

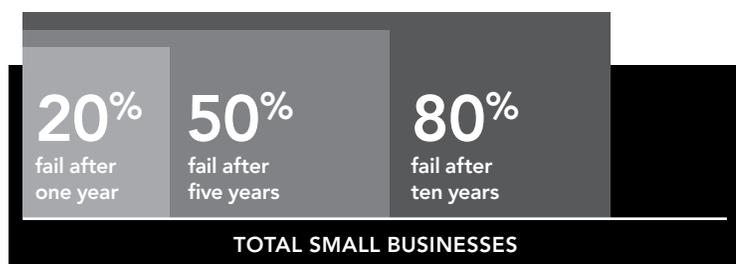
BEFORE >

The Struggle of Entrepreneurship Is Real

A small to mid-sized business (SMB) owner is challenged daily—and most often singlehandedly—with:



Some of this is done manually, while other times with multiple, disparate, one-off applications.



It's no wonder 20% of small businesses fail by the end of their first year, with 50% going under by the end of year five, and 80% by close of year 10.*

*U.S. Bureau of Labor Statistics

What if an SMB owner could open one application each workday—his or her financial institution's digital banking platform—and manage the entire operation through this single hub? **It's not "if" it's "when" and the time to offer SMBs this fintech ecosystem is now.**

AFTER >

Here's How a "Week in the Life of" a SMB Owner Could Unfold:



MONDAY

Weekly Work Schedule

SMBs account for more than

90%

of U.S. businesses, employing almost half the workforce.

TUESDAY

Invoicing

It's estimated the total amount in unpaid invoices across all U.S. small businesses is approximately

\$825 billion,

equivalent to about 5% of the U.S. GDP.

WEDNESDAY

Mileage Tracking

Every business mile is worth

58.5 cents

in 2022, so if an SMB owner drives 20,000 miles this year, the mileage would be worth an \$11,700 tax deduction.

THURSDAY

Wire Transfers

47%

of SMBs say they now use more overseas suppliers and services than they did in December 2020.

FRIDAY

Charitable Donations

Small businesses donate

90%

more than larger businesses to local nonprofits and community causes.

Learn more about how FIs can facilitate a small business owner's operations, driving deeper engagements, increasing the number of products per SMB, improving retention, boosting SMB customer loyalty, and generating net new income:

Download "Digital Banking for a New Generation of SMB Owners" today!

