

Dear Senator Arnie Roblan and the members of the Joint Special Committee on Coronavirus Response,

This COVID-19 pandemic is both a health and economic crisis. I respectfully submit my testimony to you today, as we Oregonians, small business owners, and startup founders need a comprehensive economic response that provides subsidies to small businesses/ startup founders like myself (who have yet to raise capital); a moratorium on rent, evictions, and foreclosures for those in need; and a stimulus package to low-income Oregonians who are unable to work during this pandemic.

I recently resigned from a Fortune 500 company and launched a business venture, called Glory. We're set out to revolutionize the skin care industry with our technology and unique focus to service and develop products specifically designed to meet the needs of ethnic skin tones. I currently bootstrap my venture and participate in a local accelerator, Portland Incubator Experiment (PIE).

Due to the pandemic, our live Demo Day was cancelled. Founders had the opportunity to pitch and interact with roughly 750 people, including potential investors. It will now be a virtual-only experience.

Before the pandemic, I was scheduled for several PR "startup spotlight" opportunities to talk about Glory, raise brand awareness, and harness product sales. All of those commitments have been postponed due to the pandemic.

Most importantly, given the current pandemic and recent forecasts (i.e. pandemic to last 18 months+), I recognize the economic crisis I face, as well as so many other Oregonians.

It is imperative that the a comprehensive economic plan is created and implemented.

Thank you,

Alisia Ford

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