November 27, 2017

The Honorable Ajit Pai

Chairman

Federal Communications Commission

445 12th Street SW

Washington, DC 20554

Dear Chairman Pai,

This holiday season, millions of Americans will shop online, searching for the best deals, finding the perfect gifts for their loved ones, and supporting businesses large and small across the United States. Cyber Monday is a testament to the power of the free and open internet to encourage entrepreneurship, drive innovation, make our lives easier, and to support a healthy economy.

Last year, Americans [spent almost $3.5 billion](https://www.cnbc.com/2016/11/29/online-sales-hit-another-record-on-cyber-monday-as-shoppers-continue-gobbling-up-deals.html) online on Cyber Monday, making it the largest online sales day in history. Each year this number increases, with last year’s sales growing more than 10 percent over 2015. Even Black Friday is becoming an online shopping day with more than $3 billion in online sales. E-commerce continues to grow and nearly [$400 billion in retail sales](https://www2.census.gov/retail/releases/historical/ecomm/16q4.pdf) were online last year. The internet is increasingly where commerce happens.

This economic growth is possible because of the free and open internet. Our current net neutrality rules support innovation and give all businesses the opportunity to compete equally for consumers. With strong net neutrality protections, the internet is an open marketplace where any business can compete, allowing individuals to start companies easily, market their products across the country, and connect with customers anywhere worldwide.

Because of the open internet, a web developer can launch a business out of their own apartment, an aspiring fashion designer in Wyoming can sell clothes in Los Angeles, or a caterer can find new customers in their town. Because of net neutrality, consumers and businesses have unfettered access to one another, increasing competition and consumer choice.

Disastrously, the Federal Communications Commission (FCC) last week released a draft order that would end this open commerce by repealing the current net neutrality rules and eliminating the protections that keep the internet free and open for America’s businesses and consumers.

Without these rules, internet service providers will be able to favor certain websites and e-businesses, or the platforms they use to garner new customers, over others by putting the ones that can pay in fast lanes and slowing down or even blocking others. Businesses may have to pay a toll just to reach customers. This would put small and medium-sized businesses at a disadvantage and prevent innovative new ones from even getting off the ground. An internet without net neutrality protections would be the opposite of the open market, with a few powerful cable and phone companies picking winners and losers instead of consumers.

Today, on the busiest online shopping day of the year, we, the undersigned businesses and trade associations, urge the FCC to maintain the current net neutrality rules and Title II classification of broadband internet. The current rules provide the protections necessary to protect net neutrality and ensure the internet remains a free and open marketplace that encourages innovation and supports robust competition.

***The FCC should vote against this order that rolls back the net neutrality rules just as Americans across the country spend billions online this holiday season.***

4 Lil’ Monkeys Customs, LLC

Shepherdsville, KY

60secondz

Kansas City, KS

9 Clouds

Sioux Falls, SD

Ad Hoc Labs, Inc.

Los Angeles, CA

Admiral

Gainesville, FL

AdRoll, Inc.

San Francisco, CA

Agile Learning Labs

San Mateo, CA

Airbnb

San Francisco, CA

Alloy

New York, NY

American Sustainable Business Council

Washington, DC

AMK

Chicago, IL

Antecedent Ventures

New York, NY

Applied Systems

San Francisco, CA

appliedVR

Los Angeles, CA

Are.na

New York, NY

Audtra Benefit Corp.

New York, NY

Authentise, Inc.

Sandy, UT

Automattic

San Francisco, CA

Betabrand

San Francisco, CA

Binary Formations, LLC

Mechanicsville, VA

BlazingDB

Austin, TX

Blue Sky Telecom

Oro Valley, AZ

Bluebill Advisors, Inc.

Boston, MA

Bolt

San Francisco, CA

Bonusly

Boulder, CO

Bookstr.com

New York, NY

Bow Bridge

Cambridge, MA

Boxed

New York, NY

bridge21

Denver, CO

Broadside, LLC

Woodinville, WA

Burlington Telecom

Burlington, VT

Call the Ninja

Eugene, OR

CallRail, Inc.

Atlanta, GA

Cantora

New York, NY

CapSen Robotics

Pittsburgh, PA

Cardigan, LLC

Madison, WI

Carmagno & Associates

Chicago, IL

Catalog Design Studios

Providence, RI

Catalog University

South Portland, ME

Cerebus Enterprises

Cleveland, OH

Chamberlin Research

Little Rock, AR

Charles Goorsky Services

Duluth, GA

Chemical BioSolids, LLC

Little Rock, AR

Chuck Daddy Tech Solutions

Boulder, CO

Chute Corporation

San Francisco, CA

CITM

Jacksonville, NH

Civic Hall Labs

New York, NY

Cloudy

Chicago, IL

Codapillar Inc.

New York, NY

Codecademy

New York, NY

CodeSpa

San Francisco, CA

Collaborative Seed & Growth Partners, LLC

Weston, MA

Connect4Business, Inc.

Little Rock, AR

Contextly, Inc

San Francisco, CA

Corazon Capital

Chicago, IL

Cosmunity, Inc .

Dallas, TX

Crayon

Boston, MA

Cribspot

Ann Arbor, MI

CrowdMed

Scottsdale, AZ

D3FY, LLC

Phoenix, AZ

Darling, Inc.

Chicago, IL

Dayna McCants

Hartford, CT

DDL

Centennial, CO

DevOps, LLC

Boulder, CO

Diassess, Inc.

Emeryville, CA

DKParker, LLC

Seattle, WA

Dream Machine

San Francisco, CA

DroneTV.com

Los Angeles, CA

Dwolla

Des Moines, IA

Earned, LLC

Longmont, CO

Electronic Gaming Federation, Inc.

New York, NY

Ender Swift, LLC

Annville, PA

Engine

Washington, DC

Enosis VR

West Hollywood, CA

ePhysics Technologies

Montville, NJ

Etsy, Inc.

Brooklyn, NY

evenQ, Inc.

San Francisco, CA

Evo, Inc

Wilmington DE

Expa

New York, NY

Ezra Innovations

Little Rock, AR

Felipe Lara Art and Creative Direction

Los Angeles, CA

Filament

Reno, NV

FoosterNET, LLC

Clemson, SC

Fortissimo Retail

New York, NY

Founder Academy

Sacramento, CA

FounderTherapy

New York, NY

Foursquare

New York, NY

fPrime Analytics

San Francisco, CA

Gandi US, Inc.

San Francisco, CA

GeekGirlWeb, LLC

New York, NY

General Assembly Space, Inc.

New York, NY

GitHub

San Francisco, CA

Govlish

Washington, DC

Green Electrical Supply

Auburn Hills, MI

Grommet Software, Inc

Centennial, CO

GrooveJar

Boston, MA

GroundSource

St. Paul, MN

Grubbly Farms

Atlanta, GA

Gust

New York, NY

Gusto

San Francisco, CA

Halo Industries, Inc.

San Mateo, CA

Hangar

New York, NY

Haystack TV, Inc.

Redwood City, CA

Heart Computers

Olympia, WA

HelloSign

San Francisco, CA

Hendren Consulting

Little Rock, AR

IAS

New York, NY

Inland Northwest Technology Alliance

Spokane, WA

InvitedHome

Boulder, CO

Ionic

Madison, WI

JAB Ventures

Boston, MA

Jack Jr. Ventures

Boston, MA

Just Bobbin Along

Circleville, OH

Kansas City Startup Foundation

Kansas City, KS

Karma+, Inc.

Oakland, CA

Knotel

New York, NY

Lace And Sneakers

Grand Prairie, TX

Lean Team Tuning, LLC

New York, NY

LEAP Associates

Libertyville, IL

Lemonly

Sioux Falls, SD

LendUp

San Francisco, CA

Lightstream

Chicago, IL

Listen.MD

Denver, CO

Loop & Tie

Austin, TX

LuzFaltex

Kansas City, KS

LYK, Inc.

Manhasset, NY

MadKudu

Mountain View, CA

MageMail

Boston, MA

Mapbox

Washington, DC

Maple Leaf Strings

Cincinnati, OH

Market Mic, LLC

St. Louis, MO

MATH Venture Partners

Chicago, IL

Mayfield Robotics

Redwood City, CA

Meditel360, LLC

Huntington Station, NY

Megaphone TV

New York, NY

Meta, LLC

Portland, OR

Meteor Development Group

San Francisco, CA

MicroHealth, Inc.

New York, NY

MJK Partners, LLC

Cambridge, MA

Mobilitus Inc.

Portland, OR

Moja, LLC

Grand Rapids, MI

Movista, LLC

Bentonville, AR

Moz

Seattle, WA

Naytev

San Francisco, CA

Neighborland

Boulder, CO

Neolith Graphics

San Diego CA

NerdGeekHero

San Francisco, CA

NetBeez, Inc.

Pittsburgh, PA

Netsyms Technologies

Helena, MT

Nexosis, Inc.

Columbus, Ohio

nio Innovation, LLC

Broomfield, CO

NorthwestHDD.com

Eugene, OR

Notify.io (Socialscope)

San Francisco, CA

NourishWise

Nashville, TN

NYC Seed

New York, NY

OfficeNinjas

Oakland, CA

Onfleet, Inc.

San Francisco, CA

Pampered Princess

McCammon, ID

panOpen

New York, NY

PatientBank

San Francisco, CA

Photofeeler

Boulder, CO

Pillar Technologies

New York, NY

pingWHEN

Boulder, CO

Pinterest

San Francisco, CA

Plickers

San Francisco, CA

Pool Orchard

Modesto, CA

Private Internet Access

Denver, CO

Proto Venture Technology

Chesterfield, NJ

Q & A, Inc.

Kahului, HI

Quotient

Columbia, Maryland

RB Creative Services

Boise, ID

Reddit, Inc.

San Francisco, CA

Rex Animal Health

Kansas City, KS

Robert Clayton & Associates, Inc.

Naperville, IL

Rocket Referrals

Des Moines, IA

RRE Ventures

New York, NY

Runkeeper

Boston, MA

Sandwich.Net, LLC

Minneapolis, MN

ScienceDriven

Roxbury, MA

Scout.ai

Seattle, WA

Seeds Inc.

San Francisco, CA

Shapeways

New York, NY

Shift Labs

Seattle, WA

shopkick, Inc.

Redwood City, CA

Shutterstock, Inc.

New York, NY

Simply Made Apps, Inc.

Fargo, ND

Skrach Capital

Miami, FL

SlidesUp

Boston, MA

Small Business Advocacy Council

Chicago, Illinois

SoleSpace, LLC

Oakland, CA

Sonic

Santa Rosa, CA

Sonos

Santa Barbara, CA

Soteria, LLC

Little Rock, AR

Spain Business Advisors

Cary, NC

Sphero

Boulder, CO

Square, Inc.

San Francisco, CA

Squarespace, Inc.

New York, NY

Stack Overflow

New York, NY

StackSource, Inc.

New York, NY

Stasis Labs

LA, CA

Story2

New York, NY

Streetography

Menlo Park, CA

Styalquin

Providence, RI

Sultan Ventures

Honolulu, HI

SV Angel

San Francisco, CA

Svaha, LLC

Ellsworth, ME

Synanomet, LLC

Little Rock, AR

TeamSnap, Inc.

Boulder, CO

Tenta, LLC

Seattle, WA

Tesorio

Burlingame, CA

The Designer's Zoo

Spruce Pine, AL

The Food Corridor

Fort Collins, CO

The Hornstein Law Office, P.C.

Wilmette, IL

The Meme Factory, Inc.

Chicago, IL

The Receptionist

Denver, CO

Thread Genius

New York, NY

Thunkable

San Francisco, CA

Ting

Starkville, MS

Titanez.net

Spokane, WA

TMBLAKES

Reno, NV

Trejure Corporation

Oakland, CA

TrueAbility, Inc .

San Antonio, TX

Trulight Trace, DBA FleetUp

Milpitas, CA

Tumblr

New York, NY

Twilio

San Francisco, CA

Twitter, Inc.

San Francisco, CA

Uncork Capital

Palo Alto, CA

Ushahidi

Boulder, Colorado

Valid Evaluation, Inc.

Denver, CO

Vaporware, Inc.

Raleigh, NC

Venrock

New York, NY

Vimeo, Inc.

New York, NY

Voatz

Boston, MA

WACMA, LLC

Chelmsford, MA

White Lioness Coaching, LLC

Coconut Creek, FL

Write.as

Jacksonville, FL

X-Lab

Washington, DC

xeebi

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Honolulu, HI

You Got Listings, Inc.

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