

# GO GLOBAL Grant Program

Office of Economic Development & Competitiveness

---

Diana Cazac

SMALL BUSINESS PROGRAM MANAGER

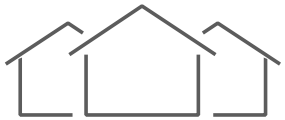
SEPTEMBER 20, 2022



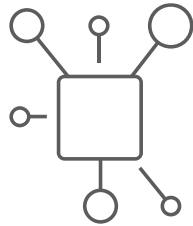
Washington State  
Department of  
**Commerce**

# We strengthen communities

---



**HOUSING  
HOMELESSNESS**



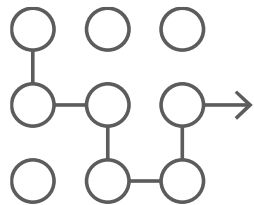
**INFRASTRUCTURE**



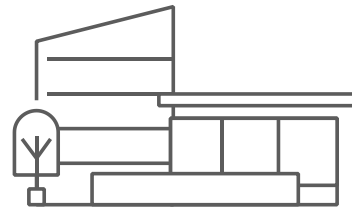
**BUSINESS  
ASSISTANCE**



**ENERGY**



**PLANNING**



**COMMUNITY FACILITIES**



**CRIME VICTIMS &  
PUBLIC SAFETY**



**COMMUNITY  
SERVICES**

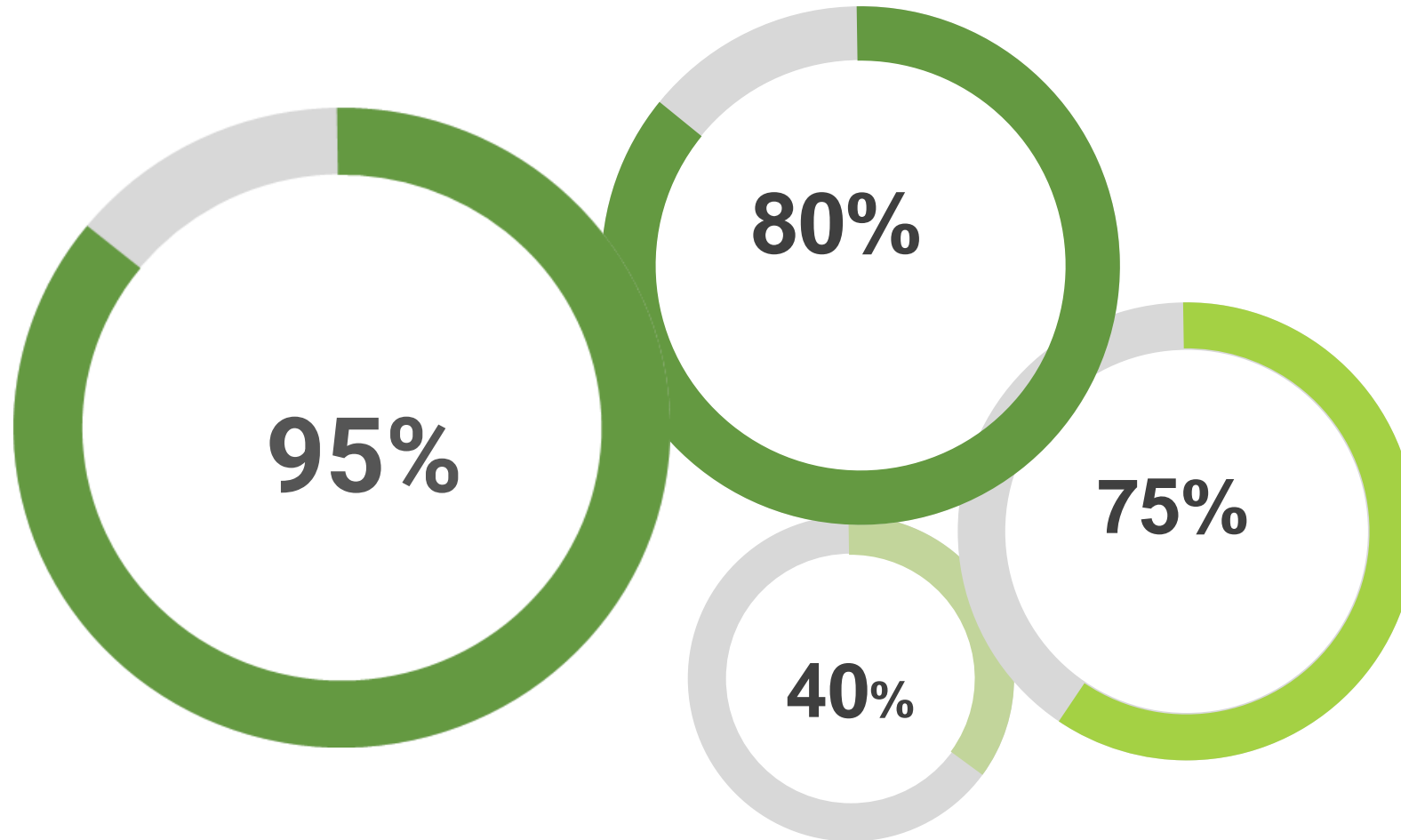
# What is Go Global?

---



# About Go Global

---



95% of all consumers and two-thirds of the world's purchasing power lie overseas

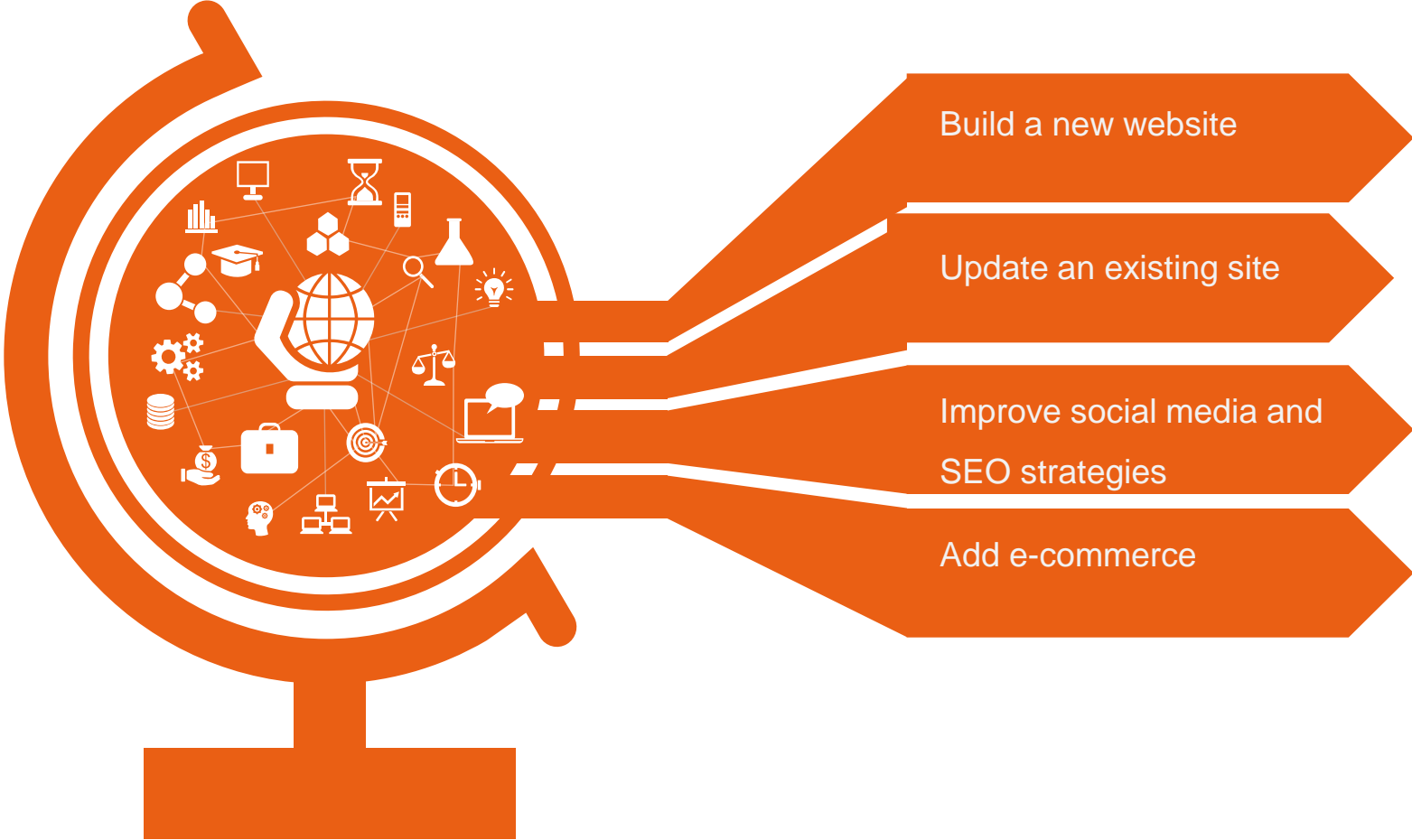
80% of consumers do their research online before they make a purchase

75% of small business owners don't offer online ordering

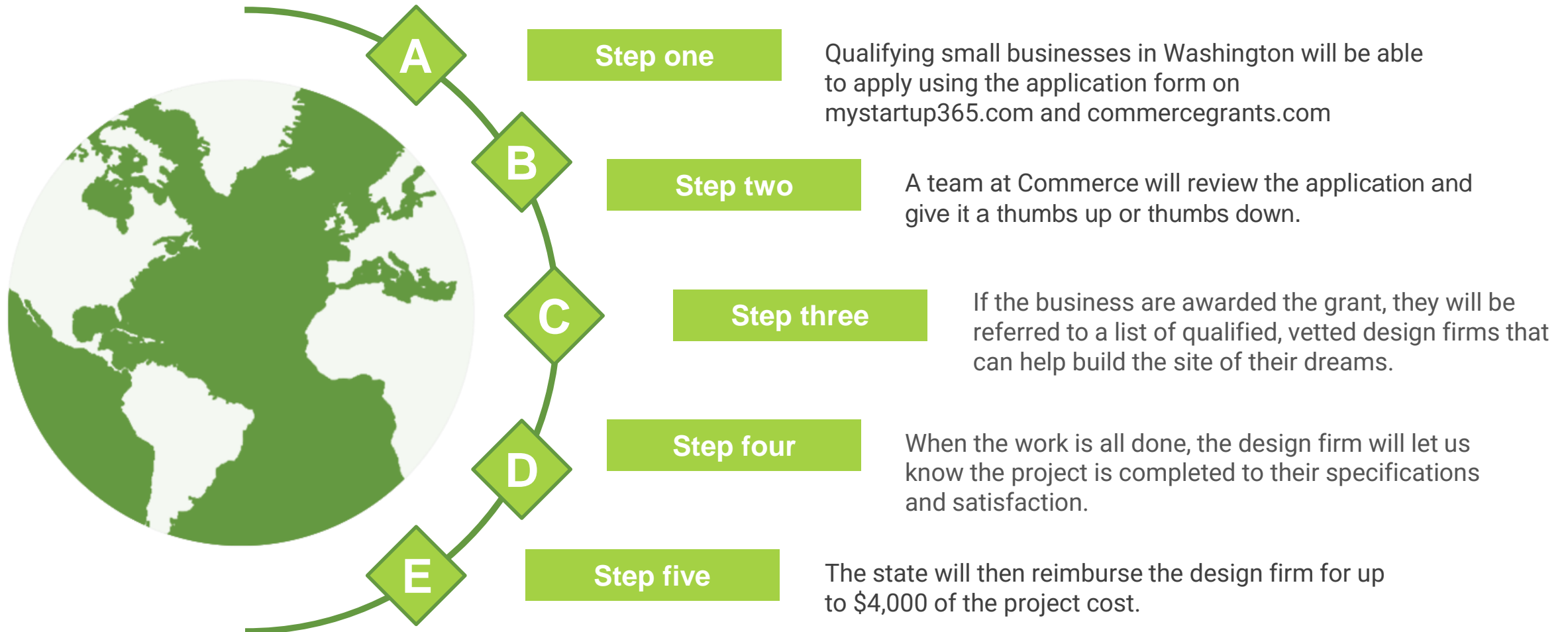
40% of small businesses don't have a website

# Go Global – up to \$4,000 grant program

---



# How to apply?



# Who is eligible to apply?

---

## For-profit businesses that:



# What types of services are eligible?

---

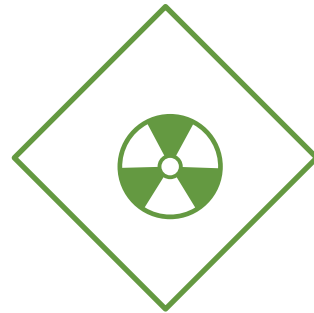
Some examples of services are:



**01**

Website  
development

Translation and  
Design



**02**

Digital Marketing

Social Media  
strategies



**03**

Implementation of  
online sales apps or  
plug-ins

SEO



**04**

Training on  
e-commerce  
platform use



# What else do you need to know?

---

- The portal will be open until the funding runs out.
  - Go Global grant awards will be based on needs and range up to \$4,000. The awarded small business owner will be responsible for any costs above the award amount.
    - Commerce translated materials into five languages. FAQ, program guidelines and the application are translated into Spanish, Vietnamese, Russian, Korean and Chinese Mandarin.

# Feedback so far...

---



“We have owned a small business at the Pike Place Market for the past 44 years. Due to various challenges including the commerce landscape we have been trying hard to direct some of our energies through online activities however due to costs associated with such plans, we have been holding back.

This grant as it could possibly be a huge positive for our business”

P.B.  
Pike Place Market - Since 1978



“The vast majority of the Korean small businesses were not aware of e-commerce using technology including the delivery services; therefore their lack of experience or knowledge of their clients/customers' shopping behavior was not kept as business priority. Go Global is a vital program for small business owners with limited English proficiency who would like to sell online.”

Lori Wada  
Korean American Resource Center





Washington State  
Department of  
**Commerce**

[www.commerce.wa.gov](http://www.commerce.wa.gov)



# Thank you

Diana Cazac

PROGRAM MANAGER

[Diana.Cazac@commerce.wa.gov](mailto:Diana.Cazac@commerce.wa.gov)

Small Business Training and Education