Accept Online Payments:

5 Steps for a Successful Launch

Banno Plugins Powered by Autobooks

Who are we?

Kyle Bazzy

VP of FI Growth

https://www.linkedin.com/in/kylebazzy/
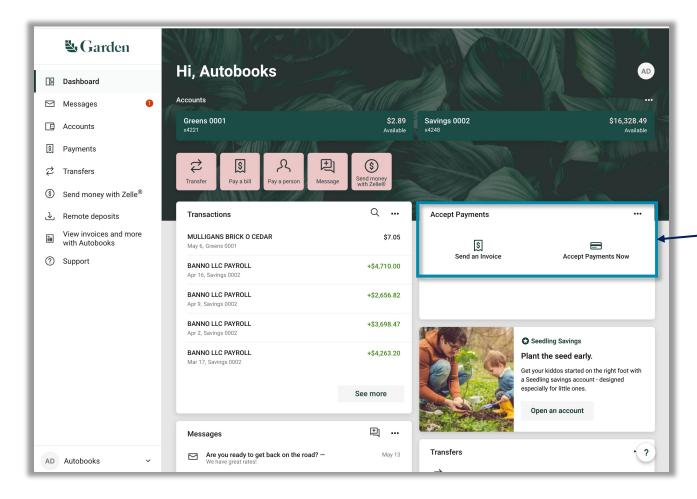
Derik Sutton

VP of Marketing

https://www.linkedin.com/in/deriksutton/

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Garden

- Dashboard
- Messages (1)
- Accounts
- Payments
- Transfers
- Send money with Zelle®
- Remote deposits
- View invoices and more with Autobooks
- Support

AD Autobooks

Hi, Autobooks

AD

Accounts

Greens 0001 x4221 — $2.89 Available

Savings 0002 x4248 — $16,328.49 Available

- Transfer
- Pay a bill
- Pay a person
- Message
- Send money with Zelle®

Transactions

MULLIGANS BRICK O CEDAR — May 6, Greens 0001	$7.05
BANNO LLC PAYROLL — Apr 16, Savings 0002	+$4,710.00
BANNO LLC PAYROLL — Apr 9, Savings 0002	+$2,656.82
BANNO LLC PAYROLL — Apr 2, Savings 0002	+$3,698.47
BANNO LLC PAYROLL — Mar 17, Savings 0002	+$4,263.20

See more

Accept Payments

- Send an Invoice
- Accept Payments Now

Seedling Savings

Plant the seed early.

Get your kiddos started on the right foot with a Seedling savings account - designed especially for little ones.

Open an account

Messages

Are you ready to get back on the road? — We have great rates! — May 13

Transfers

"Accept Online Payments" Plugins are available!

BannoPlugins @Autobooks.co

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Making an impact for small business owners

I'm Andreas Betancourt, a small business specialist at Autobooks. I speak on behalf of the whole team when I say that we can't wait to get you paid! 🎉

It takes a few days to get your account fully set up, and the processes to enable both your credit card and bank account (ACH) payments are underway as we speak. You'll get a set of notifications when you're ready to accept credit card and bank account payments with Autobooks.

In the meantime, I'd love to know a little more about you.

What's going on in your world that led you to sign up for Autobooks?

If you have a few moments to hit reply and tell me about you, you'll help us make Autobooks even better for small business owners like you. We're eager to get to know our customers on a first-name basis. :-)

Thanks and hope to hear from you soon,

Andreas

PS: Yes, this is an automated email. That said, your response will come straight to me. I read and respond to every message.

--

Andreas Betancourt
Small Business Team Lead
Autobooks

(866) 617-3122
andreas@autobooks.co
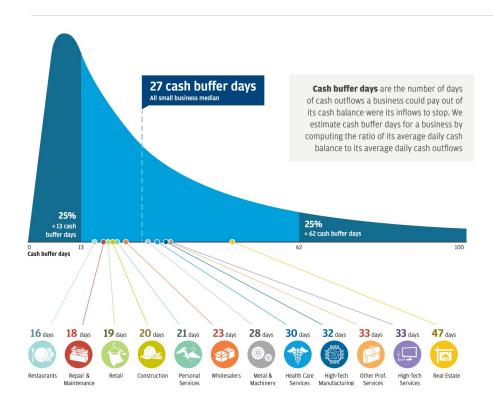1555 Broadway St
Detroit, MI 48226 USA

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The Importance of Small Business Banking:
Helping SMBs in their moment of need

From: ██████████████████████████
Sent: Wednesday, August 18, 2021 1:03 PM
To: Andreas Betancourt <andreas@autobooks.co>
Subject: Re: Your Autobooks account is live! (Plus a question about you)

[EXTERNAL] This email originates from outside the company. Do not click links, open attachments, or reply unless you recognize and trust the sender.

Hi Andrea

I'm so happy to start using it .

The reason why i signed up is because i have my cleaning company Wich i hard sometimes receive payments with checks being mailed to my house , or my office ,

I've been using PayPal an other apps but it keeps holding my money for 27 days ,

Hoping to have a good phone process with autobooks ,

But i have one question and concern,
When i signed up trough the app from ██████████████ it toke me Straight to the page i had to do everything , now when i came back to finished with adding some extra information to my account i could not find it in , so i decided to use my laptop and login but I'm having a hard time to do it ,

Would you mind to help me with this

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Small businesses need help managing cash flow

27 cash buffer days
All small business median

Cash buffer days are the number of days of cash outflows a business could pay out of its cash balance were its inflows to stop. We estimate cash buffer days for a business by computing the ratio of its average daily cash balance to its average daily cash outflows

25%
< 13 cash buffer days

25%
> 62 cash buffer days

0   13   62   100

Cash buffer days

16 days	18 days	19 days	20 days	21 days	23 days	28 days	30 days	32 days	33 days	33 days	47 days
Restaurants	Repair & Maintenance	Retail	Construction	Personal Services	Wholesalers	Metal & Machinery	Health Care Services	High-Tech Manufacturing	Other Prof. Services	High-Tech Services	Real Estate

The average small business only has **27 days of cash reserve**. This requires a steady stream of incoming payments.

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From: ██████████████████

Sent: Saturday, August 21, 2021 11:08 AM

To: Andreas Betancourt <andreas@autobooks.co>

Subject: Re: Your Autobooks account is live! (Plus a question about you)

[EXTERNAL] This email originates from outside the company. Do not click links, open attachments, or reply unless you recognize and trust the sender.

My friend and I co own a small business together and we've been using square and I'm sick of being robbed of fees. I'd like to try something new

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The Time is Now, and YOUR FI Has the Tools to Compete!

PayPal

Commercial Transaction Rates

When you accept the **User Agreement** to buy or sell goods or services or make any other commercial type of transaction, we call that a "commercial transaction".

Payment Type	Rate
Invoicing	3.49% + **fixed fee**
PayPal Checkout	3.49% + **fixed fee**
PayPal Guest Checkout	3.49% + **fixed fee**

Price increase as of 8/2/2021

Card processing rate

2.89%

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From: ████████████████████████████

Sent: Wednesday, July 28, 2021 4:16 PM

To: Andreas Betancourt <andreas@autobooks.co>

Subject: Re: Your Autobooks account is live! (Plus a question about you)

Hi,

Thanks for the email. Just a small roofing company, we specialize in sub-contracting the labor for roofing companies. We are an install/labor only company. Occasionally, we will do a job directly for a home owner but the bulk amount of our work is done by directly sub-contracting under large roofing companies.

I am trying out and intend to use auto books as a way to invoice my customers each week for the work we've done for them and the occasional smaller jobs that we may do on the side for individuals. I also like how it provides me the ability to invoice on the go on my phone and provides a way of tracking what I have billed and what is paid.

Thanks,

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95% of all Autobooks invoices get paid within **5 days**

Help your small businesses get paid and stay ahead of the competition

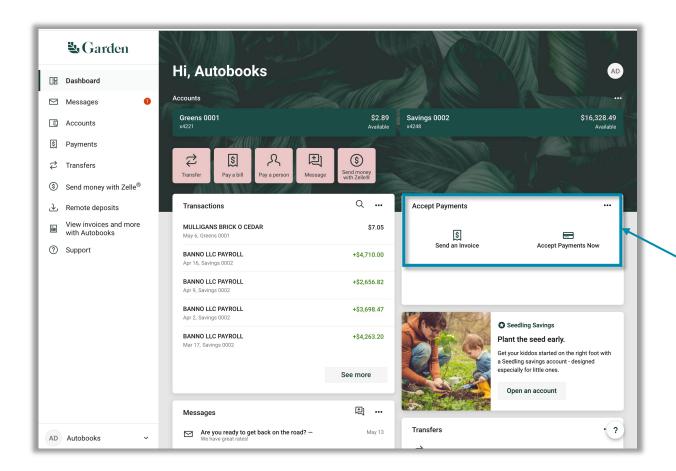# What we are going to accomplish together today

1. Go-to-Market Review (GTM): 5 Steps to a Successful Launch
2. NEW: September Incentive Program for Banno FIs
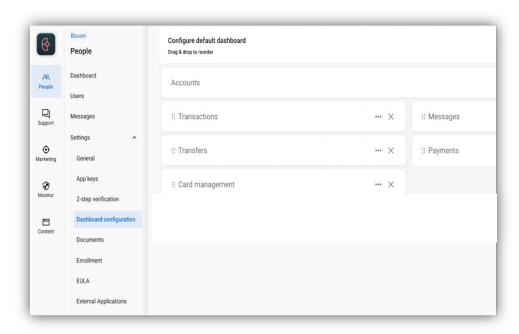3. Q&A

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5 Steps to a Successful Launch

| Dashboard Placement | Staff Training | Announcement Emails | Banno Push Notifications | Landing Page |

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Step 1: Dashboard Placement

Top Right Tile Placement For Best Performance

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Dashboard Configuration in Banno People

➢ Banno People
  ➢ Dashboard configuration
    ➢ Drag "Accept Online Payments" tile to top right

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Benefits of Tile Placement

- Mobile experience (50%+ signups are coming from mobile)

- Organic signups
  - Before a marketing launch, Banno Banks have already experienced several <u>organic</u> signups by placing the "Accept Online Payments" tile in the top right

- Autobooks users login to Internet/Mobile Banking 23.6 times per month
  - Placing the tile in the top right provides best experience for this frequented feature

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Step 2: Staff Training

Staff Training Dedicated for Banno FIs

autobooks | jack henry & ASSOCIATES INC.

Register for one of the sessions below to learn more about these features and gain strategies for identifying and engaging customers who can benefit the most from the functionality.

Webinar Schedule

Date	Time	Topic
On Demand		Watch Now
Thurs, August 19	5:30pm ET/4:30pm CT	Explore the New Banno Features
Tues, August 24	5:30pm ET/4:30pm CT	Explore the New Banno Features
Thurs, August 26	10am ET / 9am CT	Explore the New Banno Features
Wed, September 1	10am ET/ 9am CT	Explore the New Banno Features
Tues, September 14	2pm ET / 1pm CT	Explore the New Banno Features
Thurs, September 16	10am ET / 9am CT	Explore the New Banno Features
Wed, September 22	11am ET/ 10am CT	Explore the New Banno Features
Thurs, September 23	10am ET/ 9am CT	Explore the New Banno Features

Register Now

First name*

Last name*

Email*

Company name

Submit

BannoPlugins @Autobooks.co

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How does your FI plan to train staff?

A. Send all staff, including front-line/branches, to the Autobooks scheduled training webinars for Banno Banks

B. Our FI plans to attend some training sessions but build our own internal training from the material Autobooks provides

C. Undecided

D. Other
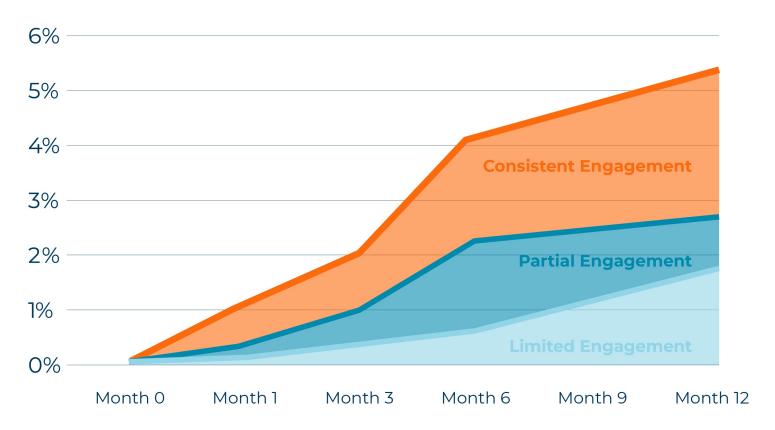
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Step 3: Announcement Email Campaign

Announcement Email Campaign

Best Practices:

- Four (4) emails in announcement series

- Send one a week for four weeks

- Email copy has been used/battle tested across 100+ FIs over last several years

- Email sends force shopping behavior

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CONSISTENT ENGAGEMENT INCREASES ADOPTION

Consistent Engagement

Partial Engagement

Limited Engagement

| 6% |
| 5% |
| 4% |
| 3% |
| 2% |
| 1% |
| 0% |

Month 0   Month 1   Month 3   Month 6   Month 9   Month 12

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Step 4: Push Notifications

Banno Push Notification

"Get Paid

You can accept credit card payments and
send invoices right from your checking account!"

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Step 5: Landing Page

Landing Page

- Positioning:
  - Lead with digital invoicing and online payments
    - "You can accept credit card payments and send invoices right from your checking account!"
- Differentiate your checking accounts by adding description of new functionality:
  - Small business checking
  - Non-profit checking
  - Industry specific checking (Lawyers, HOA, Religious Organizations, etc.)

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NEW: Launch Contest for Banno FIs

NEW: Launch Contest for Banno FIs

We want to make SMBs "first-class citizens" in the banking industry

- First two (2) FIs from each asset category to hit target # of <u>qualified</u> signups will get an incentive of **$1,000**
  - Asset categories *(FI assets as of 9/1/2021)*:
    - Under $1B in assets: first two (2) FIs signup 10 SMBs
    - Over $1B in assets: first two (2) FIs to signup 20 SMBs

<u>In order to qualify:</u>

- Send an email to <u>BannoPlugins@Autobooks.co</u> with:
  - # of Banno Users
  - Your expected <u>marketing launch date</u>
- Businesses must accept at least 2 payments to be counted as qualified signups
- Contest incentive runs from 9/1/21 – 10/10/21
- Winners announced at JAC/SEC (Autobooks booth)

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Send an email to BannoPlugins@Autobooks.co:

1. # of Banno Users
2. Your expected <u>marketing launch date</u>

Webinar:

SMB Banking in the New Digital Normal

Exploring the challenges and opportunities in a crowded competitive landscape

The Autobooks team will discuss a variety of actionable recommendations your FI can enact today to make positive change with your small business clientele. They will also touch on some broader topics, such as the revenue growth opportunity for your FI, the return on investment with our solution, and the growing lineup of fintech competitors that are already capitalizing on the historically underserved SMB market.

This webinar is part of the Autobooks monthly webinar series.

http://learn.autobooks.co/monthly-webinar-august-2021

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SMBanking FORWARD

Agenda   Speakers

Moving small business banking forward today, tomorrow, and beyond.

October 5-6, 2021

9am-12pm CST

Register Now

https://www.smbankingforward.com/
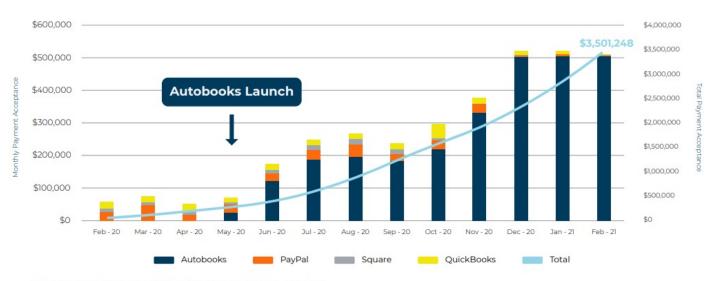
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Questions?

BannoPlugins@Autobooks.co

Learn.Autobooks.co/Banno

APPENDIX

Autobooks out-competes non-bank providers

Non-bank provider usage declined **-77%** within 9 months of launch Autobooks usage grew **+347%** during that same time

*Bank achieved 3% adoption (308 SMB enrollments) in first ~9 months.
*Cohort (above) represents ~10% of enrolled SMBs (31) that utilized Non-Bank Providers + Autobooks for 12 consecutive months upon deployment.

Elements of a Successful Program

- ❑ Positioning
- ❑ Digital Placement
- ❑ Digital Marketing
- ❑ FI Front-Line Sales Engagement
- ❑ FI Led Initiatives
- ❑ FI Training Engagement

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Elements of a Successful Program

- Product Positioning
  - E.g. – Invoicing as a standard feature for business dda
- FI Sales Engagement
  - E.g. – Frontline sales incentives and bonuses
- Prominent Digital Placement
  - E.g. – Primary dashboard and main navigation bar
- Robust Digital Marketing Automation
  - E.g. – Automated new business dda customer email outreach
- FI Led Initiatives
  - E.g. – Featured in an FI sales campaign or promotion

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What's "Campaign in a Box" [Monthly Webinar Series]

- FI Training & Resources
- Monthly webinar
- Learn best practices in driving adoption
- ASK/POLL – is that a resource your FI would leverage?

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Housekeeping

- Send us your logo
- Revenue and key contacts form
- Quarterly reporting

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Best practices

The Basics:

- Plugin tile placement (Dashboard configuration)
- Staff training
- Run announcement email series
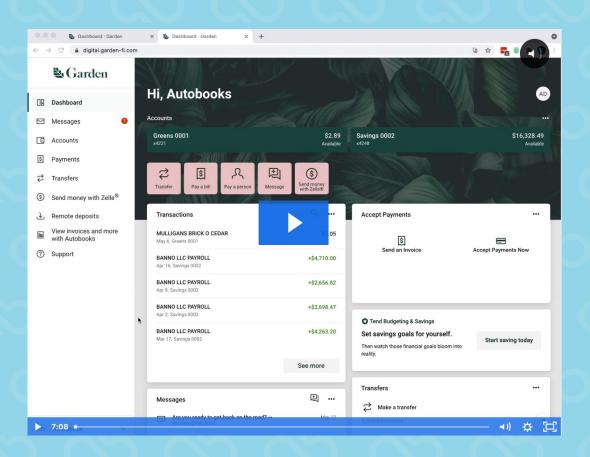
Marketing & Sales Campaigns:

- Branch target lists
- Differentiate - Add "Digital Invoices and Online Payment Acceptance" to checking accounts
- Add new Plugins to New Accounting Workflow
- Add to scorecard
- Landing page on public facing website

Leveraging Banno:

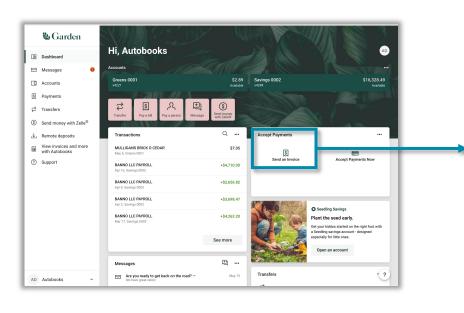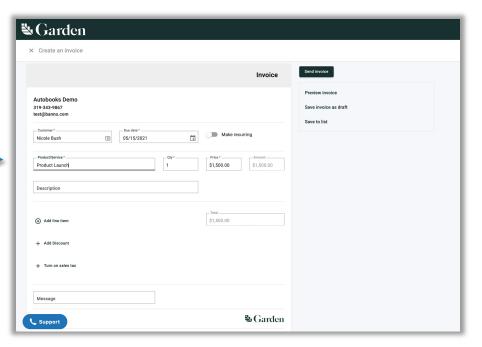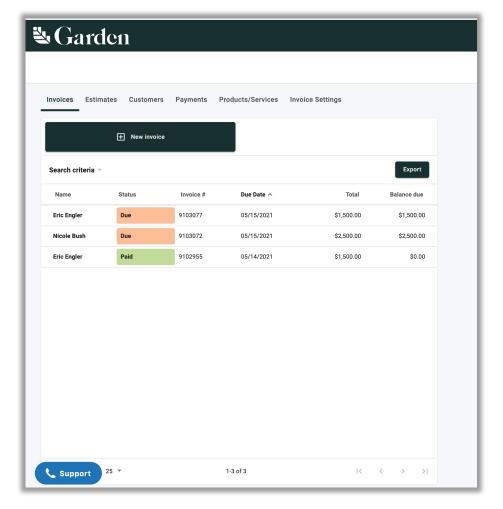- Push notification
- Banno Marketing

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Watch Intro Video:

Invoicing

Users can send electronic invoices to their customer(s) and accept online payments!

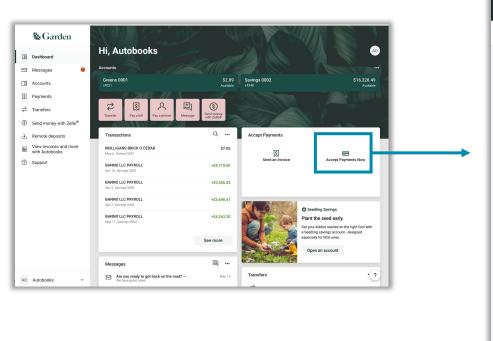Proprietary & Confidential

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Invoicing is now <u>a standard feature within digital banking:</u>

- ✓ Add/View/Edit Customers
- ✓ Create/Edit/Send Invoices
- ✓ Create Estimates
- ✓ Support for Sales Tax & Discounts
- ✓ Track and Manage Online Payments
- ✓ Process Refunds
- ✓ Manage Products & Fees
- ✓ Customize Invoice Settings:
  - Change Colors
  - Add Customer Logo
  - Send Payment Reminders
  - Automate Late Fees
  - Manage Recurring Payments

BannoPlugins @Autobooks.co

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Payment Form

Users can accept online payments and funds
are deposited directly into your financial institution!

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Accepting Payments is now a <u>standard feature within digital banking:</u>

✓ Accept a Payment Directly within Online or Mobile Banking

✓ Create & Share Payment Form Link

✓ Add a Payment Button to Website(s)

✓ Track and Manage Online Payments

✓ Support One-Time & Recurring Payments

✓ Accept Donations

✓ Process Refunds

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SMB Sign-up Experience

First Time Invoice Experience – Landing Page

Send a professional invoice right to your customer's inbox

Create and send a great-looking invoice in minutes. Delight your customers with easy online payment options. You'll be able to see who paid their invoice, and who is past due.
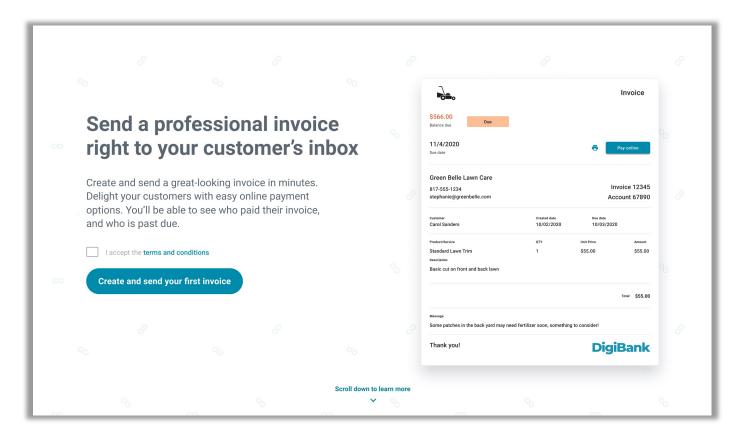
☐ I accept the **terms and conditions**

Create and send your first invoice

Scroll down to learn more
⌄

Invoice

$566.00
Balance due

Due

11/4/2020
Due date

Pay online

Green Belle Lawn Care
817-555-1234
stephanie@greenbelle.com

Invoice 12345
Account 67890

Customer		Created date	Due date
Carol Sanders		10/02/2020	10/03/2020

Product/Service	QTY	Unit Price	Amount
Standard Lawn Trim	1	$55.00	$55.00

Description
Basic cut on front and back lawn

Total: **$55.00**

Message
Some patches in the back yard may need fertilizer soon, something to consider!

Thank you!

DigiBank

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Customer Completes Merchant Onboarding

Please confirm the Primary Business Owner information below.

Provide the information of the majority owner, or an individual with significant responsibility to control, manage, or direct this entity.

First Name * Valerie

Last Name * Miller

Email * v.miller@gmail.com

Phone * 248-224-6211

Date of Birth * 01/02/1993

Title * CEO

SSN * XXX-XX-6789   Edit

What is the Primary Owner's home address?

Home address should not be a P.O. Box.

Home Address 1 * 7970 UNIVERSITY AVE NE

Home Address 2

City * Fridley

State * MN

Zip Code * 55432-0000

Please confirm the business information below.

Business Name * VAL'S SNOW REMOVAL LLC

DBA * Val's Snow Removal

☐ I do not have a DBA

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Customer is Guided Through Creation of First Invoice

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Customer Reviews Invoice Details

Proprietary & Confidential

Customer Can Then View/Edit or Customize Invoices

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