

Looking Back to Prepare for 2022

Standout content and learnings for this past year

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Today's Presenter



Derik Sutton

VP Marketing

Autobooks

Agenda

1

**Small Businesses are
in Transition**

2

**Small Business Banking
is Undergoing Disruption**

3

**Small Business
Needs Reinvention**

4

Questions/Discussion

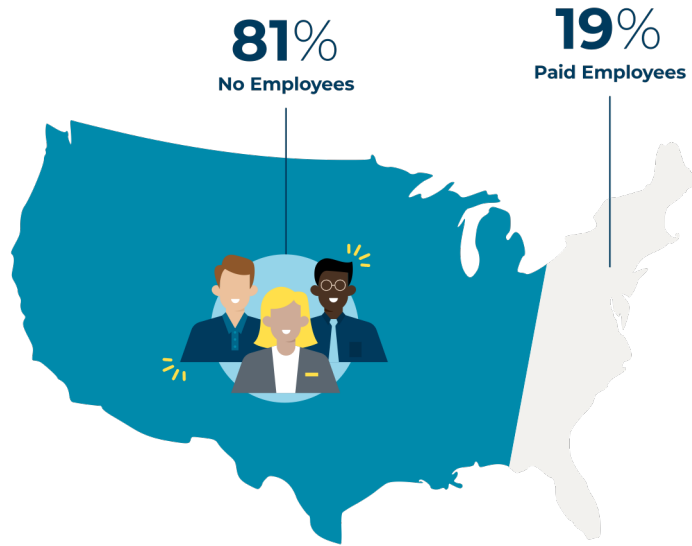
Small Businesses are in Transition

31.7 million SMBs

according to the SBA

41.1 million

according to MBO Partners



Independent workers

41.1 million

Redefining the needs of small business banking

☆ Business Applications: Total for All NAICS in the United States (BABATOTALSAUS)

DOWNLOAD 

Observation:

Sep 2021: **431,381** (+ more)

Updated: Oct 14, 2021

Units:

Number,
Seasonally Adjusted

Frequency:

Monthly

1Y | 5Y | 10Y | Max

2004-07-01

to

2021-09-01

EDIT GRAPH 

FRED 

— Business Applications: Total for All NAICS in the United States



Shaded areas indicate U.S. recessions.

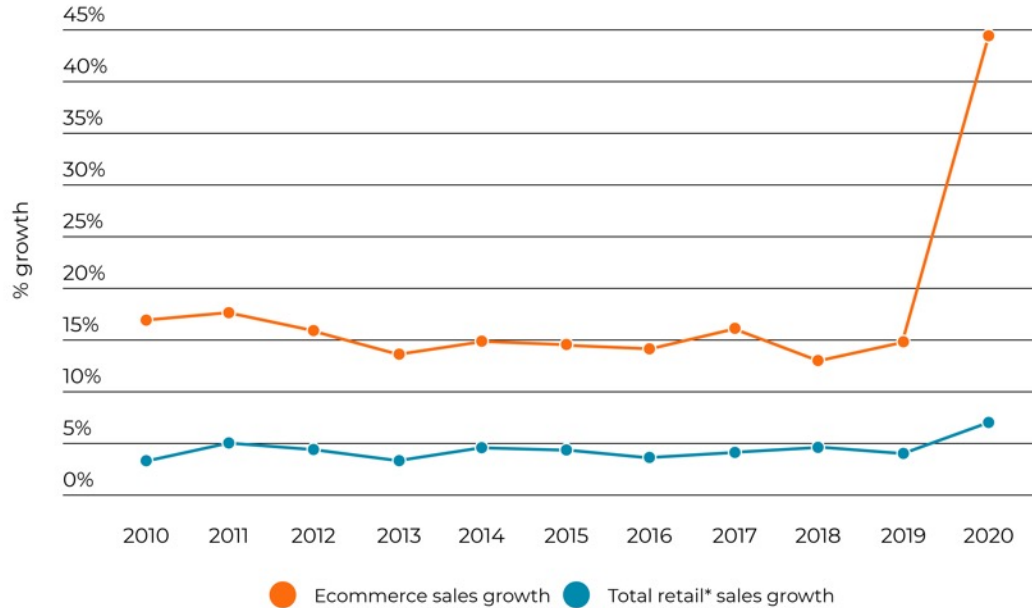
Source: U.S. Census Bureau

fred.stlouisfed.org



Comparing growth: US **ecommerce** vs. **total retail*** sales

Year-over-year growth, 2010-2020



Source Digital Commerce 360, U.S. Department of Commerce; Updated January 2021

*Total retail figure exclude sales of items not normally purchased online such as spending at restaurants, bars, automobile dealers, gas stations and fuel dealers

REINVENTING SMALL BUSINESS BANKING PART I PACESETTERS IN EMBEDDED FINANCE SPOTLIGHT ON AUTOBOOKS

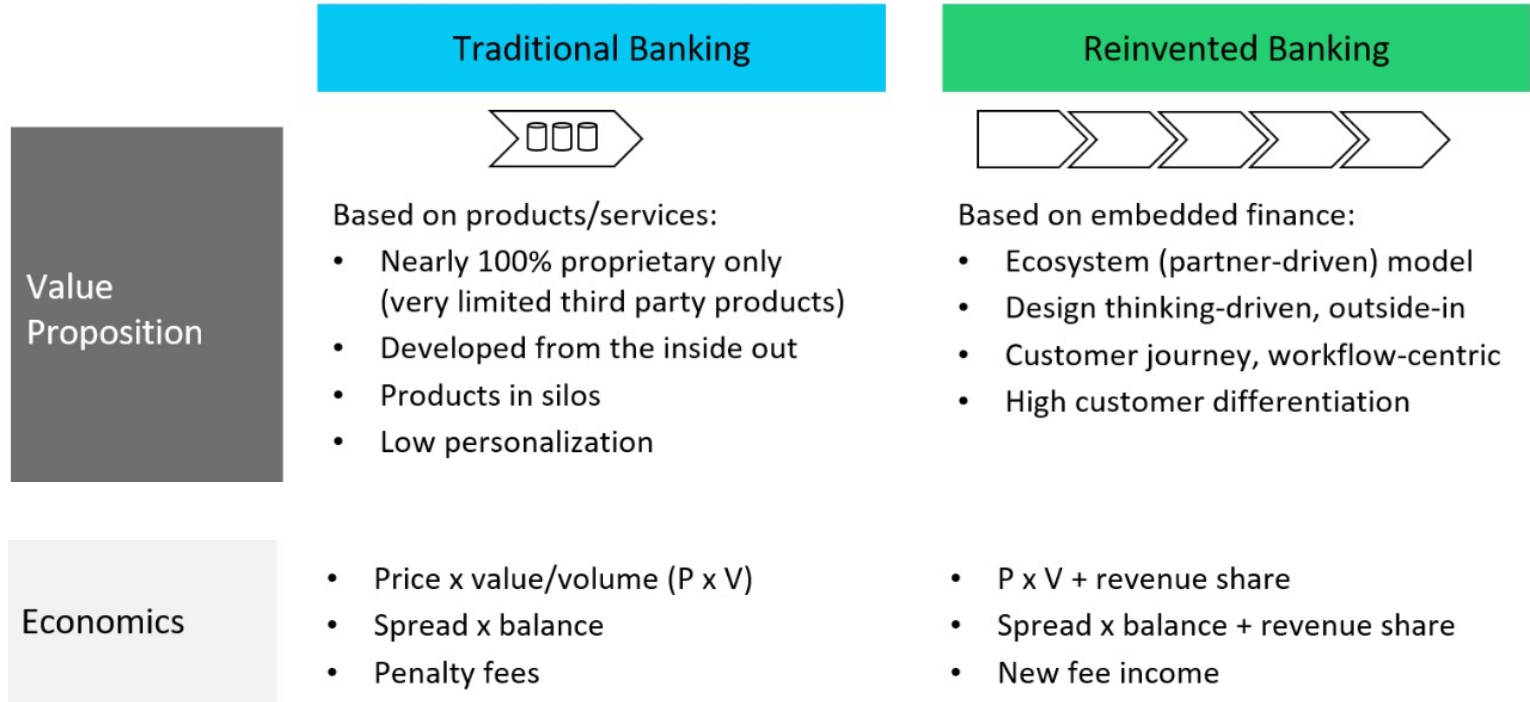
December 18, 2020

Alenka Grealish

The **winners** in small business financial services over the next decade **will not look like today's banks**.

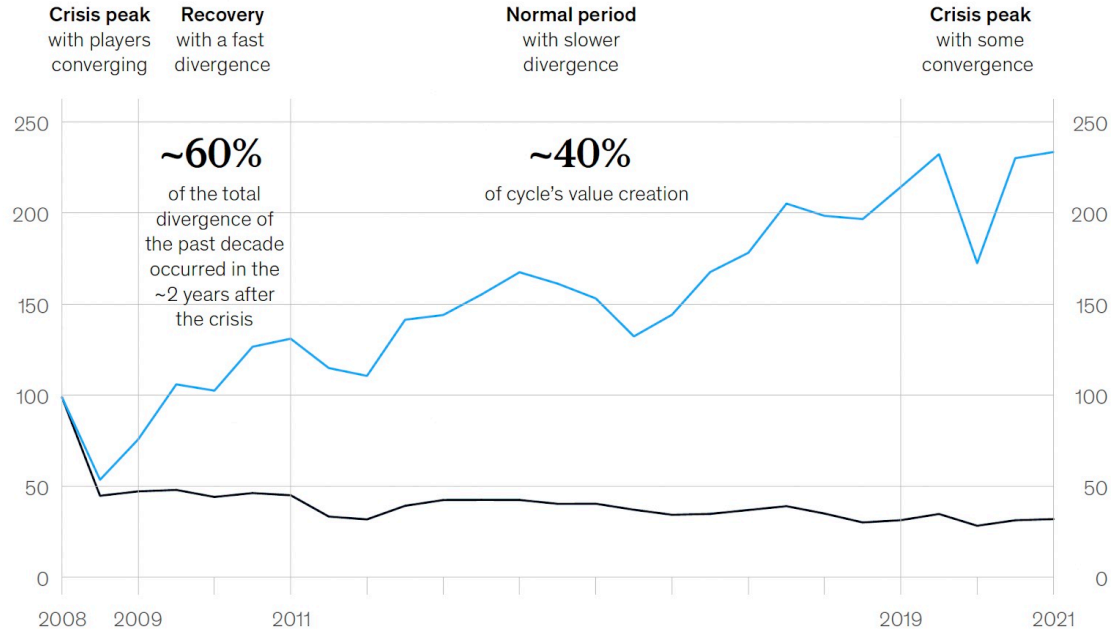
They will take a **customer-centric approach** and deliver not banking products per se but rather easier financial workflows, simple smart analytics, and actionable advice. They will **embed bank products** in a broader services-oriented offering.

Figure 1: Reinventing Small Business Banking



Two-thirds of the value created by banks in a postcrisis recovery is generated in the first 18 to 24 months.

Banking sector's total shareholder returns,¹ index (100 = Jan 2008) — Top decile² — Bottom decile²



¹Analysis based on a sample of ~600 publicly listed banks.

²Top/bottom decile refers to top/bottom 10% of banks based on past 5 years' total returns to shareholders.

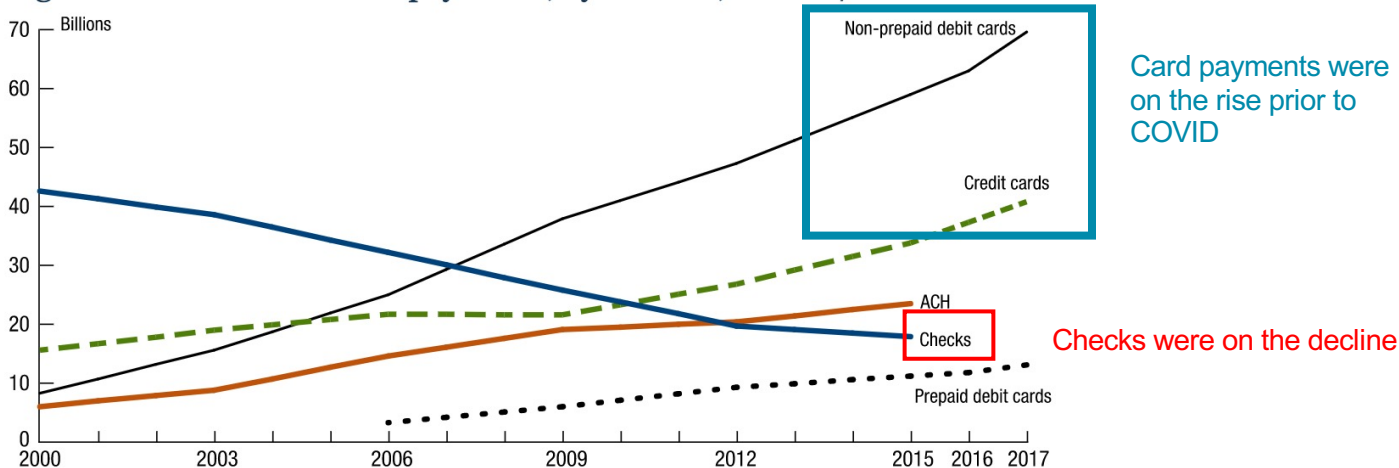
Source: S&P Global; Panorama by McKinsey

Mastercard Study Shows COVID-19 a Catalyst for Digital B2B Payments Adoption

AUGUST 25, 2020 | BY SANDRA BENJAMIN

- In a Mastercard study of small businesses across North America, 76% say the pandemic prompted them to become more digital, with 82% changing how their business sends and receives payments.
- Citing difficulty with cash flow and collecting payments, 50% added a new digital service for collecting funds while one in four transitioned to electronic invoicing.
- With 68% saying cash and check deposits take too long, small businesses decreased their use of cash and checks more than any other payment types during the pandemic.

Figure 1. Trends in noncash payments, by number, 2000-17



Card payments continued to show robust growth from 2016 to 2017, collectively increasing 10.1 percent by number and 8.4 percent by value. The increases represent an acceleration in overall card payment growth compared with the previously reported 2015 to 2016 and 2012 to 2015 periods.³

Remote payments continued to grow as a share of total general-purpose card payments. The number of remote payments increased 22.8 percent from 2016 to 2017, compared with in-person payments, which grew 7.2 percent. Over the same period, the value of remote payments increased 14.8 percent, compared with in-person payments, which increased 4.4 percent.

Key Questions to Ask

What impact will the forced acceleration to digital payments have on the Fed Payment Report for 2021?

Is your bank positioned to take advantage of the shift within 18-24 months of the behavior shift?

Small Business Banking is Facing Disruption

”Just Payment Apps” transition to SMB relationship competitors

Square has become a “paragon” in its disruptive approach:

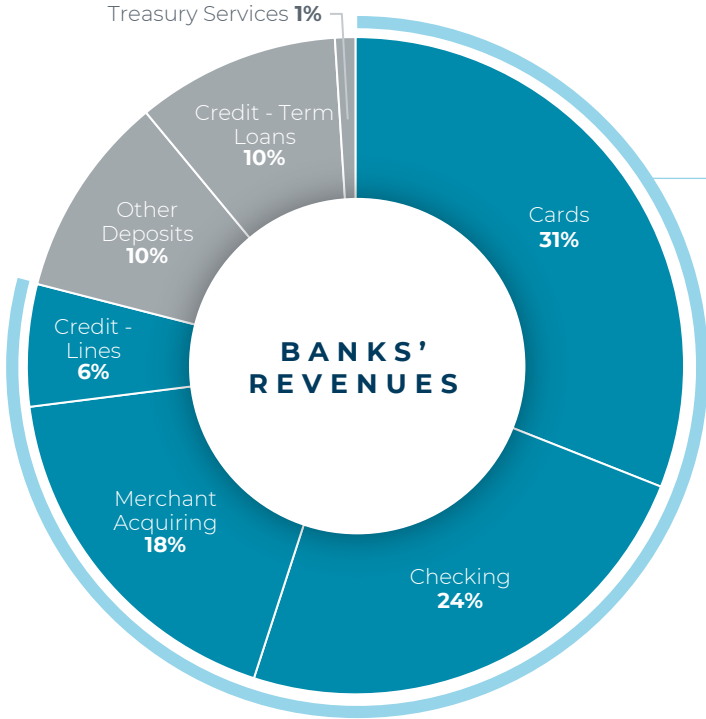
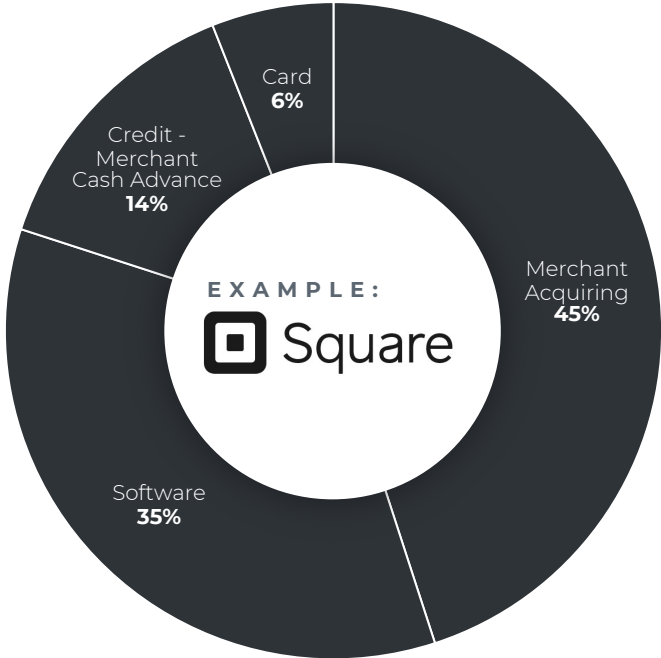
- It is believed that Square is now targeting nearly 80% of the small business banking revenue pools.
- Significantly, these targeted pools include checking and cards — two longstanding and profitable products for financial institutions.
- Beginning with a humble dongle a decade ago, the company now serves nearly 3M active sellers, which generates \$4.7B in annual revenue (2019) and around \$100B in annualized card volume.

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Platform players are targeting banks' revenues

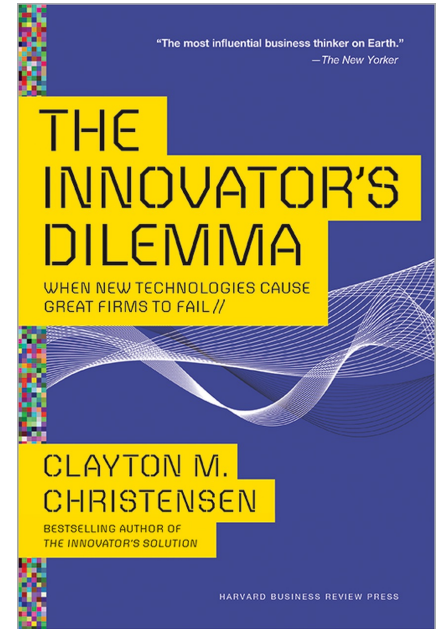


NEARLY
80%
of small business revenue is at risk

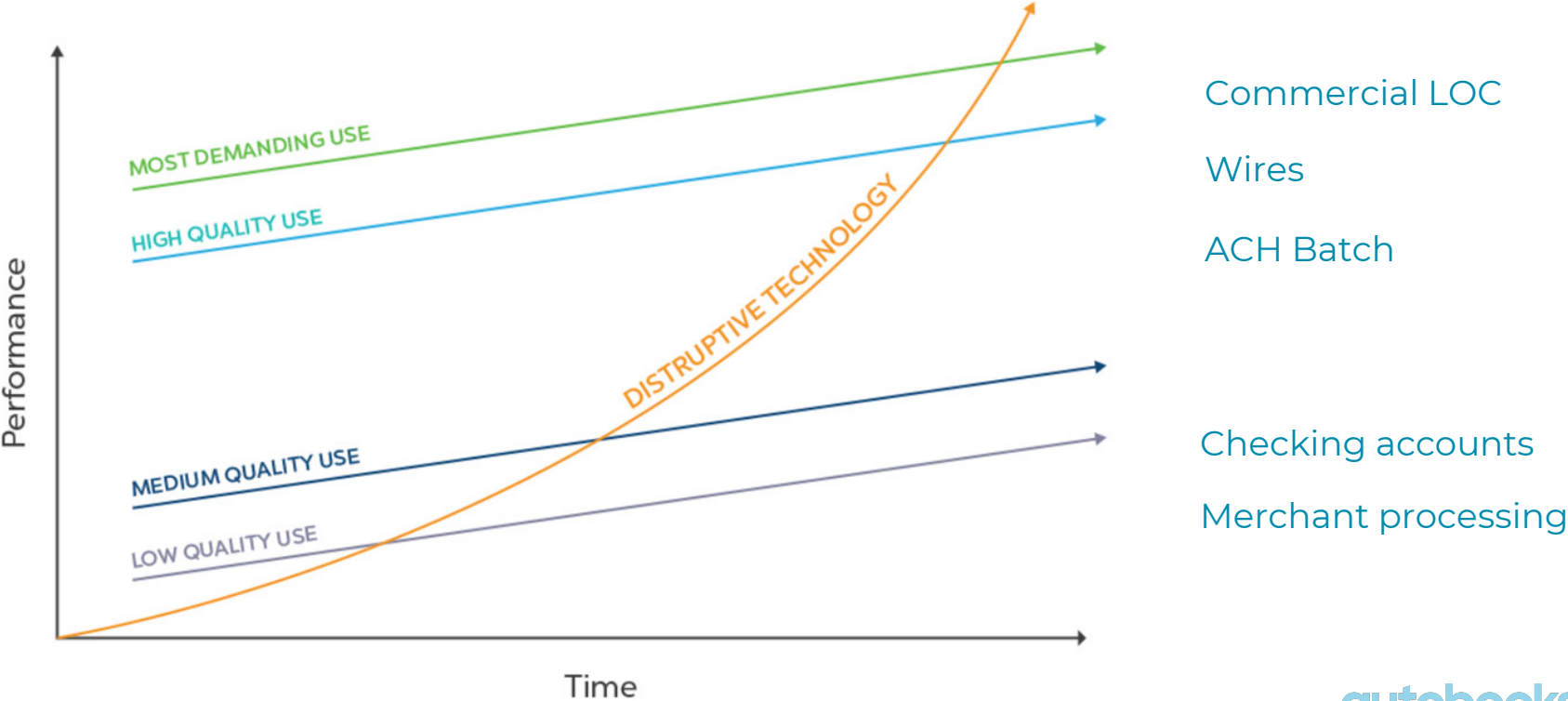
Source: Celent analysis, Oliver Wyman revenue pools, and Square

Clayton Christensen on Disruptive Innovation

A process by which a product or service takes root initially in simple applications at the bottom of a market and then relentlessly moves up market, eventually displacing established competitors.



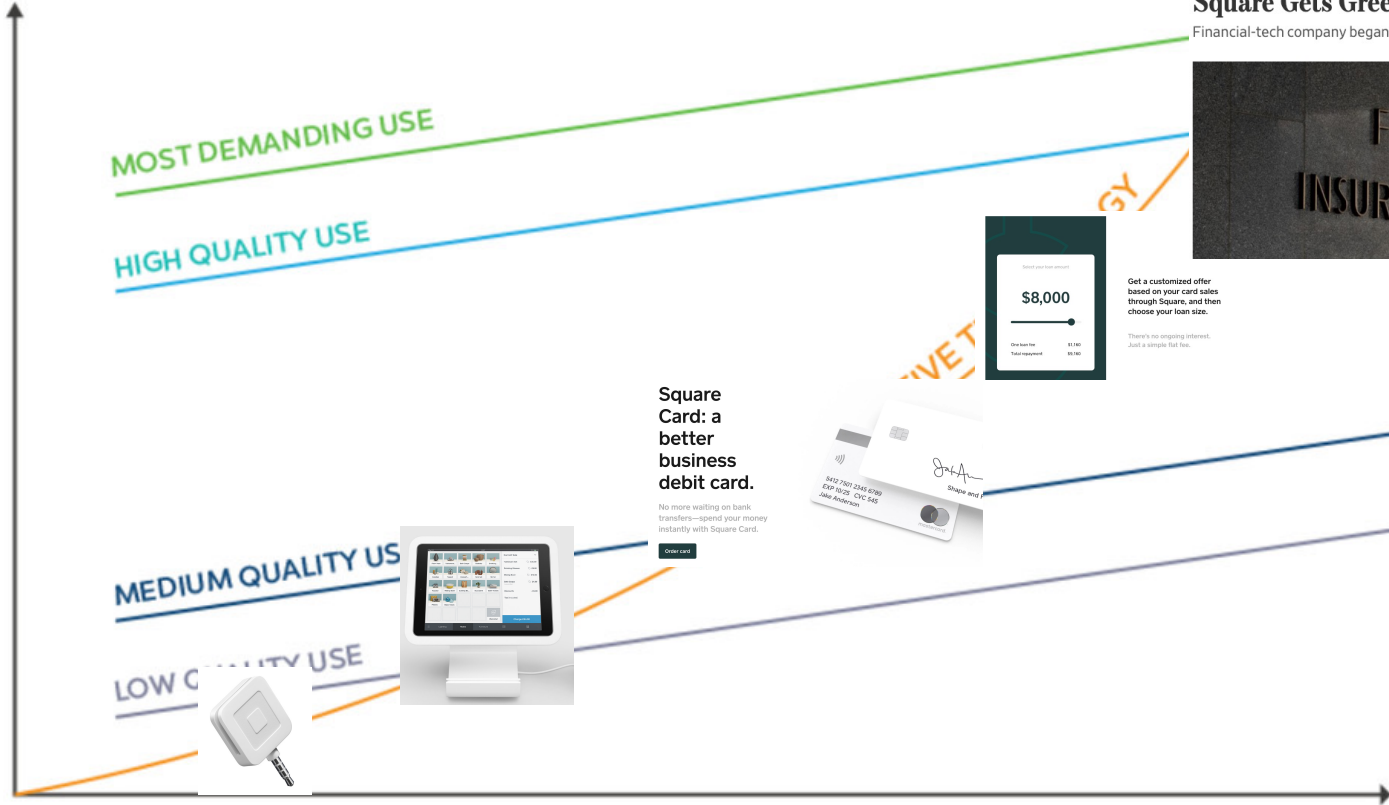
Disruption Theory – Business Banking



Qualities of a disruptor

- Willing to take on low margin opportunities to get into a market
- Unlocks non-consumption
- Scales solution up to higher margin opportunity
- Displaces legacy incumbent for market share

Performance



Square Gets Green Light to Open a Bank

Financial-tech company began its bid for a bank for 2½ years ago



MOST DEMANDING USE

HIGH QUALITY USE

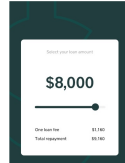
MEDIUM QUALITY USE

LOW QUALITY USE

Square Card: a better business debit card.

No more waiting on bank transfers—spend your money instantly with Square Card.

[Order card](#)



Get a customized offer based on your card sales through Square, and then choose your loan size.

There's no ongoing interest. Just a simple flat fee.

Time

Make a sale, instantly
access the funds in your
Square Checking
account



Hello Boots, you
have **\$13,162.45** across
your accounts.

Locations

Harlem Square Checking	\$2,409.47
---------------------------	-------------------

Savings

Total Saved	\$10,752.98
--------------------	--------------------

General savings	\$2,783.50
Taxes	\$4,500.00
Rainy day	\$2,469.48
New espresso machine	\$1,000.00

Loans

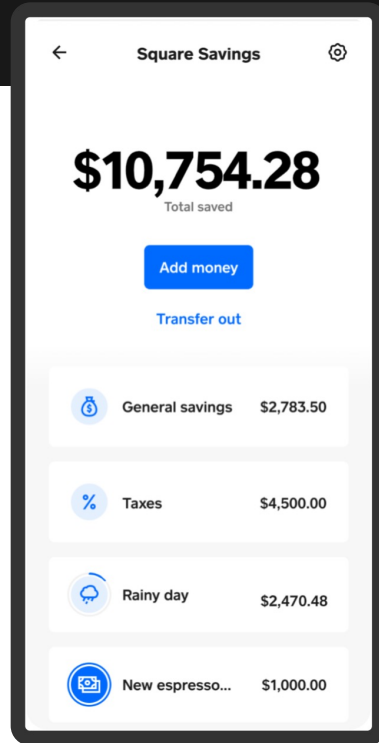
The Square SMB flywheel

1.
SMB gest
paid through
Square



2.
Funds are
made
available
instantly
through
Square
checking

Automatically set aside a percentage of daily sales into a high-yield Square Savings folder



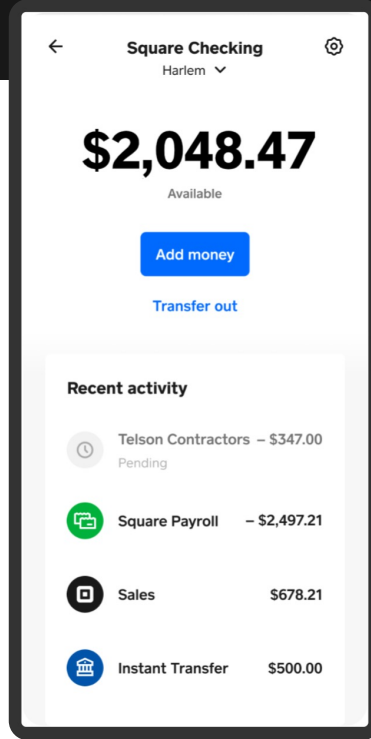
The Square SMB flywheel



3. Encourage holding funds in Square



Spend it instantly with
your Square Debit Card

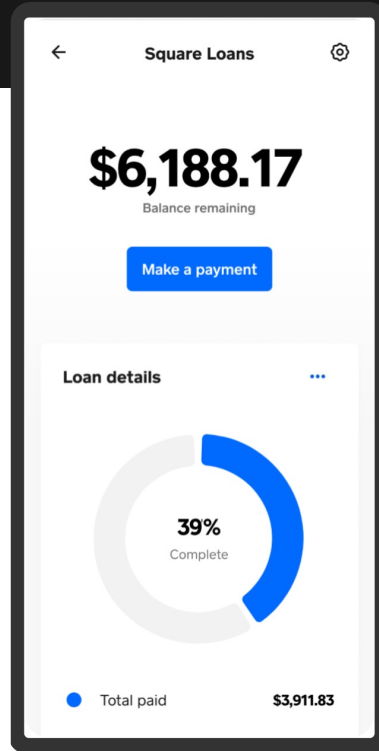


The Square SMB flywheel



4.
Promoting
spending funds
through Square
debit card

Become eligible for a Square Loan and automatically repay it through your Square sales



The Square SMB flywheel

5. Offer a loan that is tied to data and behavior



How Square is Building a Small Business Banking Powerhouse

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Only part of what's going on 'bankwise' in Square is under the umbrella of the fintech's industrial bank. You need a wider-angle lens to see how its affiliate service, Cash App, and its parent Block's pending acquisition of buy now, pay later player Afterpay are part of an emerging banking empire.

By Steve Cocheo, Executive Editor at **The Financial Brand**

[◀ Back to Town Square](#)

How Does Mobile Check Deposit Work?

How do you use mobile check deposits?

If you are new to mobile check deposit, here are the steps you will generally take in order to deposit a check digitally:

- Download and open your bank's mobile app.
- Log into the app and look for "mobile check deposit" in the menu.
- Decide which account you'd like to deposit the money into and enter the amount.
- Sign the back of your check. Although this is done digitally, you should still fill out a check and endorse it as though you were going into a physical bank branch.
- Take a photo of the front and the back of the check. There are typically guidelines that help you keep your check within the frame.
- Submit! Be sure to look out for an email or other confirmation that your check was processed. It typically takes [several business days for the check to deposit](#).

If you are a [Square Checking](#) customer, here's a glimpse of what you can expect when you deposit a check into your account. Note that you can also [deposit checks from your Square Point of Sale app](#).

”Just Payment Apps” transition to SMB relationship competitors

PayPal is not far behind:

- As of June 2021, PayPal customers are holding about \$31B in their PayPal mobile wallets — nearly tripling from five years ago.
- As of 2020, PayPal has provided business owners with over \$20B in funding through one million loans to SMBs worldwide.
- This includes facilitating more than \$2 billion in PPP loans to SMBs across the U.S., with 75% of the loan portfolio consisting of loans under \$25,000 and an average loan size of \$28,000.

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Send & Receive

Pay with Venmo

Venmo for Business

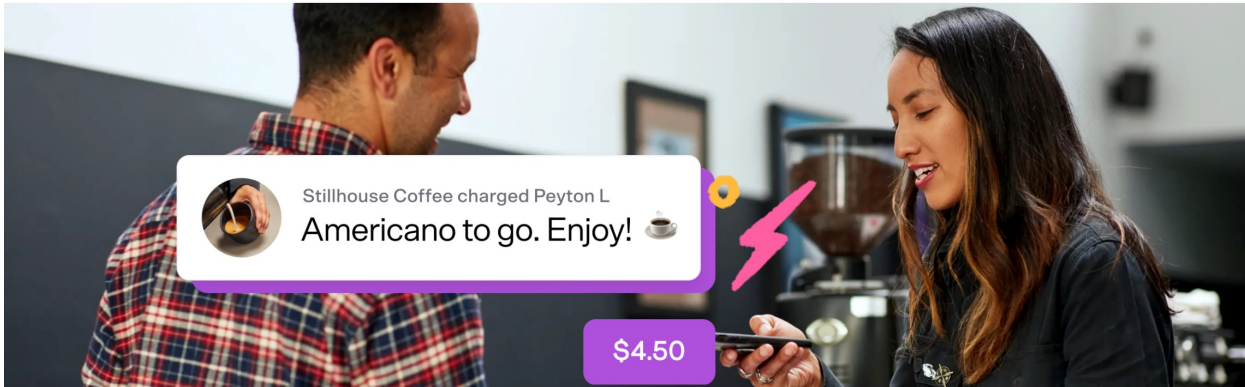
Log in

Get Venmo

Do business with Venmo

Accept Venmo payments in your app, online, or in person and tap into our active community of more than 70 million people.

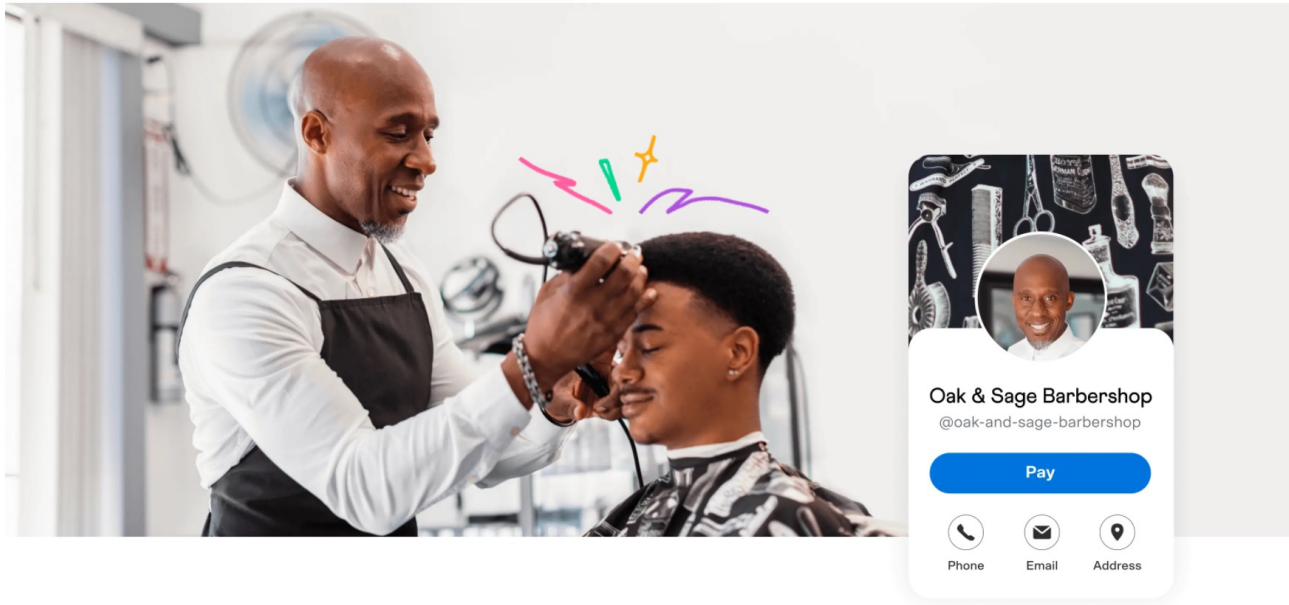
Get a business profile

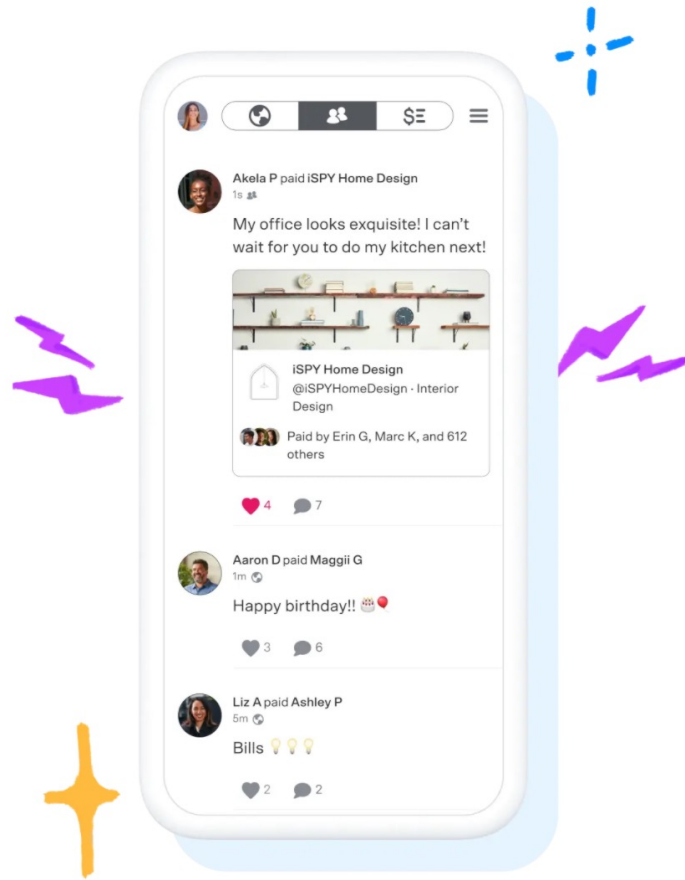


Grow your business, the Venmo way

Reach customers' friends (and their friends, too) with a business profile. It's word-of-mouth marketing, supercharged with Venmo. The affordable, easy way to help grow your business—from dog walkers to main street cafés and anything in between.

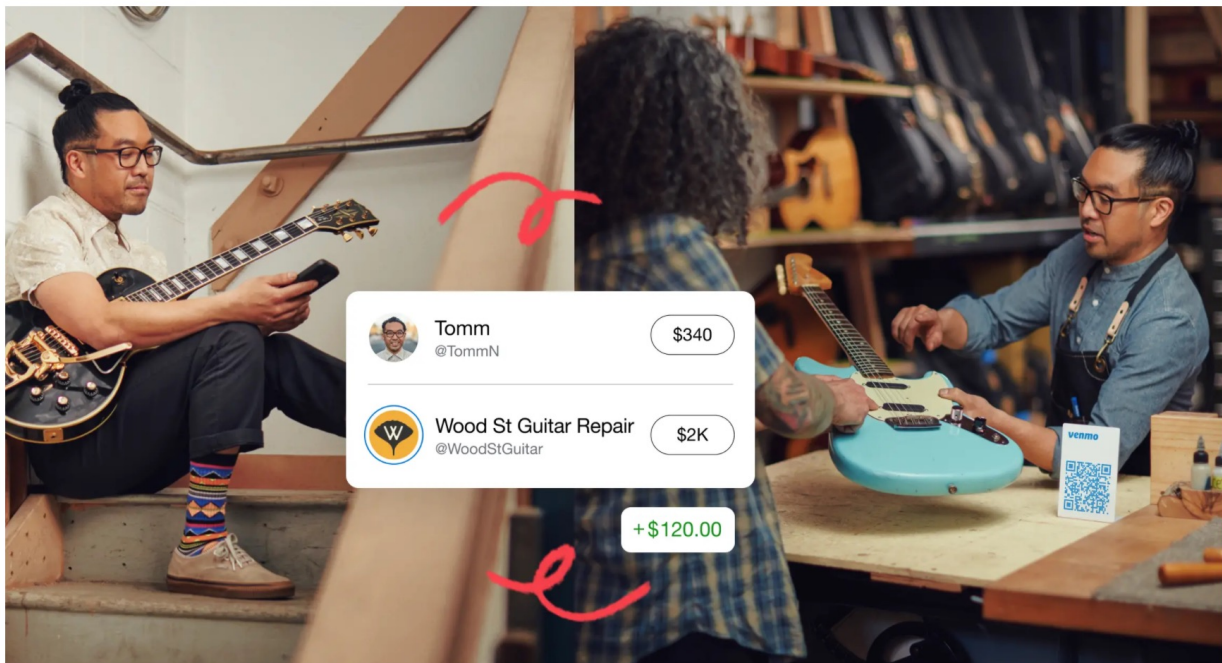
 [Get a business profile](#)





Get discovered with a business profile

Add a profile pic and background image, and your profile will appear prominently in customers' feeds when they share what they bought from you. Plus, add even more images to your photo gallery to give customers the full picture of your business. Don't want to show up on the feed? No sweat—simply let us know in your preferences.



Easy &
organized

Simply create a business profile under your existing Venmo login, and seamlessly switch from your personal profile to your business one in just a tap. So you can track business transactions separately from personal ones. Manage bookkeeping, and get customer insights to help you plan and sell better.



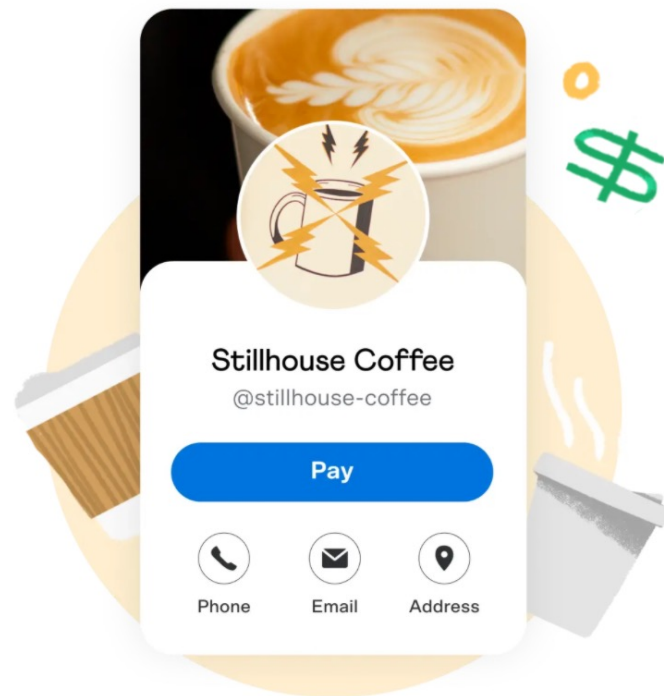
Touch-free transactions

With Venmo, your customers have a secure and simple way of paying. You can accept payments virtually through the app, and in-person with your unique business QR code. Turn your QR code into an eye-catching point-of-sale with a [free QR Kit*](#), and give customers an easy, touch-free checkout.

Keep more of your money

We want you to pocket more of your hard-earned money. Get started now with no set-up fee, a low seller transaction fee of 1.9% + \$0.10*, and no monthly fees.¹ Plus, earn more by accepting tips—turn on tipping in your business profile settings, and give your customers an easy way to add gratuity.

¹Fees may change & other fees may apply.



Number of accounts within business profiles that use third party apps to accept payments

fi name	Year	Month	PAYPAL	SQUARE	VENMO	Grand Total
\$13 Billion Bank	2021	na	26,576	5,924	35,273	60,514
\$2 Billion Bank	2021	na	1,654	894	2,355	4,406
\$1.5 Billion Bank	2021	na	2,068	953	1,869	4,212
\$4.5 Billion Bank	2021	na	1,845	1,000	5,534	7,799
\$600 Million Bank	2021	na	791	379	673	1,597

Incoming deposit activity from third-party apps

\$13 Billion Bank

Year	Month	Sum of PAYPAL AMT	Sum of SQUARE AMT	Sum of VENMO AMT
2021	7	\$ 8,645,268.86	\$ 18,584,796.59	\$ 9,048,476.01
2021	8	\$ 8,824,308.81	\$ 19,706,286.93	\$ 10,258,386.92
2021	9	\$ 8,824,059.35	\$ 17,275,404.93	\$ 9,638,151.46

\$4.5 Billion Bank

Year	Month	Sum of PAYPAL AMT	Sum of SQUARE AMT	Sum of VENMO AMT
2021	7	\$ 880,631.36	\$ 4,328,667.10	\$ 1,257,839.80
2021	8	\$ 1,592,723.38	\$ 9,773,455.87	\$ 3,367,118.74
2021	9	\$ 1,545,754.86	\$ 5,733,109.92	\$ 2,797,514.68

\$2 Billion Bank

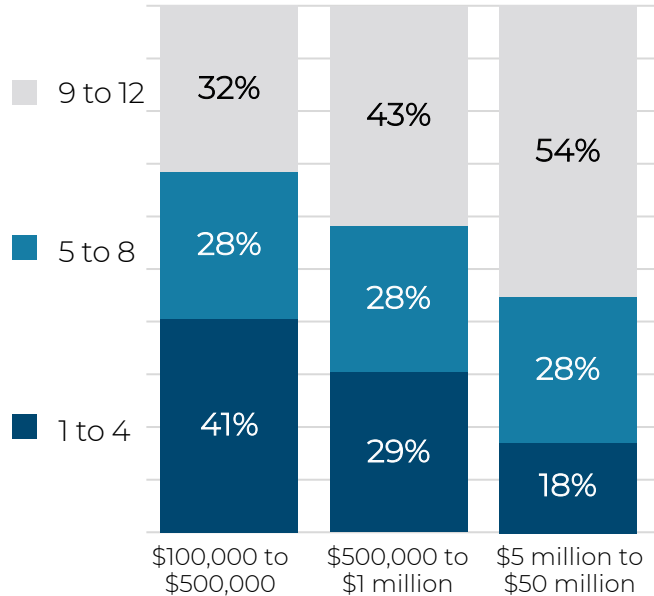
Year	Month	Sum of PAYPAL AMT	Sum of SQUARE AMT	Sum of VENMO AMT
2021	7	\$ 842,325.77	\$ 1,682,553.25	\$ 551,824.77
2021	8	\$ 1,073,151.61	\$ 2,012,072.55	\$ 675,379.84
2021	9	\$ 881,718.90	\$ 1,572,239.22	\$ 654,591.50



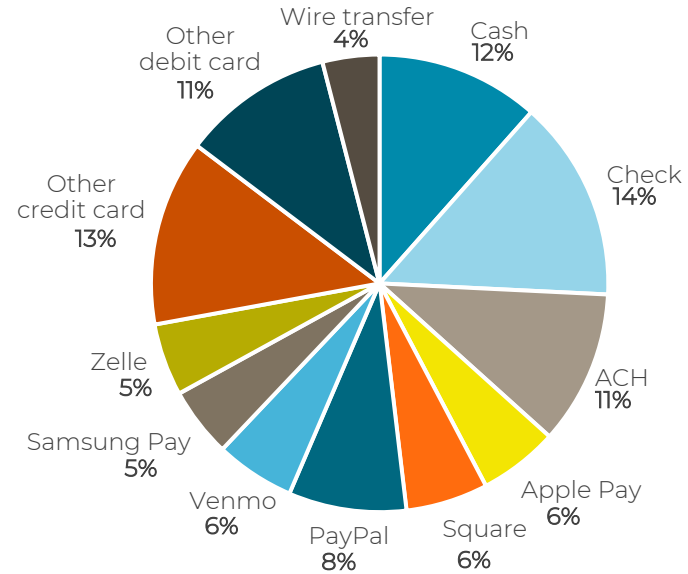
Small Business Banking Needs Reinvention

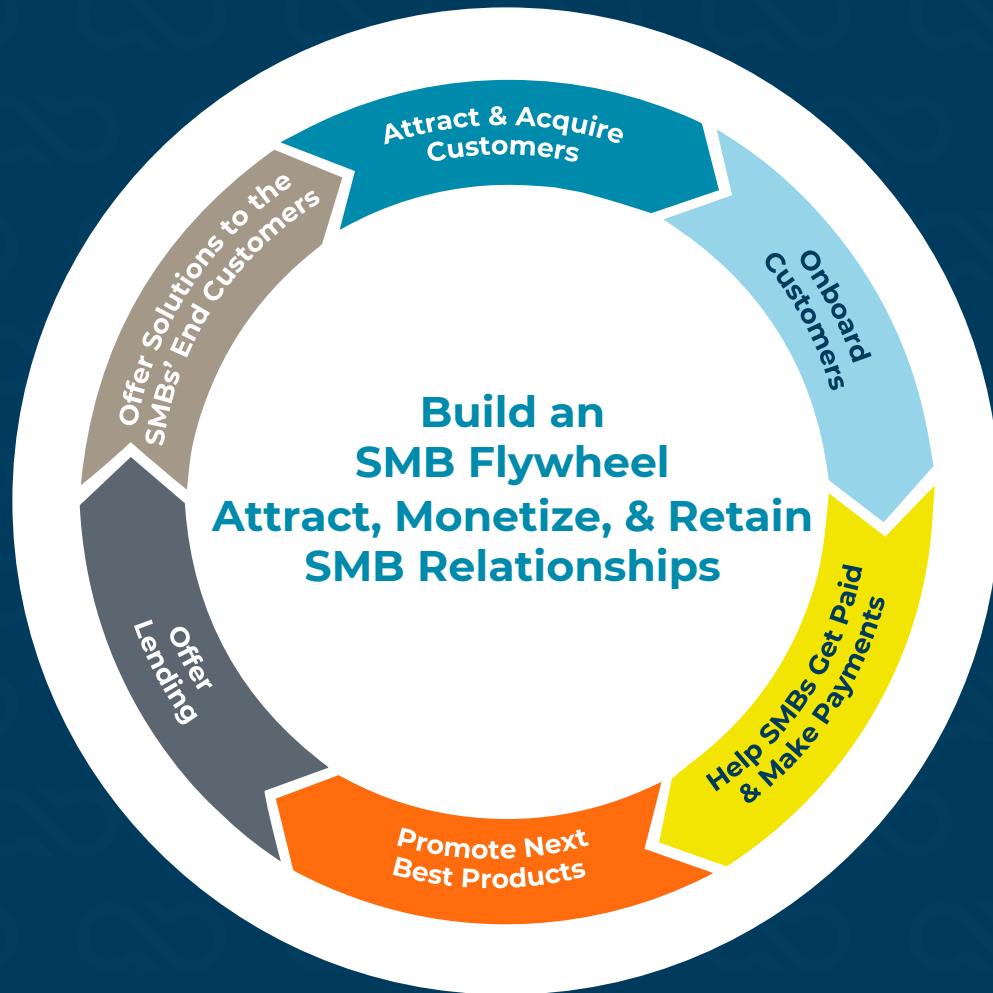
Payment Proliferation Causes SMBs Major Headaches

Number of Payment Types Accepted



Percentage of Payments Received by Payment Type









Attracting SMBs starts with understanding what situations do SMB owners find themselves in that causes:

- Them to struggle – “The way I’m doing things isn’t working for me”
- Shop for something new
- Adopt a new solution – “Autobooks will help me make progress in my life”

Amanda's New Business

- Search starts local.
- Focused on personal service and someone to "go through the ins-and-outs of starting a business."
- Turns to Google and YouTube videos for help.
- Search results turn into trust: "This bank keeps popping up over and over in everything I read."
- Shopping via search does the matrix comparison for them.
- Shopping creates the impression that all small business checking accounts include the ability to invoice and receive payments.
- "Another thing that I wanted out of a bank was just not having to worry about having to take extra steps to, you know, get my payments in, make sure they were on time, and make sure that they were ending up in my account."

Opened a new business checking account as **she shopped for the things she needed to start her business.**



Demitrius Levels Up

- Running the business as a side-hustle for five years.
- Responded to customers' requests for different ways to pay – adopted CashApp, PayPal, Venmo.
- Things getting too messy. Personal and business funds blending together. Time to formalize things.
- Turns to Google and YouTube videos for help.
- Search results turn into trust: “This bank keeps popping up over and over in everything I read.”
- New checking account provides value because it allows him to standardize how he gets paid. When asked if he still uses all of the different payment methods:

“No, no because, mainly, going forward, I want to just utilize, just, I just want to streamline it to one place. And so, um, instead of having all of these these various other areas, as I think it can get more confusing, so it's almost like, I think it's best practice to have one way ...”



Brandon's Death by 1,000 Cuts

- When asked about his previous bank: "I was *****ed by them." After being a customer for years they wouldn't reverse an overdraft fee. No help with a loan when things got tough.
- Business growing. Took on more employees. Landed a larger customer.
- Using Quickbooks + a POS system. Starts thinking about the monthly fees (over \$200/month).
- Thinking about ways to consolidate.

"We were sitting downtownAnd there was all my kids and um, I got a flyer from somebody at the bank and I ended up looking at it and it was a business flyer. And it just happened at the right time. Yeah. So across the street was the bank. I walked over there. I'm like, so tell me about this account. I ended up liking what I heard, so I just ran with it."



Dr. Richard's Loan

- In business for over 20 years as an organizational consultant.
- Moving family and business to Texas. Referred to a new bank for his mortgage.
- Banker establishes relationship and spots a primacy opportunity.
- Richard has struggled in the past with online payments from PayPal and Venmo (transferring to checking account is clunky + “holding tank”)
- Opens a checking account to consolidate how he gets paid:

“It’s 2021, my business is all online. My bank and the way I get paid should be too.”



Once you understand their struggle, you can build a small business checking account that addresses their needs

[DigiBank] [Small Business] Checking

All-in-one checking for all of your not-so-small business needs.

Get more from your account — like built-in invoicing and digital payment acceptance, for starters.



Get paid easily, securely.

Send invoices, share a pay now link, or accept payments in-app. It's up to you.



Funds go into your checking. Not a third-party wallet.

No extra steps or unnecessary fees to access your own money.



Get real support. From people you know and trust.

Give us a call. We're always there for you.

[Small Business] Checking

More than just a regular business account.

	[DigiBank] [Small Business] Checking	Typical small business checking at another bank	Typical offering from a third-party platform
Send Invoices	✓	✗	✓
Accept card and ACH payments	✓	✗	✓
Accept payments via mobile app	✓	✗	✓
Track status in real time	✓	✗	✓
Send estimates	✓	✗	✓
Access customer payments instantly*	✓	✗	✓
Cash flow management	✓	✗	✓
Live support	✓	✓	✓
Accounting and bookkeeping integrations**	✓	✗	✗
Payments deposited directly into checking	✓	✓	✗
Visit a branch for additional needs	✓	✓	✗
FDIC insurance	✓	✓	✗



Business Checking

Classic Business Checking

- Ideal for businesses with smaller transaction volumes
- No minimum balance
- Accept online or in app card payments – right into your account

[Learn More](#)

Premium Business Checking

- Ideal for businesses with medium transaction volumes
- Accept online or in app card payments – right into your account
- 250 free transactions per month; \$0.35 per transaction thereafter

[Learn More](#)

APPLY NOW

Details

- Simplified checking solution for any size of business
- No monthly maintenance fee
- No minimum balance requirements
- 150 free items per month; 30¢ per item thereafter
 - No per-item fees for non-profits, public funds and customers with an Insured Municipal Savings or Insured Cash Management Savings account
- Free investment, retirement and estate planning
- Free [business digital banking](#)
 - Send professional invoices, receive digital payments with [Autobooks](#)
- Free EMV business debit card
- \$200 minimum deposit to open

Autobooks – Digital Invoicing & Electronic Payments

Autobooks lets you send digital invoices to customers, receive digital payments right into your checking account, and manage cash flow — all from inside West Shore Bank’s online and mobile banking.

Send digital invoices, accept electronic payments

Send customers a professional invoice or estimate right from your digital banking. For added flexibility, set up recurring invoices, payment/past due reminders, and sales tax rates. Prefer direct payment? Businesses and nonprofits are provided with a unique link to a secure payment form — which can then be shared with paying customers via text, email, or even pasted into a web page. All payments go directly into your checking account.



autobooks

BUSINESS CHECKING

Finally, accounts built for *your* business needs. Send digital invoices to customers, receive digital payments right into your checking account, manage cash flow, and more — all with your Cornerstone business checking.

Accept electronic payments - right into your account

Businesses and nonprofits are provided with a unique link to a secure payment form — which can then be shared with paying customers via text, email, or even pasted into a web page. Payments go directly into your account.

Send digital invoices - get paid faster

Prefer invoicing? Send customers a professional invoice or estimate right from Cornerstone's digital banking. For added flexibility, set up recurring invoices, payment/past due reminders, and sales tax rates.





**Onboard
Customers**

2



Get paid easily, securely.

Send invoices, share a pay now link, or accept payments in-app. It's up to you.



Funds go into your checking. Not a third-party wallet.

No extra steps or unnecessary fees to access your own money.



Get real support. From people you know and trust.

Give us a call. We're always there for you.

What you need to open an account.

Find out what information and documentation you need to open an account online or at a [DigiBank] near you. [Learn more.](#)

[Apply Now](#)



Start Receiving Invoices

Send a Professional Invoice Right to Your Customer's Inbox

Open an account with ChoiceOne Bank to leverage the power of [Autobooks](#) to 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.

Progress



- Completed:** Create application | [Go there](#)
- Incomplete:** Primary Owner Inf... | [Go there](#)
- Incomplete:** Primary Business ... | [Go there](#)
- Incomplete:** Additional Busine... | [Go there](#)
- Incomplete:** Transaction Infor... | [Go there](#)

CREATE APPLICATION

First name: *

Derik

Last name: *

Sutton

Email address: *

derik@autobooks.co

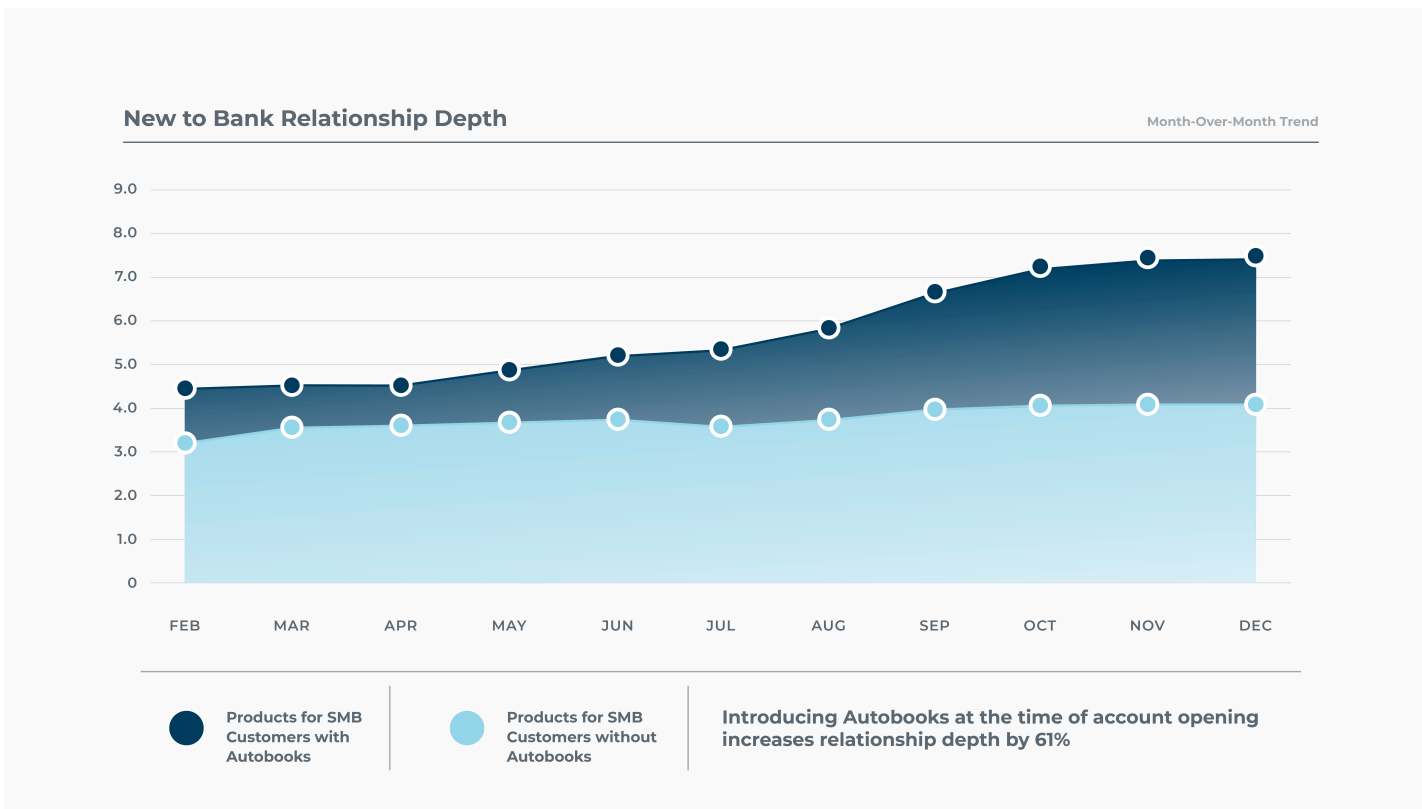
Phone number: *

2144567896

- I agree to be bound by the Terms and Conditions required to conduct business online. *
- I am a primary business owner representing over 25% ownership in the business.

Next step

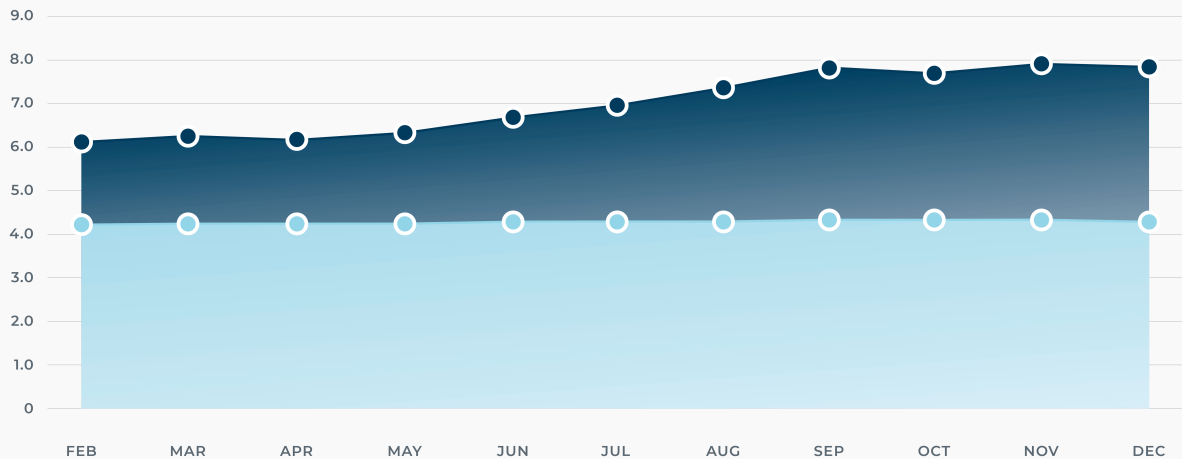
Introducing Autobooks at the time of account opening drives increased relationship depth for new customers



Autobooks increases relationship depth for existing customers

Existing Customers Relationship Depth

Month-Over-Month Trend



● Products for SMB Customers with Autobooks

● Products for SMB Customers without Autobooks

Autobooks increases relationship depth by 26% for existing customers

Help SMBs Get Paid & Make Payments



The small business
banking flywheel
critical path starts with
getting paid



Bank

America's Most Convenient Bank®

Products ▾

Services ▾

Resources



Log In ▾

TD Business Simple CheckingSM



An ideal account that helps get you paid with no minimum balance requirement

Businesses with up to 4 signers can open an account online.

[View account guide for TD Business Simple Checking](#)

 [Open account](#)

[Compare](#)

What you get

All accounts include Online Banking and Mobile Banking with Mobile Deposit¹ plus payment options including ACH, Bill Pay² and Wire Transfers.

- **Low \$10 monthly fee with no minimum balance requirement**
- **Accept online credit and ACH payments** for a low per-transaction fee³
- **Send free, professional invoices with an online payment option³**
- **Replace your debit card on the spot** at any TD Bank



America's Most Convenient Bank®

My TD Products Solutions ▾



Accounts Transfers Bill Pay Payroll & ACH Invoicing & Accounting Users & Access Account Options ▾

TD Online Invoicing & Accounting

Invoices

Invoices Estimates Customers Payments Products/Services Invoice Settings

New invoice

Search criteria ▾

Export

Name	Status	Invoice #	Due Date ^	Total	Balance due
Kim Sherman	Active		01/03/2022	\$106.00	
sowji1201	Cancelled		12/08/2021	\$251.21	
Kim Sherman	Past due	9159435	12/05/2021	\$106.00	\$106.00
Andrew Boutros	Past due	9158571	12/02/2021	\$25.00	\$25.00
sowji1201	Past due	9157999	12/01/2021	\$1.09	\$1.09

Autobooks has partners with industry leading digital banking providers to embed our payment acceptance features

- Jack Henry Banno
- FIS Digital One
- Q2 Marketplace
- CSI
- Bottomline Technologies
- More coming soon!

Dashboard

Messages

Accounts

Transfers

Remote deposits

Payments

Send money with Zelle®

Autobooks

Support

Hi, Emma



Accounts

Checking

\$1,500.32
Available

Savings

\$1,500.32
Available

Loan

\$1,500.32
Balance



Transfer



Pay a bill



Pay a person



Message

View all

Transactions



SOHO SUSHI BAR/THE ST CEDAR FALLS IA <small>Pending Nov 25, Checking</small>	\$34.34
WHOLE FOODS MARKET CHICAGO IL <small>Nov 25, Visa Credit Card</small>	\$8.84
HONG KONG CHINESE RESTAURCEDAR FALLS IA <small>Nov 25, Visa Credit Card</small>	\$10.39
ATM DEPOSIT <small>Nov 25, Checking</small>	+\$250.00
KEY WEST FITNESS <small>Nov 25, Checking</small>	\$75.00
HOBBY-LOBBY #0135 WATERLOO IA 8546 <small>Nov 25, Checking</small>	\$30.63

See more

Messages



- Holiday Hours** 8hr ago
Our branches will be closed on Thursday. We extend...
- Low balance** Nov 20
Checking (x1234) has a \$2,564.13 balacne. That is bel...

DigiBank



Call



Message



Info

Accept a Payment



Send an invoice



Accept payment now

Transfers



Make a transfer

Scheduled transfers

\$100.00 to Savings
Leaves from Checking today and should deposit around Nov 20

\$100.00 to Savings
With unknown frequency, from Checking

+ New invoice

Search criteria ▾

Export

Name	Status	Invoice #	Due date	Total	Balance due
Calvin Warren	Due	934248	02/22/2020	\$242.00	\$242.00
Gladys Alexander	Due	934265	02/15/2020	\$73.00	\$73.00
Diane Mccoy	Partial payment	934363	02/04/2020 ↻	\$257.00	\$170.00
Randall Miles	Active	934250	01/28/2020 ↻	\$185.00	
Johnny Pena	Due	934398	01/28/2020	\$67.00	\$67.00
Ronald Webb	Paid	934327	01/24/2020	\$218.00	\$0.00
Serenity Fisher	Past Due	934276	01/23/2020 ↻	\$115.00	\$115.00
Nathan Wilson	Active	934268	01/23/2020 ↻	\$92.00	\$0.00
Bessie Hawkins	Cancelled	934373	01/17/2020	\$214.00	
Marvin Russell	Partial payment	934274	01/17/2020 ↻	\$235.00	\$30.00

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|< < > >|

Product Name from BST

✓ Approvals

Accounts Summary

⚙ Display Options ⓘ Balances

Checking Savings

Balances as of 11/10/2021		Available Balance
Checking	ABA/TRC - 999900745 109	\$7,456.75

Custom Welcome Page message
Beb-readya. This is for testing
purpose only....Welcome Page
Message

Alerts and Messages ...

You have received no alerts or
bank messages within the last
seven days.

[View All](#)

Online Payments

- 📄 Send an Invoice
- 🏠 Accept a Payment

New invoice

Search criteria

Export

Name	Status	Invoice #	Due date	Total amount	Balance due
Calvin Warren	Due	934248	02/22/2020	\$242.00	\$242.00
Gladys Alexander	Due	934265	02/15/2020	\$73.00	\$73.00
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Monthly Transaction Revenue Samples for Business and Retail Account Types

For illustrative purposes, the samples below summarize the various steps detailed in the previous sections for the two account types — business and retail, respectively.

	Per Business Account
Sample Monthly Transaction Revenue per SMB	\$8.45

Business Accounts | Autobooks Monthly Transaction Revenue Summary



Become a Small Business Champion in 2022

**Congrats! You're on Your Way
to Becoming a Small Business
Champion in 2022.**

Scroll down to access your Autobooks Small Business Guides.



learn.autobooks.co/autobooks-guides-2021

Navigating Digital-First Disruptors

Why is small business banking disruption? And just as importantly, what can your FI do to fend off fintech competition and continue to attract small businesses?

In the last ten years, we've seen an onslaught of new competitors in the small business banking space. And it has only continued to grow. Financial institutions must now contend with first movers — big tech players and platforms providers — along with a wide range of business-focused neobanks.

Download: [Autobooks Guide to Disruption in Small Business Banking](#)



Investing in the Right Tools

Is your FI ready to bring a reliable and proven small business solution to market?

Autobooks enables business owners to accept online and on-app payments plus the option to upgrade to accounting the reporting tools for an additional monthly fee. By offering electronic payment acceptance as a foot in the door, an FI can lock in primacy with small- and micro businesses.

Download: [Autobooks Guide to ROI](#)

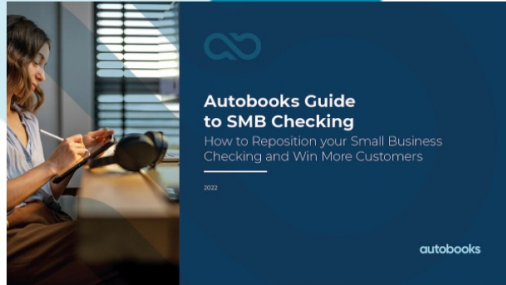


(Re)Positioning Your SMB Checking

When it comes to checking, how have the needs of small business owners changed?

The reality is that business owners aren't looking for just any account. They're looking for a solution that will help them make progress with their small business. Expectations around products and services have changed, but the ubiquitous bulleted lists found on most FI product pages have stayed the same.

Download: [Autobooks Guide to Small Business Checking](#)



Winning More Small Businesses

What can your FI do to engage more SMB prospects and drive product adoption?

To help your FI drive product awareness, Autobooks offers a library of free Go-to-Market assets. The messaging is built from our value-enabling insights gained from many hours of extensive research. When fully embraced by our FI partners, our messaging and content approach have proven to increase product adoption and ongoing utilization.

Download: [Autobooks Go-to-Market Guide](#)



Questions or Feedback

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