**: Rollout #IgniteWA meetups at City Level
- **Access to Funding**: Rollout bi annual events – Build A Business or Pitch Contests (SBA or Enterprise Partnered Events)
- **Activation**: Recruit 500+ in Ignite WA community; 1000+ completed digital ready assessments, 500+ business taken steps to get their business digital ready
  1. **Assess** – 80% of businesses assessment in one city.
  2. **Awareness** – Implement 2-3 policies in one city
  3. **Access**: Rollout Build A Business Contest with A City Economic Development, SBA and Enterprise Company
  4. **Activate**: 10% of local business digital commerce ready, 5 digital markets
Take Actions: SIGN & SHARE

1. Sign the petition on entrepreneursunite.com now (1 min.)
4. Use #ignitewa in social media.
Why is Goal 8 Important?
Increased lending for small businesses globally

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>7% year-over-year GDP growth in developing nations

More global green initiatives

More diverse, innovative, technologically advanced economies

Equal opportunity employment and equal pay

More access to aid-assisted money for startups, small biz and entrepreneurs

Lowered global unemployment

Elimination of child and slave labor

Better working conditions for all
Four Pillars of Goal 8

Access to Markets
Better cross-border trade agreements and tax leniencies for entrepreneurs as 85% of next $21T GDP comes from outside the US

Access to Technology
Support access to internet for all as tech is dramatically driving down costs to start a business, and using tech effectively creates 2X as many jobs

Access to Capital
Enhance tax code to support entrepreneurship and innovation as IPO activity and VC funding has stalled due to macroeconomic uncertainty

Access to Talent
Implement immigration policies that enable startups to gain access to global talent and remove barriers for high-skill talent
Any questions? Please reach out!

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- #IgniteWA  www.ignitewa.com
Chaitra Vedullapalli

CMO of Meylah.com, Top 100 Small Business Influencer
- Mission: Infuse money into local economy via digital commerce technologies
- Recognized as Top 100 Small business influencer
- Architect of Ignite Washington initiative
- Cited as Women in Technology

Passion for local economic development, youth leadership, innovating with new technologies
- Patent owner “Web Technologies”
- Authored “Partner Tweet”
- YMCA board member

Reach me at chai@meylah.com