

The web is working for American businesses.

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

50,000+

people are employed full-time by Google across 21 states. We've added 22,000+ jobs over the past 3 years.¹

10.4 million

U.S. jobs were created across all 50 states by the Internet in 2016. 86 percent of them are outside major tech hubs.²

6%

of U.S. GDP, the equivalent of \$1.12 trillion, was generated by the Internet in 2016. Its contribution has more than doubled since 2012, growing at five times the average U.S. GDP growth rate.²

1 in 4

clicks for U.S. small businesses advertising on Google AdWords come from outside the country. Google tools are helping a growing number of American businesses find and connect with customers around the world.¹

Find out more at www.google.com/economicimpact

Sources: 1. Google, "Economic Impact," 2016.

Note: The total value that U.S. Google advertisers, website publishers, and non-profits received in 2016 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's "Investigating customer click through behavior with integrated sponsored and non-sponsored results" (International Journal of Internet Marketing and Advertising, 2009). The economic impact of AdSense is the estimated amount Google paid to website publishers in 2016 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.

Note: We measured the total number of clicks on ads posted by U.S. advertisers from 2012 to 2015 and observed that when a small business puts an ad on Google, on average one in four clicks on that ad comes from outside the country.

2. Interactive Advertising Bureau, "The Economic Value of the Advertising-Supported Internet Ecosystem," March 2017.

Note: Major tech hubs, as defined by the Interactive Advertising Bureau, include California's Silicon Valley, New York's Manhattan, Virginia's Arlington County, Boston's Route 128, and Washington's Seattle and Tacoma.

© Copyright 2017. Google and the Google logo are trademarks of Google Inc.



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

Across the U.S., Google's search and advertising tools helped provide \$222 billion in economic activity in 2016.¹



\$4.68 billion

of economic activity Google helped provide for Georgia businesses, website publishers, and non-profits in 2016.¹

42,000

Georgia businesses, website publishers, and non-profits benefitted from using Google's advertising tools, AdWords and AdSense, in 2016.¹

\$11.3 million

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

350+

Georgians are employed full-time by Google. We're proud to have offices in Austin and Austell.

TechSquare Labs

ATLANTA, GEORGIA

Paul Judge and Allen Nance founded TechSquare Labs in 2014 with a specific goal in mind: to capture the energy of the blossoming Atlanta technology sector and help cultivate it into one of the world's best. With a 25,000-square-foot space for entrepreneurs near Georgia Tech's campus and one of the most active venture capital funds in the state, TechSquare Labs is making that future a reality. "We believe Georgia Tech is a special place. Research being done there is going to change people's lives and build big businesses," Allen says. "We want to be the first investor in every one of those companies." To help dream up the technology of tomorrow, TechSquare Labs relies on the technology of today.

"Every company we have is doing customer acquisition on the Internet."

ALLEN NANCE, CO-FOUNDER

turned TechSquare Labs into a global business overnight," says Allen. They also use AdWords, Google's advertising program, to spike interest in their own business-to-business activities as well as those of their ventures. With G Suite tools like Gmail and Docs, they're able to collaborate instantly with anyone in the world, right from their doorstep. "Google has been an enormous part of the acceleration of our business model," says Allen. "With Google, we went from having two investments in the first year to 10 investments in the second year."

Allen and TechSquare Labs are making their vision of a vibrant tech-centric Atlanta a reality, and the whole city is benefitting. The 15 businesses

TechSquare Labs proudly partners with Google for Entrepreneurs for access to shared workspaces in over 20 cities. "It gave us a global footprint with physical facilities and resources. It effectively

they've invested in have created over 500 jobs in the state of Georgia. In 2017, TechSquare Labs plans to continue creating jobs by supporting 10 more ventures. Their local focus also helps keep talented engineers in the area. "Those people rent apartments, buy houses, go out to dinner, make donations, and pay taxes, all right here in Atlanta," Allen says. "It just shows the impact we're having. Technology is the future, and businesses like TechSquare Labs are building it."

TechSquare Labs has 120 employees.

Visit www.techsquare.co

