Suggested Projects: White House Innovation Fellows
12 - Free Small Business Advertising and a State/Local Extension for GSA Purchasing

To help small, startup businesses I suggest that an Innovation Fellow team develop two changes.

1.) <u>Advertising</u>. First, the General Services Administration online system should expand its older, catalog, model to offer online advertising space to small and startup companies, and to companies with new and improved products that should be brought to the attention of potential government purchasers. These standard ad options (which could include short videos and links to company Websites) would be designed to provide useful information and would be free.

 - Special sections and email alerts could alert potential purchasers of new and improved products and services relevant to Administration and GSA priorities (e.g., new Green, Zero-Footprint, and Energy Efficiency options).

2.) <u>Wider Markets</u>. Second, the GSA Federal Acquisition Service should be available for online use by state and local officials. (Small and startup companies who offer products and services to the federal government also will have their ads and pricing options available nationally, across the public sector.) Both the startup companies and the state and local governments could benefit from these national procurement options.

A national Public Sector Acquisition Service will leverage purchasing power, especially for smaller state and local government units. All public sector entities face extraordinary budget pressures and the Obama Administration is trying to preserve the jobs of teachers and other public employees around the country: helping them to cut costs elsewhere in the next six months would be useful.

 - Putting GSA "Best Buy" tests online will benefit companies with new and better products and these users of federal data. Who, in state and local agencies, has the resources to know the national "Best Buy" of ball point pens or anything else?

 - Joint federal-state functions (e.g., State Medicaid programs and their patients) could