

Why is
#IgniteWashington
Important?

Join Ignite Washington (#ignitewa)

Overview

#IgniteWA is a city by city digital equity initiative for entrepreneurs & small businesses. This initiative is actively participating in #EntrepreneurUNite 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**.

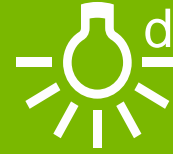
Call to Action

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

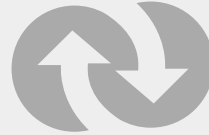


Provide more digital readiness initiatives

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 #EntrepreneurUNite for **worldwide petition** to ask for the support of **UN Sustainable Development Goal 8.**
- Secure State level sponsorship and funding
- Awareness : Rollout #IgniteWA meetups at City Level

2016

- 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

2017

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.)
2. Take your digital ready assessment. <http://6dotanalyzer.com>
3. Join #ignitewa community. <http://bit.ly/1gdVQR1>
4. Use #ignitewa in social media.

Why is Goal 8
Important?

Increased lending
for small businesses
globally



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

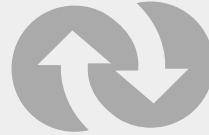


More global **green**
initiatives

More diverse,
innovative,
technologically
advanced



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!

- **Chaitra Vedullapalli**, Meylah: chai@meylah.com
- **Shirley Eclipse**, International Media Partners : seclipse@intlmediapartners.com
- **Elizabeth Gore**, Entrepreneur-in-Residence: Elizabeth_Gore@DellTeam.com / emgore@unfoundation.org

- **#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

