

Investing in the Massachusetts economy, helping create economic growth and jobs

2+ decades

in Massachusetts: Google has proudly called Massachusetts home for over two decades with an office in Cambridge.

\$38B

of economic activity: In 2024, Google helped provide \$38 billion of economic activity for tens of thousands of Massachusetts businesses, nonprofits, publishers, creators, and developers.

424,000+

Massachusetts businesses: More than 424,000 Massachusetts businesses used Google's tools at no cost to receive phone calls, bookings, reviews, requests for directions, or other direct connections to their customers.

\$1.4B+

invested in Massachusetts-based startups: GV, an Alphabet-backed venture capital firm, has invested more than \$1.4 billion in Massachusetts-based startups.



Julius Education, Somerville, Massachusetts.

Julius Education, founded by online learning publishers Daniel Goldsmith and Matthew Evans, uses AI-powered tools to connect job seekers with job opportunities at trade and community organizations, colleges, and job training programs.

Products:

Google for Startups AI Academy: American Infrastructure, Gemini, Google Analytics, BigQuery, Google Workspace

"We deal with a mess of unstructured data, and Gemini is really useful for preparing it for analysis and helping us gain insights from it."

Daniel Goldsmith

Co-founder & Chief Product Officer

Improving the lives of Bay Staters by investing in their citizens and communities

350,000+ Google Career Certificate graduates in the U.S. Google Career Certificates help people develop skills for new jobs in fields like cybersecurity, data analytics, project management, and more in just three to six months. After completing the program, graduates are able to connect with 150+ top employers. 70%+ of graduates report a positive career impact within six months. Google has also collaborated with 15 Massachusetts educational institutions like Middlesex Community College and Benjamin Franklin Institute of Technology to make Google Career Certificates available to students and to increase employment opportunities.

258,000+ Bay Staters trained: Grow with Google has partnered with over 150 organizations in the state to train more than 258,000 Bay Staters on digital skills, including organizations such as public libraries, chambers of commerce, community colleges, and more.



70%+
of learners report a positive
impact to their career

Helping Bay Staters when they need it most

\$166M+ in philanthropic giving: Since 2005, Google and Googlers have given more than \$166 million in philanthropic giving (cash grants, employee donations, and gift match) to organizations and nonprofits in Massachusetts.

\$276M+ in Ad Grants and Google Workspace to 2,150 Massachusetts nonprofits: Since 2005, Google.org provided \$271 million worth of donated search ads to Massachusetts nonprofits through the Google Ad Grants program and more than \$5 million worth of Google Workspace licenses for Nonprofits.

76,000+ volunteer hours: Since 2009, through Google.org, Google employees volunteered more than 76,000 hours with nonprofits and schools.

Google.org pro bono support: As part of a Google.org Fellowship, a team of Google employees (software engineers, product managers, UXers, & more) worked full-time for six months with TalkingPoints to develop an app that uses AI to provide two-way, instantly translated text messages in 145+ languages for real-time communication with families. The use of this app in Marlborough Public Schools resulted in a huge increase in family engagement, which led to a major improvement in attendance rates, from 84% to 93%, and ultimately a significant improvement in student academic outcomes.

\$28M+ of Ad Grants to nonprofits: In 2024 alone, Google.org provided more than \$28 million worth of donated search ads to Massachusetts nonprofits through the Google Ad Grants program.

Partnering with local governments and academic institutions to help Bay Staters

Vaccination Registration Platform Supported 1.1M+ First-Week Registrations, 650,000 Vaccinated, <1 Second Latency, 0 Site Errors, 12 Languages:

A comprehensive vaccine management platform, built with Google Cloud (including Cloud AutoML, App Engine, Cloud Storage, BigQuery, Google Maps, Firestore, Cloud Functions, and Looker), enabled the Commonwealth of Massachusetts to handle over 400,000 registrations on day one, over 1.1 million in the first week, vaccinate 650,000 individuals across seven sites, maintain under 1-second latency with zero site errors, and provide access in 12 languages, demonstrating a highly scalable, reliable, and inclusive system. Alleviating frustration of constituents when appointments were scarce within the Commonwealth.

Cross Tracking Applications (Executive Office of Public Safety): Solution helps Public Safety understand the journey of those incarcerated and what programs they participate in, and the direct correlation of recidivism once they are released back into the community.

Rapid Website Development for Public Health:

The Massachusetts Executive Office of Technology Services and Security (EOTSS) used Google Cloud's rapid development capabilities to quickly create and deploy websites, accelerating the dissemination of critical public health information and facilitating vaccine delivery during the COVID-19 pandemic.