

# SMBanking/**FORWARD**

REDEFINE

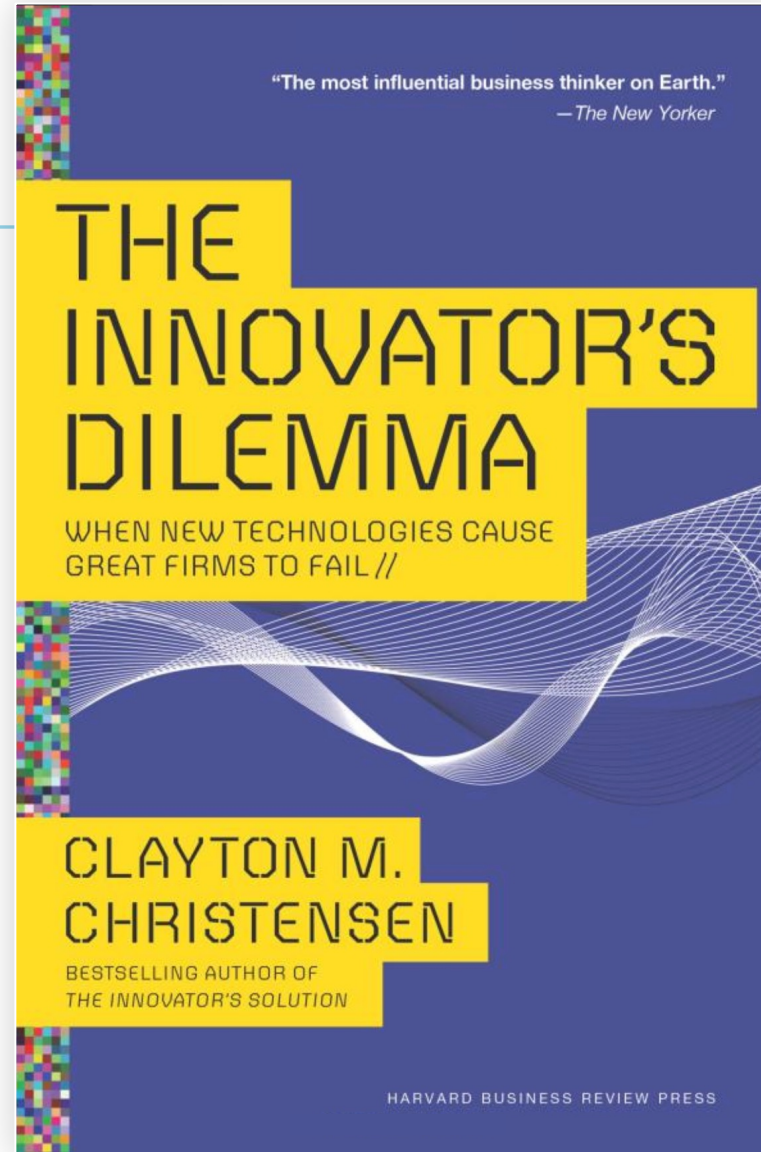
## Bob Moesta

President & CEO  
Re-Wired Group



#SMBForward

Small  
business  
banking  
is a classic  
disruption  
story





**SMALL  
BUSINESSES**  
are struggling



**BANKS**

don't recognize  
the struggle



are too focused on large  
commercial clients





Banks  
are more  
focused  
on fees,  
**not value**

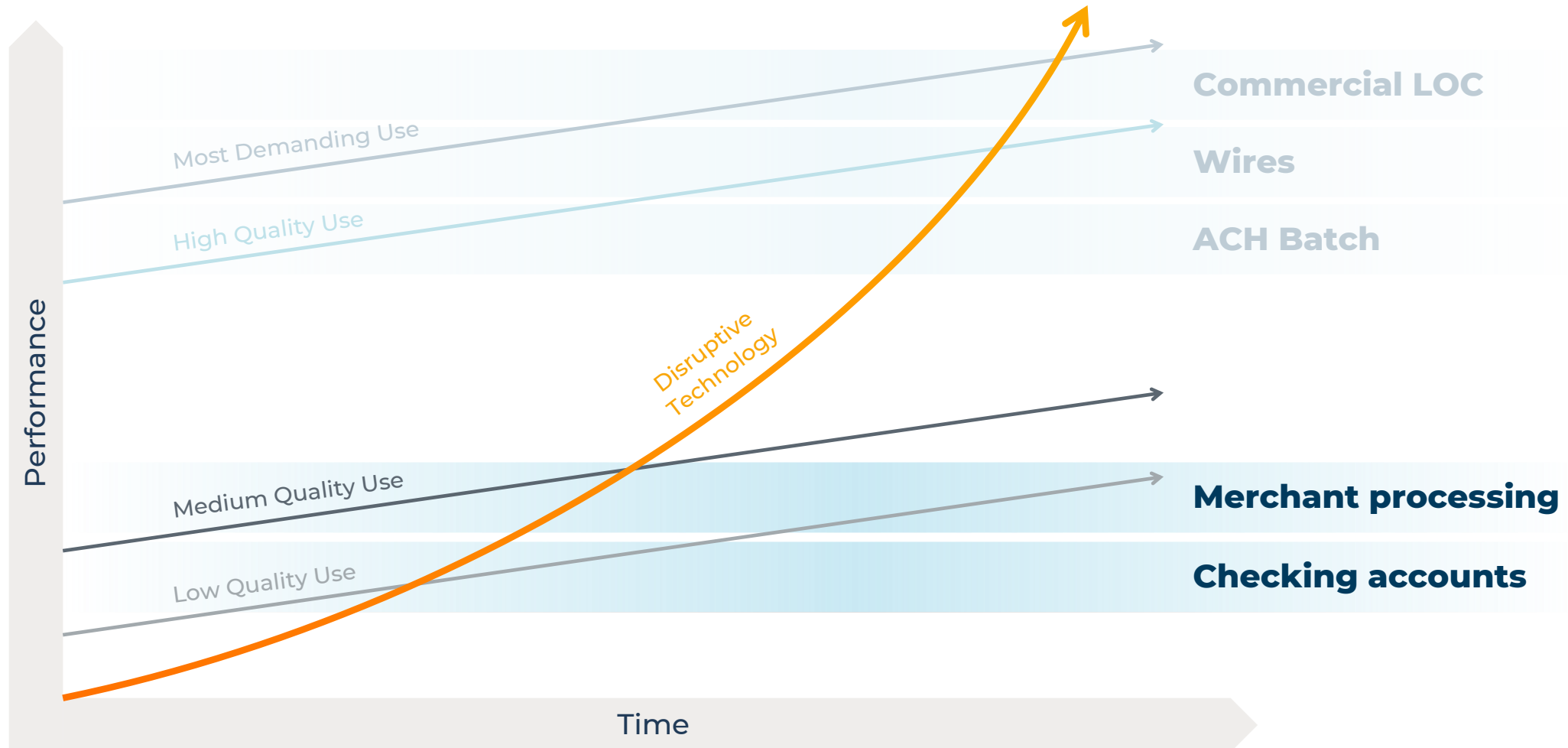


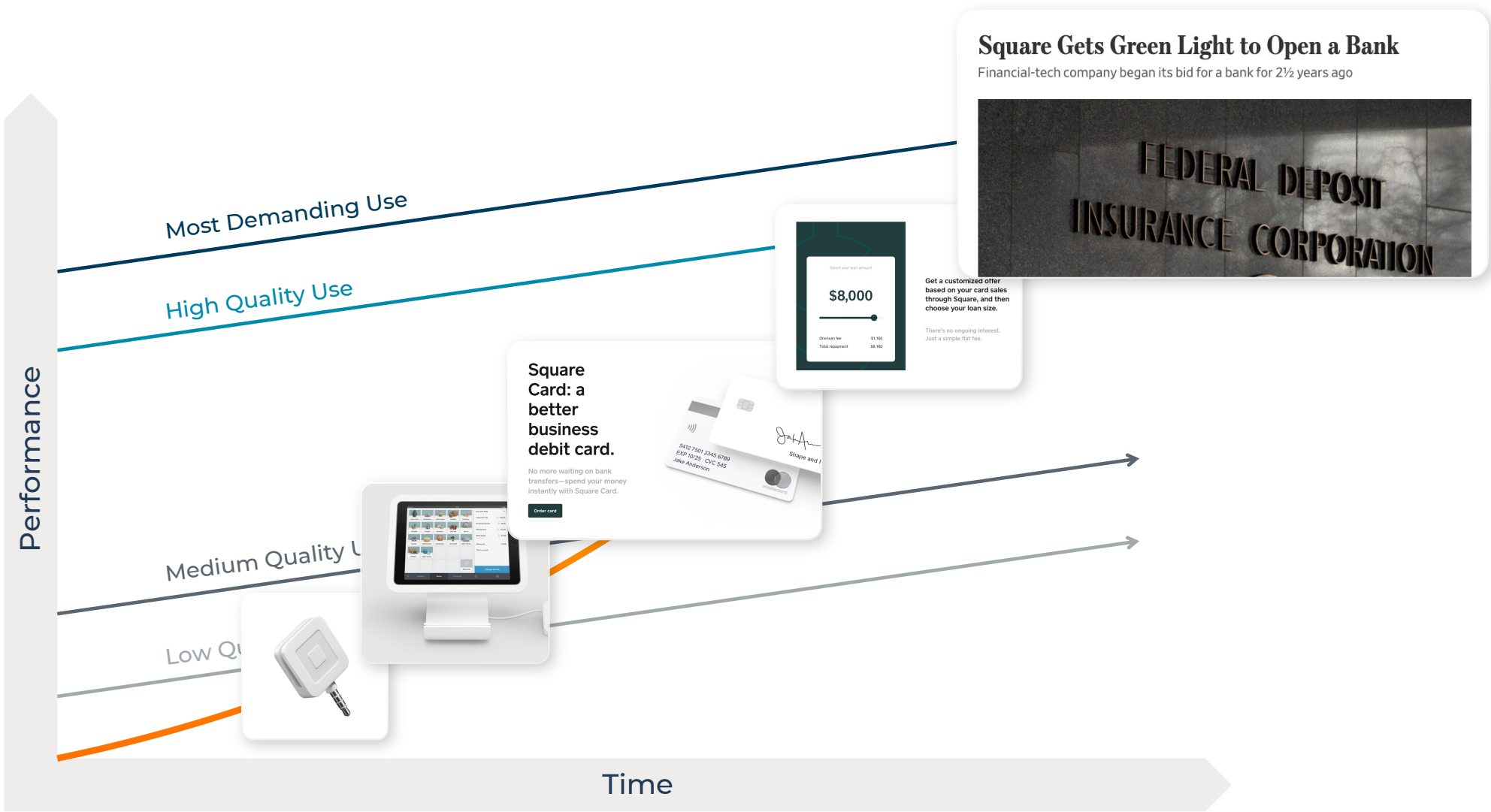


The  
underserved  
are the first  
to see the  
disruption



# Disruption Theory – Business Banking







SMBanking/**FORWARD**

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