

A diverse group of people, including men and women of various ethnicities, are shown clapping and smiling. They are dressed in professional attire, suggesting a business or industry event. The background is slightly blurred, focusing attention on the people in the foreground.

WA SMB CLOUD SUMMIT
April 18, Extraslice Bellevue



WASHINGTON SMB CLOUD SUMMIT

April 18, 2016

PRESENTED BY  **ignite** washington



The event did a phenomenal job of outlining the opportunities to collaborate with other types of partners for business growth. For example, MSP partnering with ISV's hadn't crossed our minds. Doing so will accelerate our growth. – RLI Consulting

Amazing experience. Content was concise. Relatable, to the point and inspiring. In simple words, short and sweet. A great eye opener for cloud new businesses. Cirrus Path



AGENDA

Your Business, Cloud Ready in 100 Days

- Cloud Opportunity in WA state
- Cloud Transformation Journey for Small Businesses
- Immersive “How To” Breakouts
 - Cloud Practice – How to create your million dollar managed cloud services practice.
 - Cloud Talent Recruit and Retain – How to recruit and retain talent for your cloud practice.
 - Cloud IP Development – How to create Cloud IP that can generate new subscription revenue.
 - Developing the Best Cloud Pitch and Offer – How to pitch and win customer to move to cloud.
 - Digital Marketing - How to attract potential customers using digital marketing
- Panel Discussion - Cloud Incentives by Cloud Vendors
- Announcements and Networking

AUDIENCE

Cloud Customers and Resellers

Attendance: 100+

- Channel Vendors
- Distributors and
- Cloud Resellers
- ISV
- MSP
- SI
- Startups
- Cloud Customers



SPONSORSHIPS

Presenting Sponsor: \$10,000

Includes naming rights, keynote introduction, exhibitor table, premium branding at venue, VIP lunch and dinner access, and 5 tickets to the event.

Cloud Accelerator Sponsor: \$25,000

Design and enable 2017 cloud accelerator, inclusion of your products, premium branding at venue, Breakout session and 7 tickets.

- Your Business, Cloud Ready in 100 Days
- Join the community of WA Cloud Solution Providers. Cloud technology is one of the most rapidly growing areas of the tech industry in Washington State and Small Businesses can take advantage to become the Cloud Solution Provider while shaping the job market in our local community.

Breakout Sponsor: \$5000
Includes 5 tickets, 2 min pitch, access to attendee list

Panel Sponsor: \$2000
Includes 2 tickets, 2 minute pitch

Cloud Vendor: \$4000
Includes 3 tickers, 2 minute pitch

Lunch Networking Sponsor: \$1000
Includes one ticket

After Party Sponsor: \$7,000
Official Cloud Summit After Party, Premier branding, 2 minute pitch, complimentary food and drinks

SPONSORSHIP BENEFITS

Benefits	Presenting Sponsor \$10,000	Cloud Accelerator Sponsor \$25,000	Breakout Session Sponsor \$5,000	Cloud Vendor Sponsor \$4,000	Cloud Panel Sponsor \$2,000	Lunch Sponsor \$1,000	After Party Sponsor \$7,000
Naming Rights	X						
Keynote Introduction	X						
Premium Branding	X	X	X				
Access to attendee list	X	X	X				
Premium access to lunch and after party	X	X	X	X			X
Tickets	5 tickets	7 tickets	5 tickets	3 tickets	3 tickets	2 tickets	5 tickets
2 minute pitch		X	X	X	Panel Facilitator		
Marketing and Promotion on all channels	All marketing channels	All marketing channels	All marketing channels	All marketing channels	Social Media Only	Social Media Only	All marketing channels
Meet EDC folks and potential leads	X	X	X	X			

IgniteWA: Technology Coalition for Small Businesses

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

US Stat: **98%** of websites are not mobile ready

WA Stat: **67%** cannot do commerce online

90% businesses need assistance to protect customer information

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

Our **vision** is to help small businesses increase their digital equity and readiness so that they have access to local and global customers, help them stay competitive and create new jobs. Our strategies include :

- 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 Business 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.

COMMUNITY FEEDBACK

What are people saying about IgniteWA events and programs:



Most of our energy is going to be spent building out the business model, reviewing packaging and looking for partnering opportunities. A major learning for me was the importance of developing relationships with ISV's and the complementary nature of the relationship. Our initial attempts at defining the value for customers was very shallow and around support. When we reached beyond that we were able to define the true business value to our clients. Support is a foundation not the true value that we are able to bring. The largest takeaways for us were really around rethinking our approach to business overall. We have been focused on delivery of technology not necessarily on the delivery of business solutions. Our best clients are the ones who ask us to recommend and deliver business solutions and that is the direction we will be taking our business. -- Nyasha

Partner with government stakeholders and share how increased digital equity = increased revenue = increased taxable income = economic development impact. Providing assistance to small business with regards to their digital marketing, e-commerce, and software solutions is a win/win for everyone as it helps small businesses become more productive, more lucrative, and contribute more to the communities they serve. I would very much like to be involved in bringing this bill forward. - Jennifer

Must we wait for the pace of legislation? The entrepreneurial pace is so much more effective. Let's pair Big biz with Small biz to offer assistance, create business partnerships and solve the issue NOW. -- Barry

CLOUD ACCELERATOR

Goal: To help companies double their cloud sales pipeline in 100 to 200 days plus creating new jobs in the local economy

"The greater cloud market is forecasted by IDC to be **\$500B** by 2020."

Source: IDC [EMARKETER](#), [Worldwide Cloud 2015 Predictions](#) — [Mastering the New Market of Digital Transformation](#), doc #259542, November 2015

Cloud Transformation Journey Map



Background

- Seattle Based MSP, CSP
- Microsoft Office365 Advisor
- MPN Registered Partner
- 2 Employees



Results To Date

- Microsoft Silver Cloud Competency Partner
- Growth : 5 employees, 3x Run Rate
- Partnership with Microsoft Store and other partners

COMPANIES INVOLVED



Prudential



India Association of Western Washington



CONTACT US

- For Sponsorships contact Chaitra Dutt
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