

The COVID Kick webinar; the feasibility of starting a business in a COVID world.

Latest statistics in small business start-ups

5 COVID Kick trends

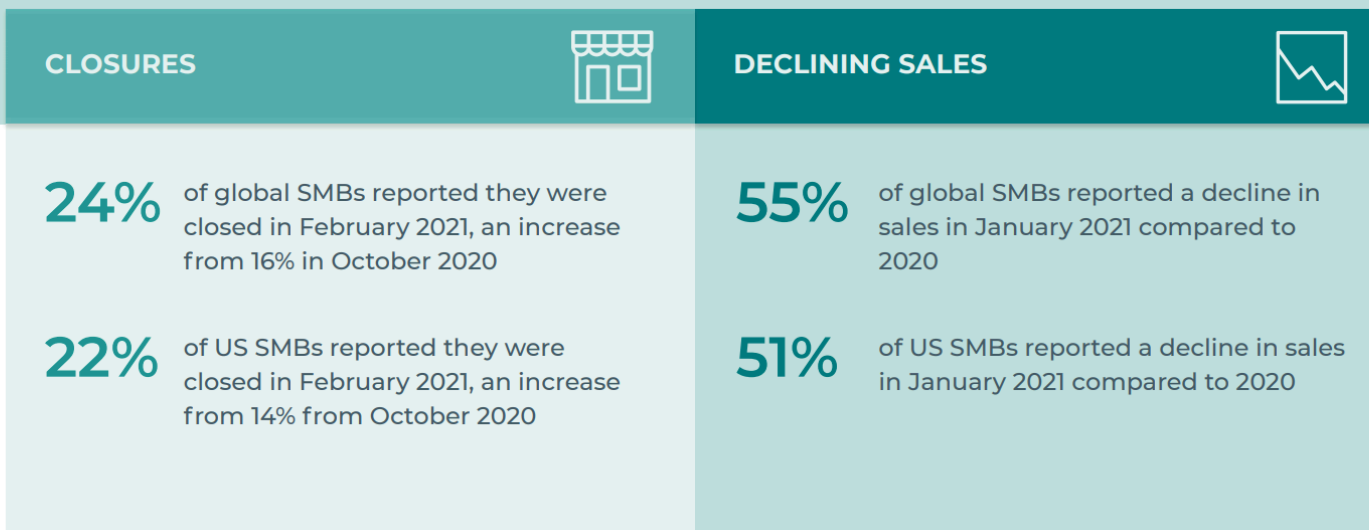
Four strategies to strengthen a start-up

How Financial Institutions can generate qualified startup leads

Glen Senior

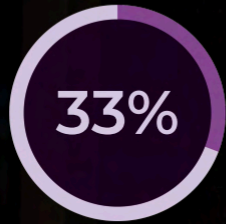
Roger Pierce

Overall, we found that SMBs worldwide continue to struggle with maintaining operations, resulting in closures and declining sales.



Minority-led SMBs in the US were more likely to report negative impacts from the pandemic.

Minority-led SMBs indicated they were **9 percentage points** more likely to be closed than other SMBs.¹

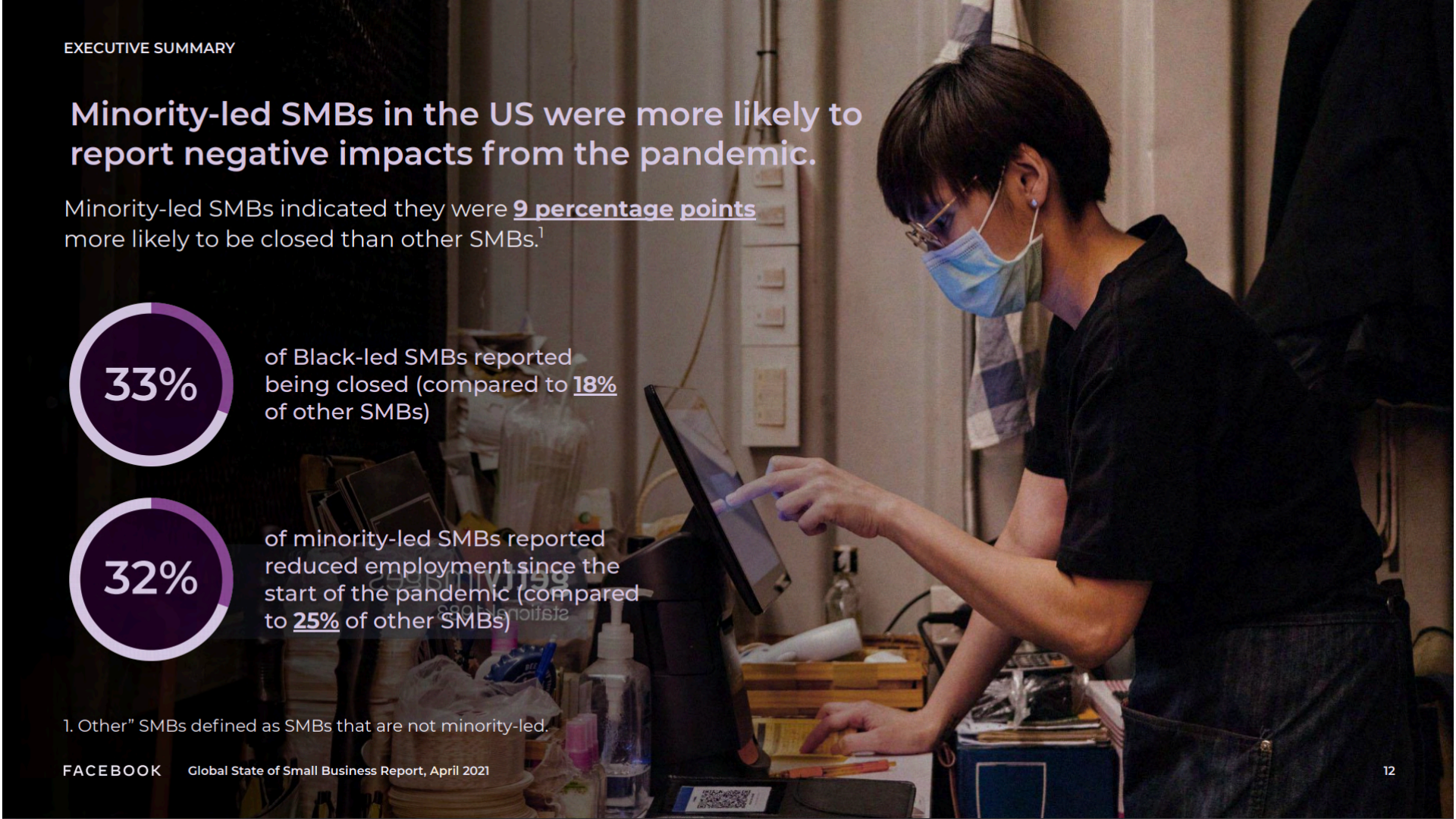


of Black-led SMBs reported being closed (compared to **18%** of other SMBs)



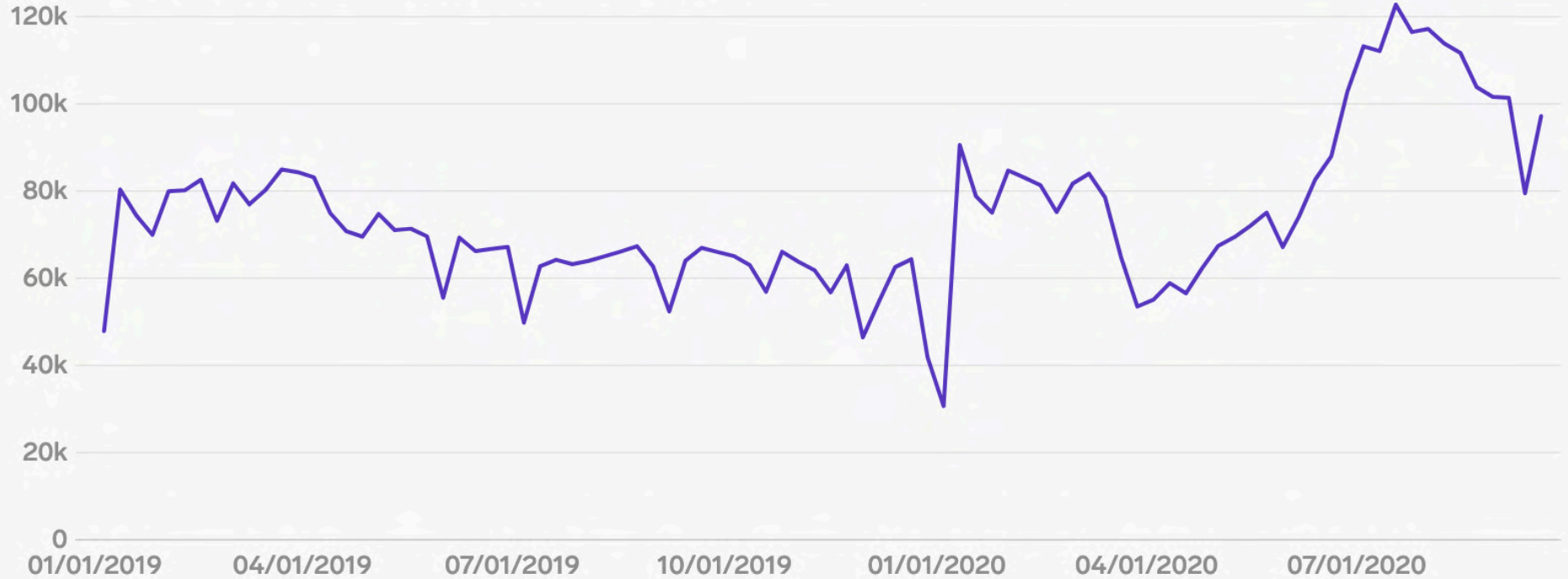
of minority-led SMBs reported reduced employment since the start of the pandemic (compared to **25%** of other SMBs)

1. Other” SMBs defined as SMBs that are not minority-led.



Number of business applications

Number of applications during week ending on indicated date



Note: Data is not seasonally adjusted.

Chart: Madison Hoff/Business Insider • Source: US Census Bureau, "Business Formation Statistics"

INSIDER

The highest increase startups have seen over the past decade at 26.9%

New business applications grew 38% in the week ending Oct. 24, compared with the same week a year ago

1.1m employer ID applications “reached 1.1 million through mid-September, a 12% increase over the same period last year and the most since 2007

Sample data take from Google Trends under the search term ‘startup business loans’ July/August 2020

- Startup business loans (46%)
- Limited Company Loans (6%) & Islamic Finance (6%)
- Sole Trader Loans (4.4%)
- Self Employed Loans (2%)

1

Kicked out the poor performers

2

Legitimized working from home

3

Leveled the business to business selling playing field

4

Leveled business to consumer selling

5

Accelerated new business models



Strategy 1.

Focus on best customers

- Call to re-order
- Sending exclusive offers
- Invite customers to events
- Send useful information
- Refer customers to them
- Notify new product launches



Strategy 2.

Spread your net

- Find contacts within your networks
- Online advertising
- Adding content to build leads
- Post in the social media channels
- Optimizing for search to increase traffic.



Strategy 3.

Find new channels

- Alter the way you do business
- Develop new business models
- Collaborate



Strategy 4.

Tighten up cash flow

- Compulsory credit check
- Reduce fraud
- Inventory audits
- Industry software
- Accounting software
- Deposits or progress payments
- Credit scoring limits
- Increase prices and reduce costs

Generating qualified start-up leads

25-34 make up 42% of
business finance applicants

60-year-old startup 3x
more likely to succeed
than a 30-year-old

Only 86% applied for
finance under \$100,000

More than 69% of American
entrepreneurs start their
businesses at home

(Global Entrepreneurship
Monitor)

Improving or changing a
business plan is the top
pivot strategy

Source: Wilbur Labs

Homeowners are 10%
more likely to start a new
business.

(U.S. Small Business
Administration)

79.7% businesses employ
only the founder.

36% of the workers in the
United States are freelance

Target 25–34-year-olds and help with advice

Don't forget the Boomers

Split lending and support into micro and small

Help strengthen start-ups

Focus on industries started at home

Help them move out from the garage

Provide comprehensive business planning help, mentoring and support

Look internally to target homeowners/personal customers

Cross promote

Position products and services to support single founders/freelancers

Assist founders to take the first step to their first employee

Thanks!

Next steps

<https://covid19kick.com>

Free e-book on its way

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<https://thesmallbusinesscompany.com/>