

PROGRAM OVERVIEW

Go Global

About this Grant Program

Go Global is a new program that provides small business with the consulting and design services they need to launch a new website, upgrade an existing one or add the ability to sell online. Eighty percent of consumers do their research online before they make a purchase; that's 230.5 million potential customers for your business. And that's just in the United States. Ninety-five percent of all customers and two-thirds of the world's purchasing power lie overseas.

Successful applicants to the Go Global program will receive a grant of up to \$4,000 that will be used to offset the cost of their web design/e-commerce project.

Go Global's goal is to encourage small business owners, regardless of location or socioeconomic situation, to seamlessly sell their products and services online. Technical assistance will be provided to create or improve their e-commerce website experience at no cost to the business owners.

Funding Amounts

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 staff will review applications and make awards based on need for the necessary web design, e-commerce and consulting services they require.

Services that can be provided:

- Website development
- Translation and design
- Implementation of online sales apps or plug-ins
- Assistance with digital marketing, including search engine optimization
- Assistance with development of social media strategies and integration with app-based/online delivery service;
- Translation of marketing media
- Training on e-commerce platform use



Want to apply?

Applications must be submitted through Commerce's online Smartsheet form.

[Click here to apply](#)

Questions? Please contact:

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SMALL BUSINESS PROGRAM
MANAGER

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We strengthen communities

Important dates

- Application Period: Ongoing, between September 13, 2022 – May 1, 2023, or until funding runs out
- Notification of Go Global Grant Award: on a rolling basis
- Final Invoice Due: June 30, 2023

Who is eligible to apply?

For-profit businesses that:

- Are organized or incorporated and operating in Washington State
 - Have a UBI or EIN and physically located in Washington State
 - Have been in business for not less than a two-year period ending on the date on which the award is provided
 - Generate at least 51% of revenue in Washington State.
- ❖ Please note that funding is not meant to help launch a new business but to support existing business owners with the consulting, design, translation and technical support required to develop their website.

How are recipients selected?

Screening for Eligibility

Applications are screened by a team of Commerce staff to ensure the applicant meets eligibility requirements.

Evaluation and Application Scoring Panel

Applications are evaluated and scored by Commerce staff.

Notification of Go Global Award

- Applicants will be notified within 2-4 weeks after the date of application.
- Successful applicants will be provided a list of approved web design firms to choose from along with next steps.
- Feedback is available if the application is found ineligible for funding.

What is the Criteria Used to Score Applications?

Applications will be reviewed for eligibility. Go Global Awards will be made based on the number of applications received and available funding.