

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.

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The web is working for New York businesses. Google is helping.

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



\$26.4 billion

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

129,000

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

\$45.3 million

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

5,000+

New Yorkers are employed full-time by Google. We're proud to have offices in Clifton Park and New York City.

Adafruit Industries

NEW YORK, NEW YORK

Limor “Ladyada” Fried, an MIT-trained electrical engineer, launched Adafruit Industries in 2005 to share and educate people about the fun and creativity of engineering. She started by writing a blog and selling DIY kits online so that people could build an MP3 player, cell-phone charger, or other useful devices. She also began offering online tutorials. Her New York City-based, 100% woman-owned business became immensely popular, growing organically without loans or venture capital. “Of everything that we have in our blog, our store, and tutorials, nothing is sponsored,” Limor says. “Whatever we post about, whatever we do, it’s because we like it.”

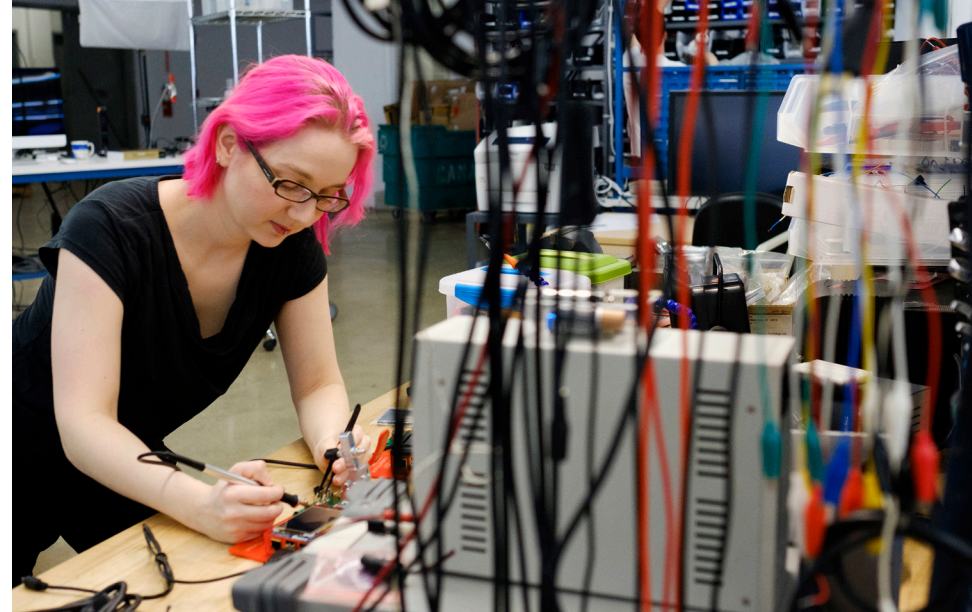
Adafruit started using AdWords, Google’s advertising program, in 2012.

It now accounts for a third of the sales in their online shop, which is a Google Trusted Store. Adafruit uses Google Hangouts and their own YouTube channel to share tutorials and videos.

“We post every day on YouTube, to show what’s happening

behind the scenes at Adafruit,” Limor says. “It’s not just about how to use what we’re offering, but how we make it.” They use YouTube as well to stream a live weekly program called “Ask an Engineer.” Google Groups helps them build a strong online community, and their Google+ page has over two million followers.

The company gets a thousand orders a day for items made in their 50,000+



“The more you document, publish, and share what you’re doing online, the more people will get excited about your business.”

LIMOR FRIED, FOUNDER & LEAD ENGINEER

square-foot facility in SoHo. Total orders now top one million. Limor was on the cover of *WIRED* magazine and was named Entrepreneur of 2012 by *Entrepreneur* magazine. Adafruit has been so successful at attracting girls to engineering that a young fan once asked whether there were any boy engineers.

“Engineering can be a force for good,” Limor says. “We’ve done such a good job of showing what engineering is like, and who engineers are, that we can actually change generational thinking. You can really change somebody’s life, if you get to them early and inspire them.”

Adafruit Industries has 80+ employees.

Visit www.adafruit.com