

Micro and Small Business Banking: A Closer Look at Big Opportunities

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Digital user expectations have shifted



“If banks cannot truly be customer intimate, they are doomed to be just dumb commodities, acting behind the scenes, like utilities.”

- JP Nicols,
Managing Director of FinTech Forge

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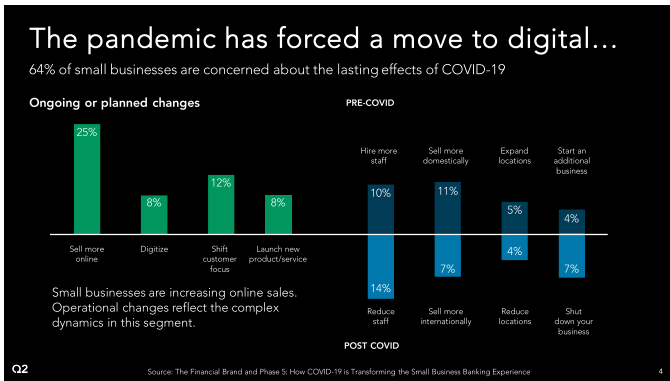
Companies across the business spectrum

SMALL BUSINESS

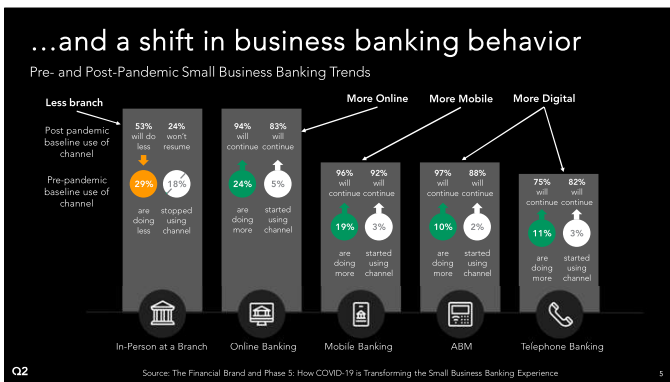
Micro Business	Business & Professional	Commercial	Corporate
<ul style="list-style-type: none"> Less than 5 employees Less than \$1M annual revenue Limited financial knowledge Consumer behaviors Limited budget to spend on financial tools 	<ul style="list-style-type: none"> 1-20 employees \$1-5M annual revenue Limited financial tools Part-time accountant Willing to pay for value Mix personal and business finances Wealth management 	<ul style="list-style-type: none"> 20-200 employees \$5-100M annual revenue Some financial tools/ERP CFO Financial approval workflow Limited cash forecasting High online cash management usage 	<ul style="list-style-type: none"> 200+ employees Greater than \$100M annual revenue Sophisticated ERP tools Financial staff Looking for efficiency Intraday investing Do not want to log into bank systems

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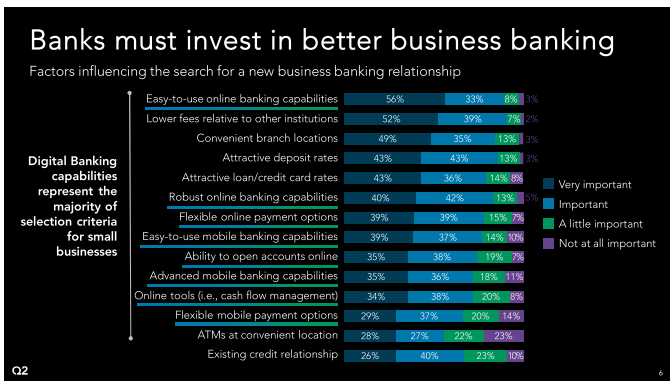
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Small business, in summary

Small businesses are in a period of transformation.

Channel behavior is evolving – businesses are doing more online.

Banks have done just an “ok” job serving small business customers in the pandemic.

Banks need to focus on innovation, user experience, and the customer relationship.

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Commercial Financial Journey

WIN	ONBOARD	SERVE	GROW
Blend high tech with high touch to inform and delight prospects and customers	Seamlessly and quickly transition a prospect to a customer using digital account opening and onboarding services	Solve problems unique to specific segments and verticals through expert advice and tailored commercial solutions	Stay relevant and provide services to clients that go beyond just traditional banking to deepen relationships

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Commercial Financial Journey

WIN	ONBOARD	SERVE	GROW
Blend high tech with high touch to inform and delight prospects and customers	Seamlessly and quickly transition a prospect to a customer by enabling basic class self service complemented by effective and efficient bankers	Solve problems unique to specific segments and verticals through expert advice and Tailored Commercial Solutions	Stay relevant and provide services to clients that go beyond just traditional banking to deepen relationships

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Opportunity to Balance High Tech and High Touch

High Tech	High Tech & High Touch	High Touch
<ul style="list-style-type: none"> Digital solutions Workflow management Artificial intelligence Collaborative filtering 	<ul style="list-style-type: none"> Tailored user journeys Augmented intelligence Next best action/outcome Interactive demos/videos 	<ul style="list-style-type: none"> Consultative selling White glove service Emotional intelligence Transactional banking

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Website Examples

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Website Examples

Achieve your company's goals

We offer strategic insight and tailored solutions designed to help you and your company achieve your goals. From commercial banking and international services to insurance and employee benefits, we have you covered.

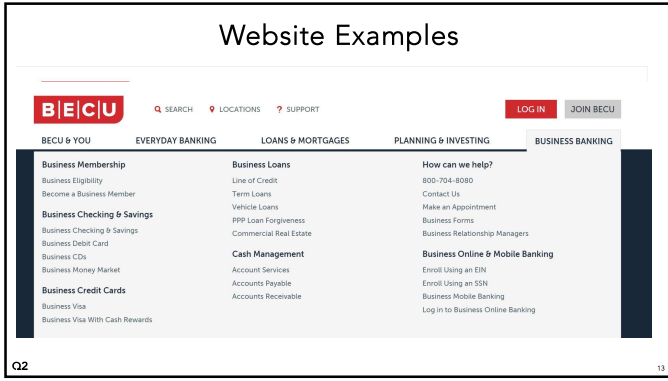
REGIONAL BUSINESS OWNER	RUNNING YOUR BUSINESS	GROWING YOUR BUSINESS	BUSINESS SUCCESSION PLANNING
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We have experienced advisors with specialized knowledge in a wide range of industries

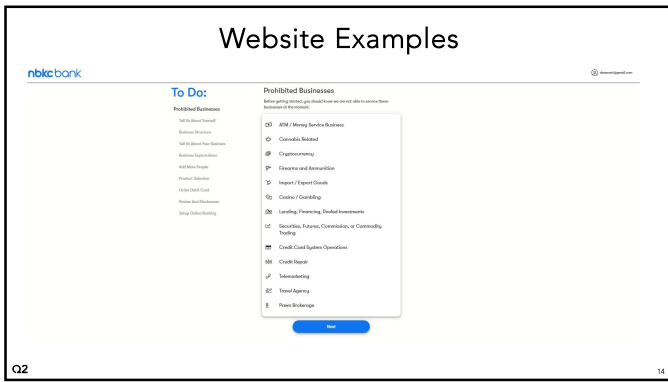
Accounting & Engineering >	Food & Beverage >	Manufacturing >
Commercial Real Estate >	Healthcare & Life Sciences >	Not for Profit & Institutional Services >
	Law >	Transportation >

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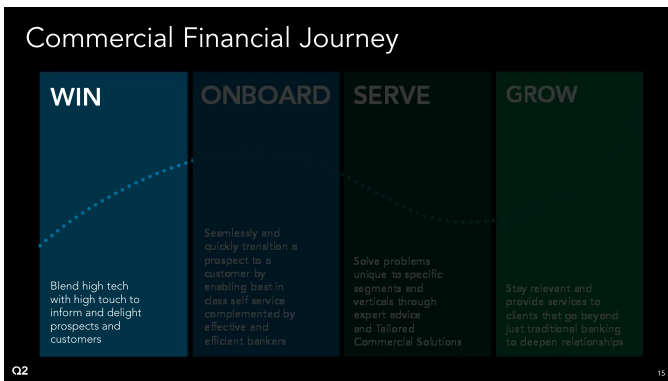
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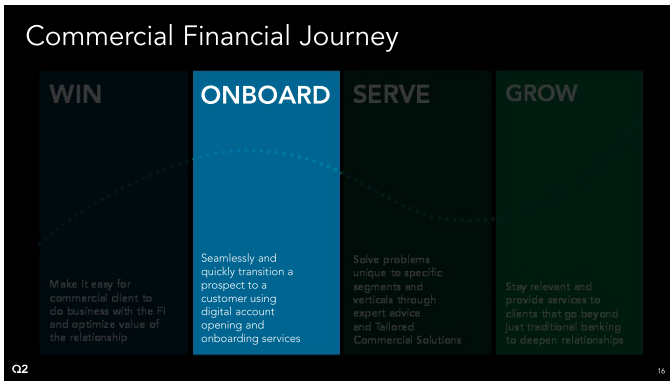
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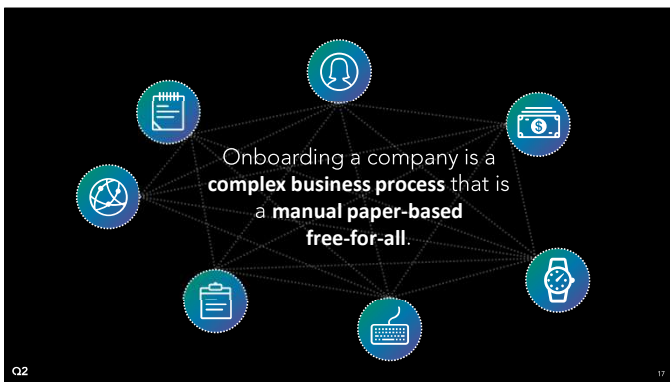
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Treasury Onboarding

Faster Time-to-Value

- Automate commercial services setup
- Manage service charges and pricing
- Assign transaction limits and entitlements
- Automatically route and assign onboarding tasks and approvals
- Order equipment
- Generate Treasury agreements for e-signature

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Business Account Opening

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Cross-Sell from Account Opening

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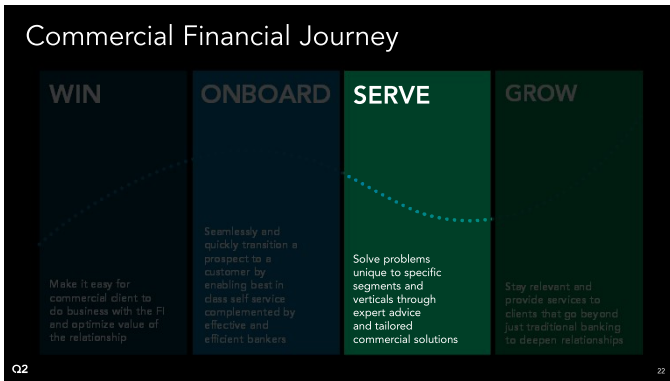
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Commercial Financial Journey

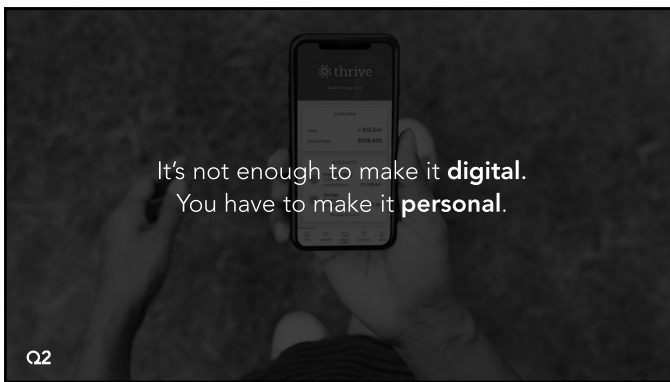
WIN	ONBOARD	SERVE	GROW
Make it easy for commercial client to do business with the FI and optimize value of the relationship	Seamlessly and quickly transition a prospect to a customer using digital account opening and onboarding services	Solve problems unique to specific segments and verticals through expert advice and Tailored Commercial Solutions	Stay relevant and provide services to clients that go beyond just traditional banking to deepen relationships

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Dynamic Personalization

Accounts | Actions | Insights | Offers

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Commercial Financial Journey

WIN

Make it easy for commercial client to do business with the FI and optimize value of the relationship.

ONBOARD

Seamlessly and quickly transition a prospect to a customer by enabling best in class self service complemented by effective and efficient bankers.

SERVE

Solve problems unique to specific segments and verticals through expert advice and tailored commercial solutions.

GROW

Stay relevant and provide services to clients that go beyond just traditional banking to deepen relationships.

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Commercial Financial Journey

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Why do businesses borrow from fintechs?

BETTER APPROVAL RATES

Fintech lenders approve 71% of loan applications submitted by small businesses, versus 58% approved by banks (according to the Federal Reserve).

FLEXIBILITY

Fintechs often offer more financing options to small businesses to help them get the financing they need.

CONVENIENCE

Fintechs and alternative lenders let small business owners apply for credit online at any time, via any mobile device.

SPEED

Fintechs approve and fund small business loans more quickly than traditional banks, often approving loans in minutes and funding them in less than 48 hours (depending on the type of loan).

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Typical Loan Origination Speed

BANKS

14-30
days

SBA

10-30
days

FINTECHS

5-7
days

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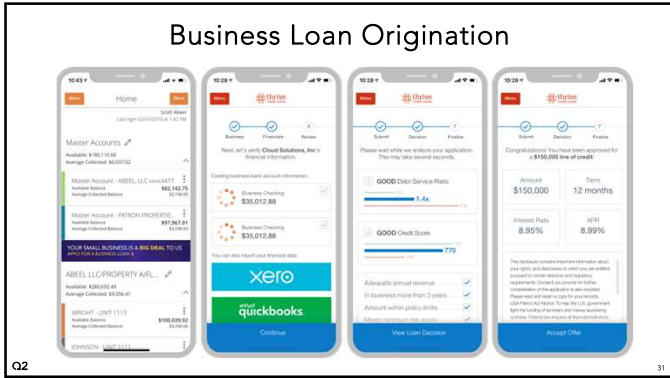
24-48 hrs

For short-term financing, fintechs often fund small business loans in 48 hours or less

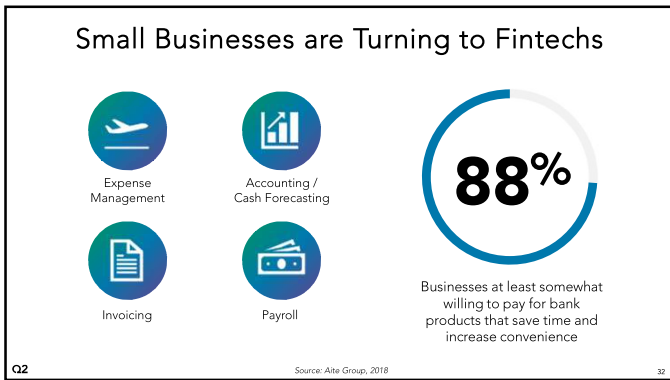
Q2 Source: <https://us.epilson.com/power-of-me>

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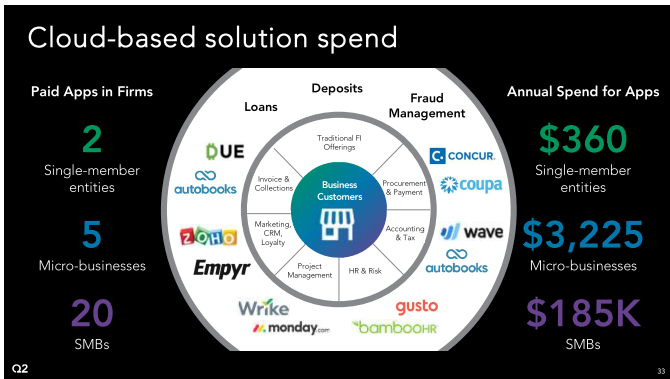
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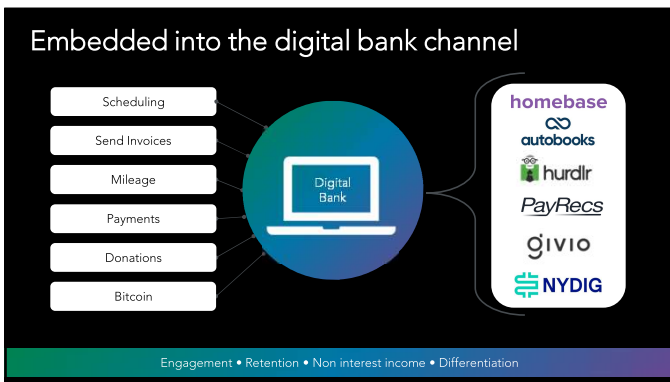
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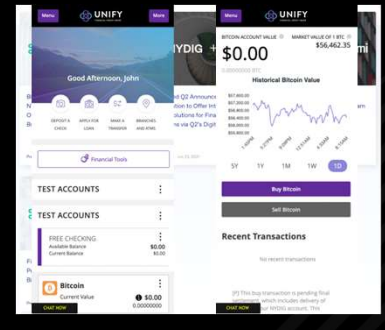
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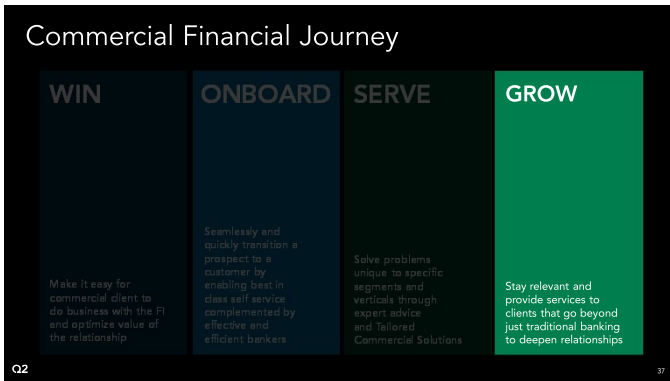
Enable Leading Edge Opportunities Quickly

In June of 2021 several digital banking providers announced partnerships with NYDIG.

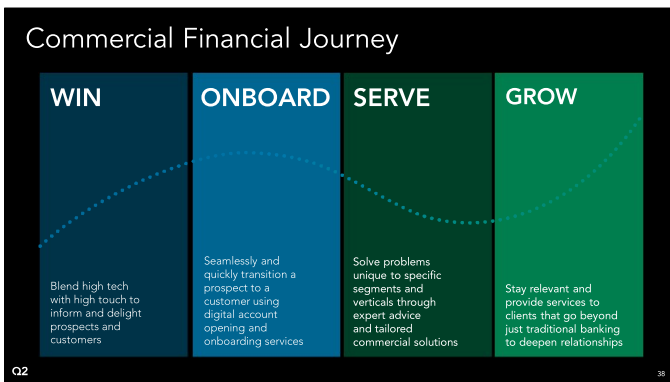
On Oct 22, 2021 Unify FCU was the first in the US to launch Bitcoin Trading in Digital Banking

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