

Google Small Business Supplier Diversity Program

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Let's talk about it.

@accelwithgoogle
@USMBDA

#googlesupplierdiversity
#smallbiz

@Adrianna_Says



GOOGLE'S MISSION

***Organize the world's information and make it
universally accessible and useful***



Google's Diversity Strategy

HIRE MORE
DIVERSE
GOOGLERS

FOSTER A FAIR
AND INCLUSIVE
GOOGLE

EXPAND THE
POOL OF
TECHNOLOGISTS

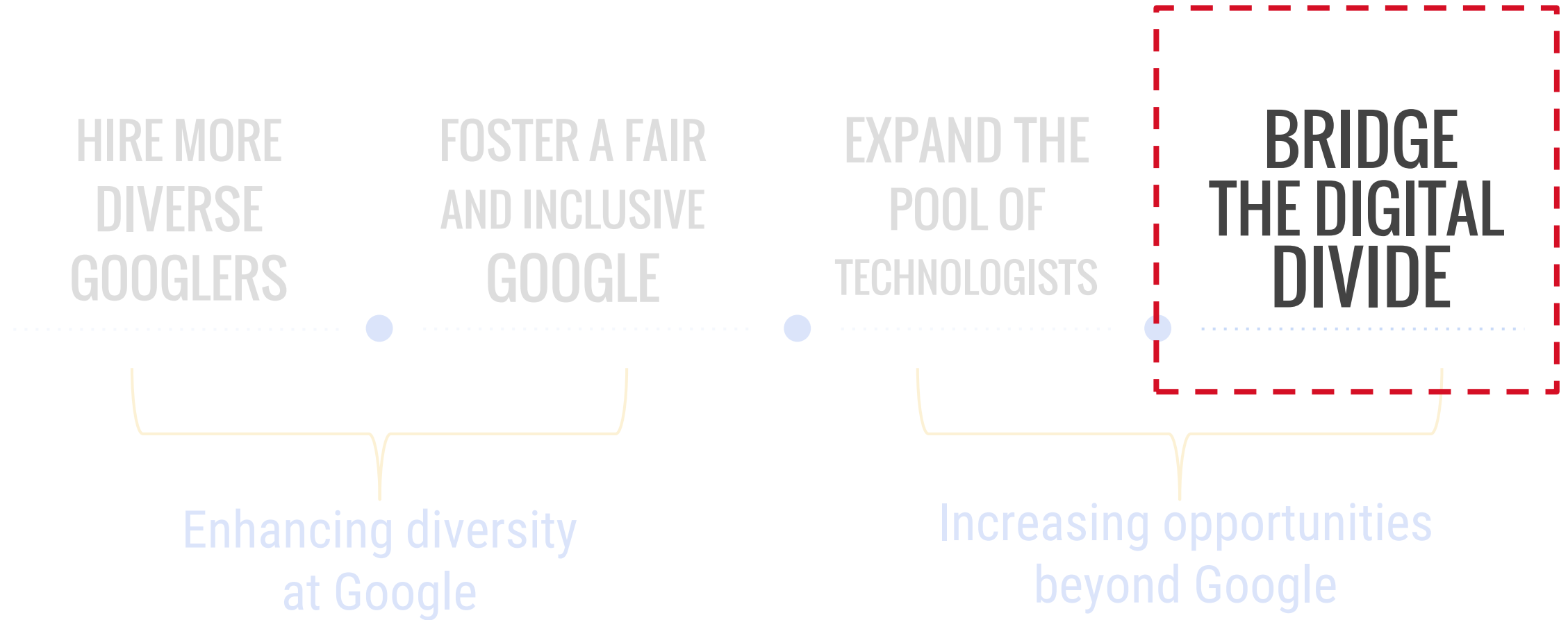
BRIDGE
THE DIGITAL
DIVIDE

Enhancing diversity
at Google

Increasing opportunities
beyond Google



Google's Diversity Strategy



Our programs



Our programs



Google Small Business Supplier Diversity Program

- 1 We rely on small and diverse businesses to help us grow and innovate

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

- 3 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.”



How we buy



At Google, everyone is a buyer.

Our program makes it easier for every Googler buyer to find and connect with suppliers like you.



How it works

1. Apply at google.com/supplierdiversity

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*

2. Access our benefits

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

Prioritized enrollment in Accelerate with Google Academy

Tuck Digital Excellence

3. Connect with Google

Appear in Google's internal supplier search tool

Receive payments within 15 days of invoice approval



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



Accelerate with Google Academy

Accelerate with **Google**

About The Academy

Program Overview

Success Stories



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



Google.com/Diversity

 +AcceleratewithGoogle



@AccelwithGoogle

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



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



sponsored by:



TAKE ACTION

Apply to the program

visit

google.com/supplierdiversity

Email: smallsuppliers@google.com for inquires

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



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. Its 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.”