

October 21, 2024

Re: Ensuring Small Business Voices are Heard in AI Policy Discussions

Dear Executive Board of the Congressional Staff Association on Artificial Intelligence, ACT | The App Association commends your commitment to examining the challenges and opportunities posed by artificial intelligence (AI) technologies. As the leading trade group representing small businesses in the app economy, we are writing to emphasize the importance of considering the small business perspective in this crucial endeavor.

Today, The App Association represents an ecosystem that is valued at approximately \$1.8 trillion and is responsible for 6.1 million American jobs.¹ Our members are innovators that create the software bringing your smart devices to life. They also make all the connected devices that are revolutionizing healthcare, agriculture, public safety, financial services, and virtually all other industries. They propel the data-evolution of these industries and compete with each other and larger firms in a variety of ways, including on privacy and security protections.

As AI continues to transform industries and society, Congress faces the complex task of understanding AI technologies and assessing whether legislation is warranted to address issues current law may not capture. While large technology companies often play a key role in shaping these policies, it is critical to incorporate the voices of small and medium-sized businesses in the app economy. These businesses are driving innovation through novel ideas and cutting-edge technological applications. As we [testified with Senate Commerce, Science, & Transportation Committee's hearing in July on privacy and AI](#),² small businesses are leading the way in defining AI's beneficial uses and developing ways of managing and avoiding the risks presented. With their comparative advantage in speed and agility, the experiences and perspectives of small app companies and connected device makers provide a realistic picture of how AI is used and developed in everyday commerce.

With members across the United States, we are uniquely positioned to provide the small business perspective, and we would welcome the opportunity to share our expertise and enable our members to engage directly with CSA.ai. Investing time in understanding the nuances of AI policy is an investment in the future of American innovation. Thank you for your attention to this critical matter.

Sincerely,



Morgan Reed
President

ACT | The App Association

¹ ACT | The App Association, *State of the U.S. App Economy: 2023*, <https://actonline.org/wp-content/uploads/APP-Economy-Report-FINAL-1.pdf>

² Morgan Reed, *Testimony Before The Senate Commerce, Science, and Transportation Committee*, <https://www.commerce.senate.gov/services/files/C25BC8A5-36D2-4F64-81C4-D3EB5E7168B7>