



TACOMA TECH GRIT

‘GIVING’ AN EXAMPLE OF TACOMA GRIT

Tacoma Tech Startup Give InKind Draws on Tacoma Values to Ignite Support Networks for Life’s Challenging Moments

“Tacoma takes care of its own,” [Give InKind](#) Founder and CEO Laura Malcolm said to describe the community, camaraderie, and kinship which help drive Tacoma founders and startups to greater heights. Tacoma is a city in Pierce County, Washington, which has welcomed those who fuel big dreams with hard work since its founding in 1872. Then, as today, it’s a timber and maritime beacon on the West Coast. Nearly 150 years later, the city and county are also home to an emerging tech cluster that welcomes all as their own.

Laura Malcolm’s 20-employee strong impact technology startup Give InKind launched in Tacoma in 2016. Give InKind powers a social support platform to help loved ones and those in the wider community during times of need.



Laura, a graduate of Tacoma’s Charles Wright Academy, returned from nearly a decade in the Los Angeles tech scene to launch Give InKind, “We have such a strong community

spirit here and so, for me, it only makes sense to grow Give InKind in Tacoma. Our company embodies that spirit of giving and that ‘we’ll always take care of each other.’”

“We’re here to help each other—from finding the right connections in our community to succeeding in business.”

Tacoma is also known as Grit City, where people from storied blue collar longshoremen, to service members stationed in Pierce County at Joint Base Lewis McCord get the job done with grit and determination. Grit City resilience, resourcefulness and inclusion is also baked into the growing tech community, “Our

welcoming nature comes from having such a large military community. So many transitory people bring in some of the inclusive spirit,” said Malcolm. “I see so many welcoming answers when people inquire about relocating to the area and we’re here to help each other—from finding the right connections in our community to succeeding in business.”

The Tacoma area also serves Give InKind with a talent pipeline as Malcolm plans to build engineering and customer service hubs in Tacoma and Pierce County by tapping into a growing talent pipeline, “You have people who have built careers at the tech giants but they all live in the South Sound because quality of life is better. Having University of Washington Tacoma and the number of technical schools here such as Tacoma Community College, Bates and Pierce college is amazing.”

Follow for Give InKind’s journey to power giving and normalize support on [Facebook](#).

Track the successes and plug into the startup ecosystem in Tacoma and Pierce County on LinkedIn by following [Startup253](#). You can read this story and learn more about the Tacoma-Pierce County Technology Cluster online at www.edbTacomaPierce.org/technology.

FOOTER:

The mission of the Tacoma-Pierce County Tech Cluster Acceleration Initiative is to foster a lattice of innovation that makes the South Sound a hub for technology business talent. The Economic Development Board for Tacoma-Pierce County, in collaboration with Startup253 and s2s Public Relations and Communications is proud to share stories like this that showcase Pierce County technology companies who exemplify “Where Tech Lives.”