

The web is working for American businesses.

The Internet is where business is done and jobs are created.

97%

of Internet users look online for local products and services.²

2 times

as many jobs and twice as much revenue through exports were created by web-savvy SMBs.³

75%

of the economic value created by the Internet is captured by companies in traditional industries.³

9 out of 10

part-time business owners rely on the Internet to conduct their businesses.⁴

Find out more at www.google.com/economicimpact

Sources: 1. Google, "Economic Impact," 2015 2. BIA/Kelsey, "Nearly All Consumers (97%) Now Use Online Media to Shop Locally," March 2010 3. McKinsey Global Institute, "Internet matters: The Net's sweeping impact on growth, jobs, and prosperity," May 2011 4. The Internet Association, "Internet Enabled Part-Time Small Businesses Bolster U.S. Economy," October 2013

*Note: The total value that U.S. Google advertisers and website publishers received in 2015 is the sum of the economic impact of Google Search, AdWords and AdSense. The value of Google Search and AdWords for businesses is the profit they receive from clicks on search results and ads minus their cost of advertising, estimated as \$8 profit for every \$1 spent. This formulation is derived from two studies about the dynamics of online search and advertising, Hal Varian's "Online Ad Auctions," (American Economic Review, May 2009) and Bernard Jansen and Amanda Spink, "Investigating customer click through behavior with integrated sponsored and nonsponsored results," (International Journal of Internet Marketing and Advertising, 2009). The economic impact of AdSense is the estimated amount Google paid to website publishers in 2015 for placing our ads next to their content. Please note that these estimates do not allow for perfect reconciliation with Google's GAAP-reported revenue. For more information about methodology, visit: www.google.com/economicimpact/methodology.html.

© Copyright 2016. Google and the Google logo are trademarks of Google Inc.



The web is working for Colorado businesses. Google is helping.

Across the U.S., Google's search and advertising tools helped provide \$165 billion in economic activity in 2015.¹

\$2.37 billion

of economic activity Google helped provide for Colorado businesses, website publishers and non-profits in 2015.¹

34,000

Colorado businesses and non-profits benefitted from using Google's advertising tools, AdWords and AdSense, in 2015.¹

\$17 million

of free advertising was provided to Colorado non-profits through the Google Ad Grants program.¹

450+

Coloradans are employed full-time by Google. We're proud to have offices in Boulder and Thornton.

Sword & Plough

DENVER, COLORADO

Sisters Betsy Núñez and Emily Núñez Cavness grew up in a military family, and Emily is now an active-duty officer in the U.S. Army. In 2013, they founded Sword & Plough, which uses surplus military materials to make tote bags, handbags, backpacks, and other accessories. The company supports various veteran-owned businesses and donates 10% of the profits to veteran-focused organizations. They have relied on the Internet, and Google products, from the very beginning to bring their business to life.

With Emily deployed in Afghanistan, and the rest of the team working remotely from Boston, New York, and Denver, they used Google Apps for Work to stay connected and build their company. Emily recalls, “One of our

most memorable magic moments happened on April 15, 2013, when Sword & Plough launched on Kickstarter. We had four of our team members and our parents crowded around the laptop to press Launch. And we did a Google Hangout with our creative director,

“Google products have really helped us communicate and grow in ways that otherwise would not have been achievable for a startup.”

HAIK KAVOOKJIAN, CREATIVE DIRECTOR

Haik Kavookjian, so that we could all be together for the momentous occasion. Within two hours of pressing the Launch button, we hit our goal of \$20,000! And by the end of the campaign, we raised over \$312,000! Products like Gmail, Google Sheets, and Google Hangouts continue to help this distributed team run the business. One time, a meeting held on a Google Hangout was interrupted when Emily’s base came under mortar



attack. “She’s thousands of miles away in a remote, war-stricken region, and still able to communicate with her sister and co-founder to provide leadership for this business on the side,” Haik says. “It’s pretty incredible.” And as the orders continue to pour in via their website, they monitor their sales and site traffic using Google Analytics.

Sword & Plough now has five employees and they subcontract their manufacturing and design to support veterans working in other companies. The sisters have also begun partnering with other brands, and may expand into physical stores around the country. “Google products have really helped us communicate and grow in ways that otherwise would not have been achievable for a startup, especially one started and being run so remotely,” Haik says.

90% of Sword & Plough’s sales are made online.

Visit www.swordandplough.com