

SMBanking/**FORWARD**

DIGITAL SESSION GUIDE

DAY ONE | OCTOBER 5 | 9 a.m. – Noon CST

#SMBForward

AGENDA

Join the event at hopin.com/events/smbanking-forward

DAY ONE

Tuesday, October 5th



REDEFINE

9 – 10:30 a.m. CST

Small business is in a state of transition — as a result, small business banking is being redefined. What can your FI do to seize this emerging opportunity.



ATTRACT

10:30 a.m. – Noon CST

Small business owners need more from their FI. What should you offer to help SMBs and stand out from incumbent and digital-first competition.

SESSION 1

Tuesday October 5, 9 – 9:30 a.m. CST

**Lee
Wetherington**Director of
Strategic InsightJack Henry &
Associates, Inc.**Key Takeaways**

1. 99.9% of the businesses in the US are small businesses.
2. There are an estimated 41.1 million independent workers in the US. A category that will continue to grow.
3. Small businesses are transitioning to accepting digital payments at an accelerating rate, largely fueled by the pandemic.

Notes

SESSION 2

Tuesday October 5, 9:30 – 10 a.m. CST

**Bob
Moesta**President & CEO
Re-Wired Group

Notes

Key Takeaways

1. Clayton Christensen's book Innovator's dilemma details how industries are consistently disrupted by new innovators.
2. Small businesses are a massive customer segment that has been consistently underserved by the banking industry that is more focused on the consumer and commercial banking market segments.
3. Disruptive companies like Square are more than happy to serve the low end of the small business market to gain entry. Once established, they will consistently introduce new capabilities that will challenge the legacy banking market.

SESSION 3

Tuesday October 5, 10 – 10:30 a.m. CST

**Jason
Henrichs**Managing Director
FinTech Forge**Key Takeaways**

1. Competition is increasing and will continue to do so.
2. Your strategy should both dictate what to do and most importantly, not to do.
3. FIs should strongly consider narrowing their strategy to focus less on the mass market and more on niche market segments

Notes

SESSION 1

Tuesday October 5, 10:30 - 11 a.m. CST

**Ron Shevlin**Director of Research,
Cornerstone AdvisorsSenior Contributor,
Forbes**Key Takeaways**

1. Banks must become embedded into the daily workflows of small businesses to compete with emerging digital providers.
2. How small businesses accept payments is becoming more complicated. Causing cash flow and efficiency problems.
3. Embedded fintech is the integration of fintech products into financial institutions' products, websites, mobile apps and business processes.

Notes

SESSION 2

Tuesday October 5, 11 – 11:30 a.m. CST

**Eric
Fulwiler**Chief Commercial
Officer

11:FS

Key Takeaways

1. Challenger brands grow in the gap between yesterday's marketing and today's marketing. They still market share and mind share from brands that are stuck in the past.
2. The challenge for incumbents is often times the opportunity for challengers.
3. Being a challenger isn't about being small and young. It's about the mindset and model you apply to growth.

Notes

SESSION 3

Tuesday October 5, 11:30 a.m. – Noon CST

**Allison
Netzer**Chief Marketing and
Strategy Officer

NYMBUS

Key Takeaways

1. Consistent prioritization and momentum isn't possible when the business unit ping pongs between retail and commercial.
2. Small business does not mean less than. Small is just a starting point.
3. Speaking with customers helps to develop a common language. Learning how business owners talk about their business does not make you an expert, but it does help establish genuine empathy for them.

Notes