

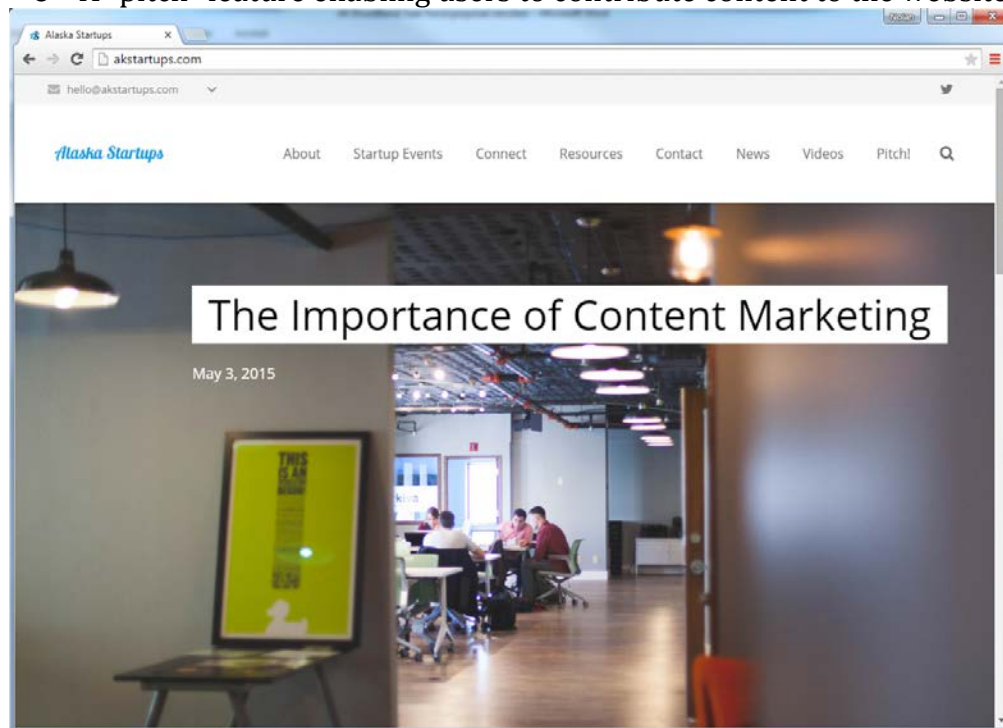


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Broadband Taskforce Year-end Report

AKSourceLink Replacement Portal (AKStartUps.com) Accomplishments:

- Developed new website, www.akstartups.com, to serve as a new resource for entrepreneurs in rural Alaska.
- Populated website with content, including:
 - A calendar of upcoming events and classes related to entrepreneurship. Users may upload their own events
 - Developed “resources” section for site, with informational write-ups on content marketing, revenue generation, remote work, publicity, investment, web-based businesses, and tech startups.
 - A “connect” feature allowing entrepreneurs to post opportunities for others to join in startup ventures.
 - Video content, including cross-promotion of AEDC’s “where to startup” series.
 - “News” section containing fresh articles highlighting Alaska businesses, including rural ones.
 - A “pitch” feature enabling users to contribute content to the website.



- Gathered feedback during interviews with stakeholder organizations, including Anchorage Economic Development Corporation, Small Business Development Center (now part of BEI), Alaska Regional Development Organizations (ARDORs), The Boardroom, Alaska Pacific University, Alaska Village Initiatives, USDA Rural Development, Economic Development Administration, and others.
- Publicized the new platform through a Facebook page (512 likes) as well as LinkedIn, and a variety of stakeholder communications.
- Created a Google Analytics account to track website usage to optimize marketing efforts.
- Created a logo and brand for the website.
- Developed a staffing and sponsorship program to ensure program sustainability.
- Worked with a contractor to generate training manuals and other materials

Buy Alaska Accomplishments:

- Major overhaul of BuyAlaska.com performed under contract with GeoNorth. Upgrades include:
 - Significant back-end improvements to ease updating of content for rural (and non-rural) entrepreneurs.
 - Improved and modernized look and feel of the website.
 - Added commercial procurement functionality to the system, enabling buyers to solicit bids from Alaska companies for products and services through the site's interface.



- Branding and marketing of Buy Alaska:
 - New logo and brand for the website
 - Printing and design of promotional materials, such as bumper stickers, window stickers, etc.
 - Writing and dissemination of press releases
 - Development of comprehensive 1-year marketing plan
 - Social media outreach on Twitter and Facebook (over 2600 likes)