Google Small Business
Supplier Diversity Program
Adrianna Samaniego
Let’s talk about it.

@accelwithgoogle
@USMBDA

googlesupplierdiversity
#smallbiz

@Adrianna_Says
Organize the world’s information and make it **universally accessible** and useful
Google’s Diversity Strategy

- **Hire More Diverse Googlers**
  - Enhancing diversity at Google

- ** Foster a Fair and Inclusive Google**
  - Increasing opportunities beyond Google

- **Expand the Pool of Technologists**
  - Bridging the Digital Divide
Google’s Diversity Strategy

- **Hire More Diverse Googlers**
- **Foster a Fair and Inclusive Google**
- **Expand the Pool of Technologists**

Enhancing diversity at Google

Increasing opportunities beyond Google

**BRIDGE THE DIGITAL DIVIDE**
Our programs

- Small Business Supplier Diversity
- Accelerate with Google Academy
- Tuck Digital Excellence
Our programs

- Small Business Supplier Diversity
- Accelerate with Google Academy
- Tuck Digital Excellence

Google.com/Diversity  +AcceleratewithGoogle  @AccelwithGoogle
We rely on small and diverse businesses to help us grow and innovate.

We want to connect more minority-, women-, veteran- and LGBT-owned small businesses to opportunities within Google.

We care about helping small and underrepresented businesses grow.
Google Small Business Supplier Diversity Program

Maurice Brewster
President, Mosaic Global Transportation

“Being able to say, ‘we’re one of Google’s preferred transportation companies,’ has definitely helped our business grow.”
At Google, everyone is a buyer.

Our program makes it easier for every Googler buyer to find and connect with suppliers like you.
No certification required; but applicants must meet program qualifications:

- Based in the U.S.
- Less than $15M ann. revenue
- Fewer than 50 full-time employees

25% discount on Google for Work apps for businesses (for new or upgrading customers)

Prioritized enrollment in Accelerate with Google Academy

Receive payments within 15 days of invoice approval

Appear in Google’s internal supplier search tool

How it works

1. Apply at google.com/supplierdiversity
2. Access our benefits
3. Connect with Google

Google.com/Diversity +AcceleratewithGoogle @AccelwithGoogle
Our commitments

1. We’ll remove barriers suppliers face ‘getting in the door’ with Google

2. All accepted suppliers will have access to program benefits

3. All accepted suppliers will appear in Google’s internal supplier search tool

Matthew Moses
Owner, Shalimar Media Group
Our programs

Small Business
Supplier
Diversity

Accelerate
with Google
Academy

Community
Partners

Google.com/Diversity

+AcceleratewithGoogle

@AccelwithGoogle
Accelerate with Google Academy

12-week online bootcamp to help underrepresented businesses grow on the web

Focuses on inbound marketing techniques, Search Engine Optimization (SEO), and Google AdWords education

Learn More:
acceleratewithgoogle.com
Accelerate with Google Academy

Nikki Barua, CEO
Beyond Curious

“Without our online presence it would have been impossible to compete with much larger and established competitors.”
Our programs

Small Business Supplier Diversity

Accelerate with Google Academy

Tuck Digital Excellence
Tuck Digital Excellence Program for Minority Entrepreneurs

1:1 support on digital strategy, marketing businesses online, analytics

Members of Google Small Business Supplier Diversity Program are eligible for a Google scholarship covering tuition cost.

May 24-26th Los Angeles
October 2016 Chicago

Learn More:
tuckminorityprograms.com

Google.com/Diversity
+AcceleratewithGoogle
@AccelwithGoogle
Apply to the program

visit
goole.com/supplierdiversity

Email: smallsuppliers@google.com for inquiries
Google Resources

**Accelerate with Google**
acceleratewithgoogle.com

**Get a Google + Page**
google.com/+business

**Free Website**
gybo.com

**Improve Your Search Ranking**
google.com/webmastertools

**Start a blog**
blogger.com

**Google Supplier Diversity**
google.com/supplierdiversity

**Create a YouTube Channel**
youtube.com/create_channel

**Google Adwords**
google.com/adwords

**Google Analytics**
google.com/analytics

**Google for Work**
google.com/work

**Help for Agencies**
engageforagencies.com

**Multiscreen Resources**
google.com/think/multiscreen

Google.com/Diversity  +AcceleratewithGoogle  @AccelwithGoogle
THANK YOU!

Learn more at google.com/diversity
APPENDIX
Google Small Business Supplier Diversity Program

Tina Harmon
Managing Partner, Mercury P&F

“Our job growth has increased not only the morale, but the community and the revitalization of Detroit.”
Google Small Business Supplier Diversity Program

Erica Liu, Founder
Gr8nola

“I never thought I would one day turn my hobby into a viable business.”
Google Small Business Supplier Diversity Program

Nikki Barua, CEO
Beyond Curious

“Without our online presence it would have been impossible to compete with much larger and established competitors.”
Google Small Business Supplier Diversity Program

Becky Sandoval, Founder
Vino Latino

“This partnership has changed the way people look at our business. It’s made us more credible.”
Google Small Business Supplier Diversity Program

Jorge A. Plasencia, CEO & Luis Casamayor, CCO

República

“Using the Google Cloud Platform and Google Apps for Work has totally revolutionized not only our external communication, but also our internal communication.”