

## Executive Summary

Affordable, Bilingual Websites for Immigrant-Owned Businesses  
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**They built the neighborhood. We build their websites.**

### THE PROBLEM

Many immigrant-owned small businesses in Seattle's Little Saigon lack a professional online presence. Language barriers, limited access to affordable services, and a lack of technical familiarity all contribute to this digital divide. The City of Seattle's *Little Saigon 2030 Action Plan* identifies user-friendly websites as a high-priority need. Over 85 businesses operate in the neighborhood, 46% of immigrants are limited English proficient, and 51% of people who attempt to build their own website abandon it before finishing.

### OUR SOLUTION

Project LS provides affordable, professional websites with bilingual Vietnamese support, cultural understanding, and zero financial risk to the client. Our tiered pricing ranges from \$500 for a basic informational site, to \$1,000 for a professional site with custom branding, to \$2,000 for a full e-commerce build. We build the site before asking for a dollar and deliver in two to three days using AI-assisted design combined with human customization. Every project includes Google Maps optimization to drive local foot traffic, a personalized Zoom walkthrough so owners learn to manage their site independently, 90 days of free support, and an optional \$50/month maintenance plan for ongoing updates.

### STRATEGY & SOCIAL IMPACT

We earn trust by showing results first. Our process begins by identifying prospects via Google Maps, specifically searching for businesses that have no website. We then visit in person, conducting outreach in Vietnamese to build rapport and demonstrate cultural understanding. Before the first formal meeting, we build a draft website to show business owners exactly what their online presence could look like. In a tight-knit community where word of mouth carries significant weight, referrals become our strongest growth channel. Research shows that 76% of local searchers visit a business within 24 hours, meaning a website directly connects owners to new customers they would otherwise miss. In Year 1, Project LS aims to bring 50 businesses online, potentially driving thousands of new customer visits into Little Saigon and building lasting digital confidence among owners who have never had an online presence before.

### COMPETITIVE ADVANTAGE

Factor	Agency	Freelancer	DIY	Project LS
Price	\$6K-\$12K	\$1.5K-\$8K	\$0-\$300/yr	\$500-\$2,000
Risk	Deposit req.	Deposit req.	Time invest.	\$0 until satisfied
Speed	6-12 wks	2-6 wks	Self-paced	2-3 days
Support	Hourly billing	Varies	Self-serve	\$50/mo maint.

### FINANCIAL VIABILITY

	Websites	Web Rev	Maint Rev	Total Rev	Net Income
Year 1	50	\$47,500	\$3,000	\$50,500	\$38,500
Year 2	100	\$110,000	\$18,000	\$128,000	\$100,000
Year 3	150	\$187,500	\$45,000	\$232,500	\$190,000
Year 4	200	\$275,000	\$84,000	\$359,000	\$300,000

Blended avg ~\$950/site. Maintenance at \$50/month with ~30% conversion. Expansion to Tukwila, Renton, Federal Way, Tacoma, and Bellevue in Years 2 to 4.

### OUR NEEDS

We are seeking \$10,000 in startup funding, allocated toward customer acquisition (\$6K), software and AI tools (\$2K), legal setup (\$1K), and working capital (\$1K). As bilingual founders with direct ties to the Little Saigon community, we are positioned to begin serving clients immediately upon funding.

**Vision:** A Little Saigon where every business can be discovered, chosen, and supported online.

**Mission:** To empower immigrant-owned small businesses with affordable, bilingual web services that eliminate the barriers of language, cost, and technology.