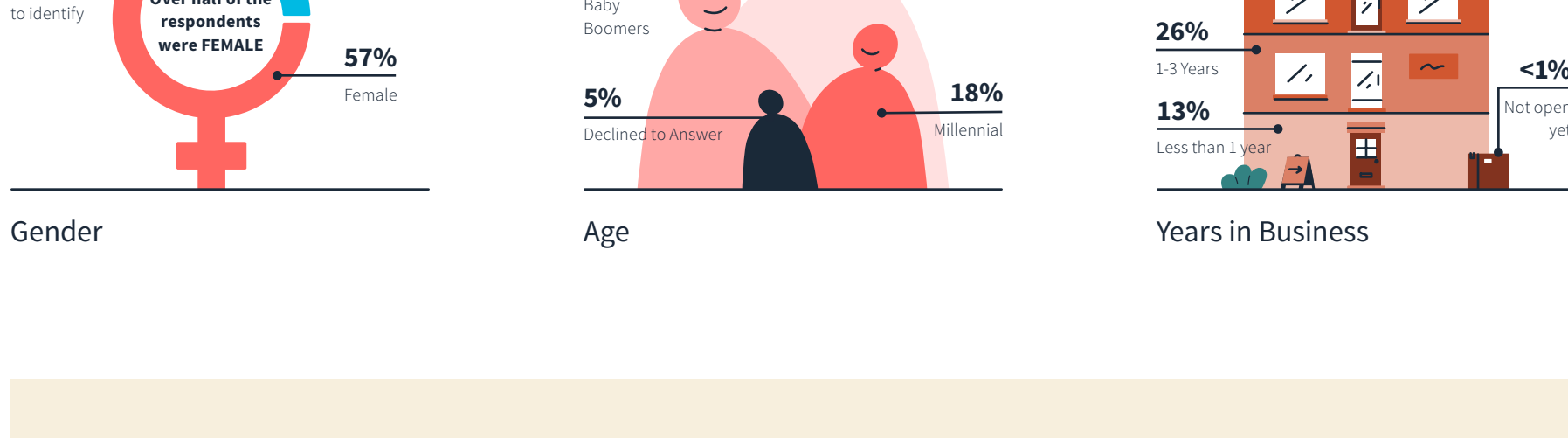


2018 SMALL BUSINESS PULSE

The ShopKeep Small Business Pulse is a report designed for sharing valuable insights, sentiments and challenges today's small business owners (SMBs) face.

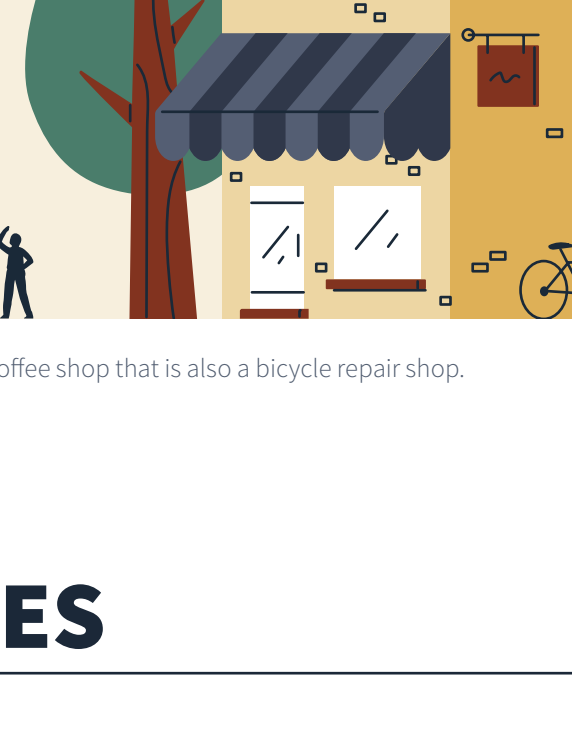
DEMOGRAPHICS



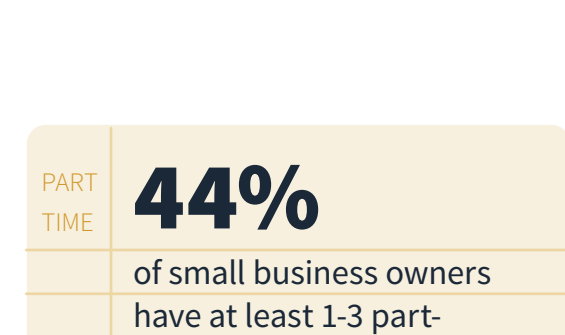
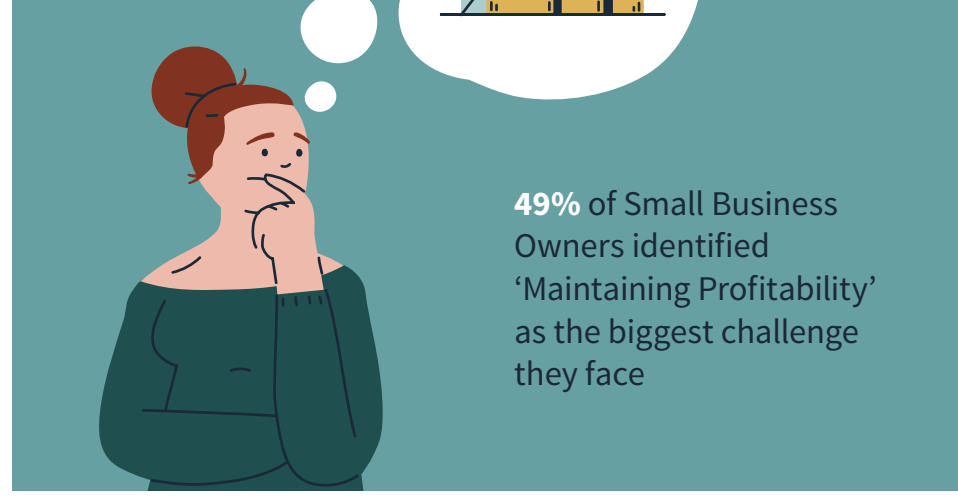
Small Business Growth

23% of Small Business Owners want to open a new location

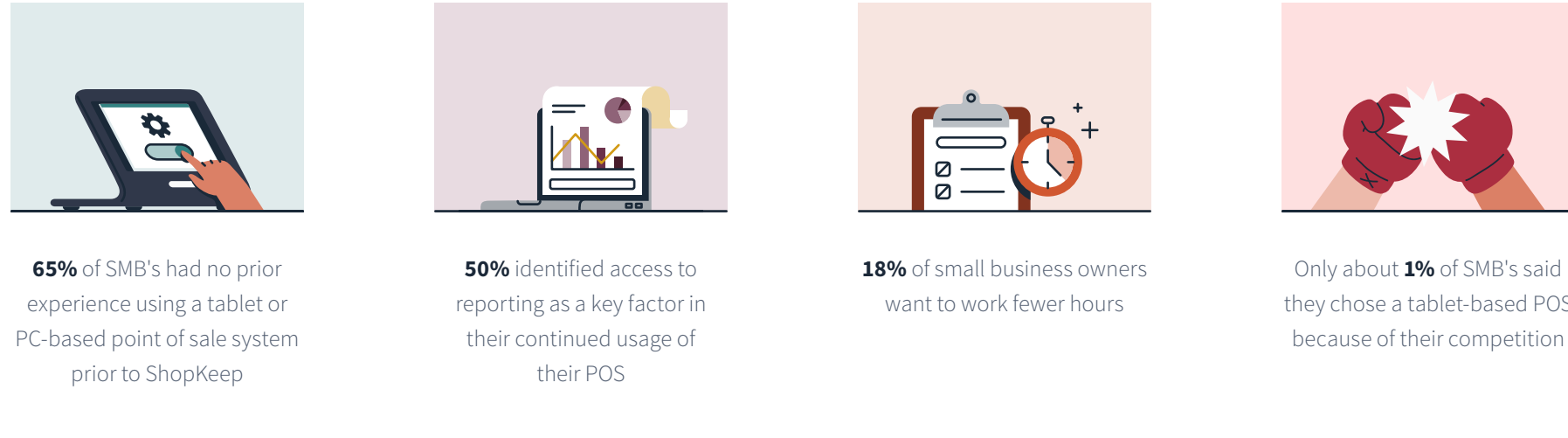
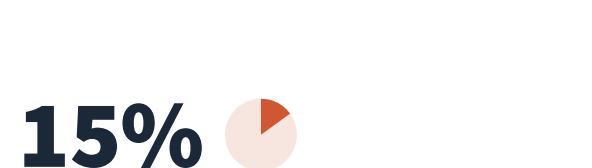
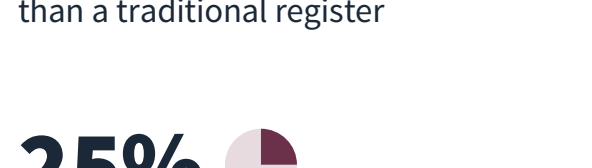
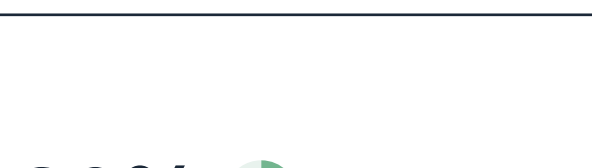
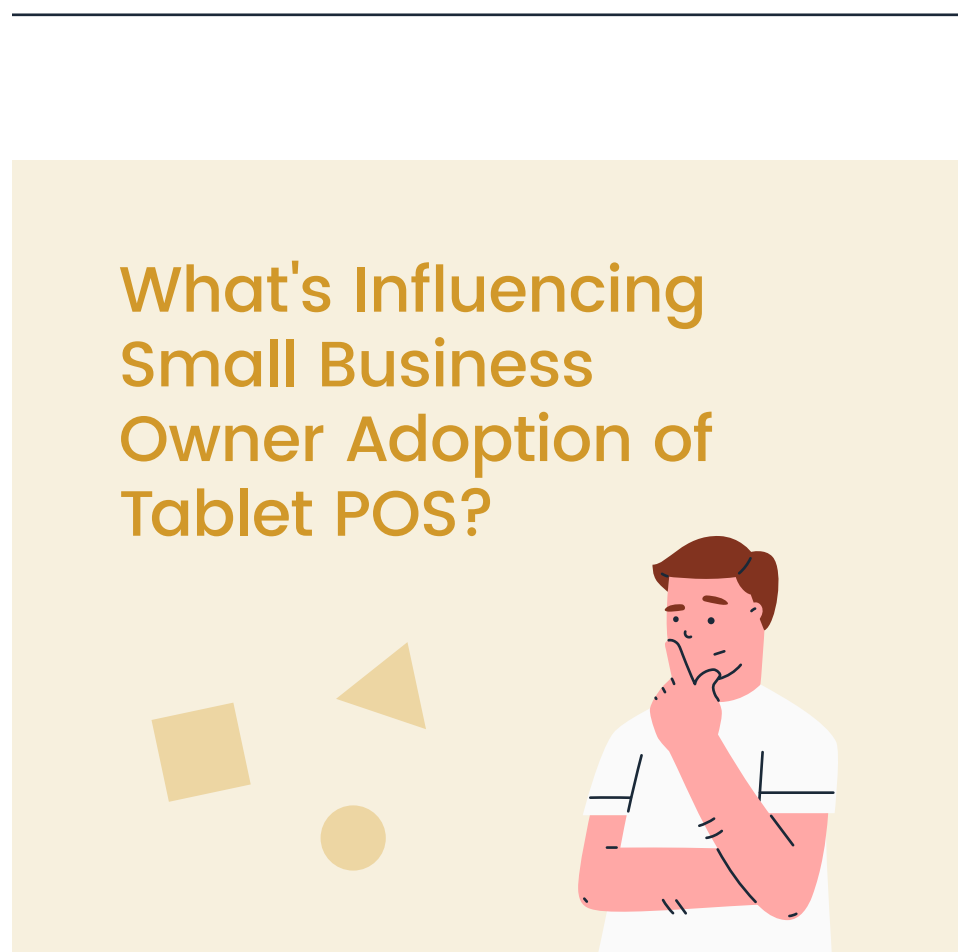
At least 3% of small business owners identified their business type as a 'hybrid retail' business



SMALL BUSINESS CHALLENGES

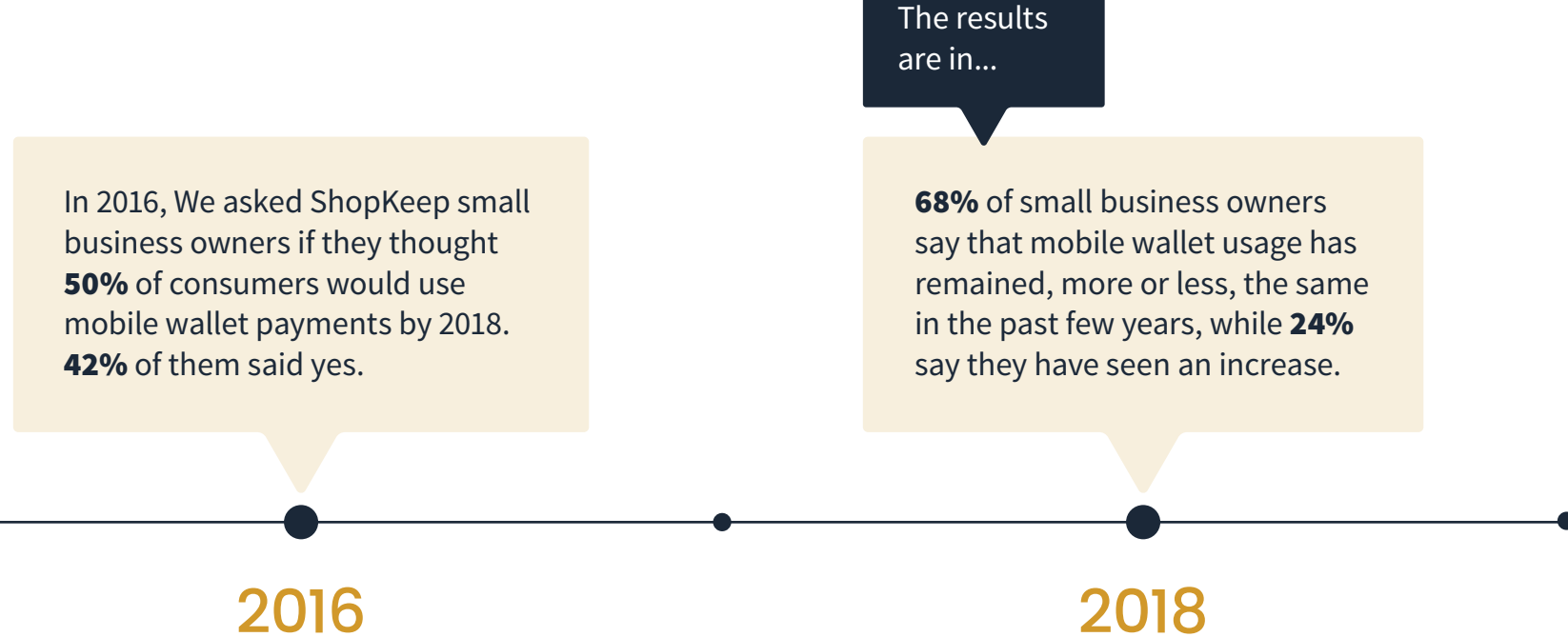


TABLET POINT OF SALE ADOPTION



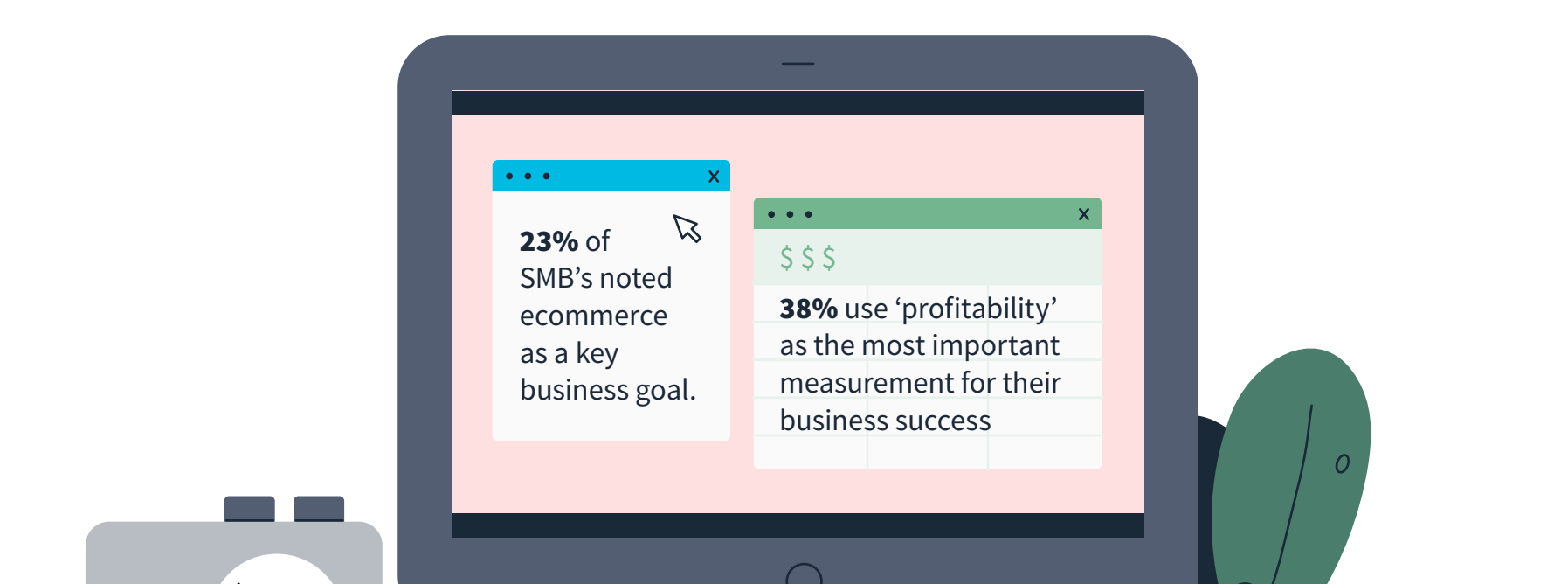
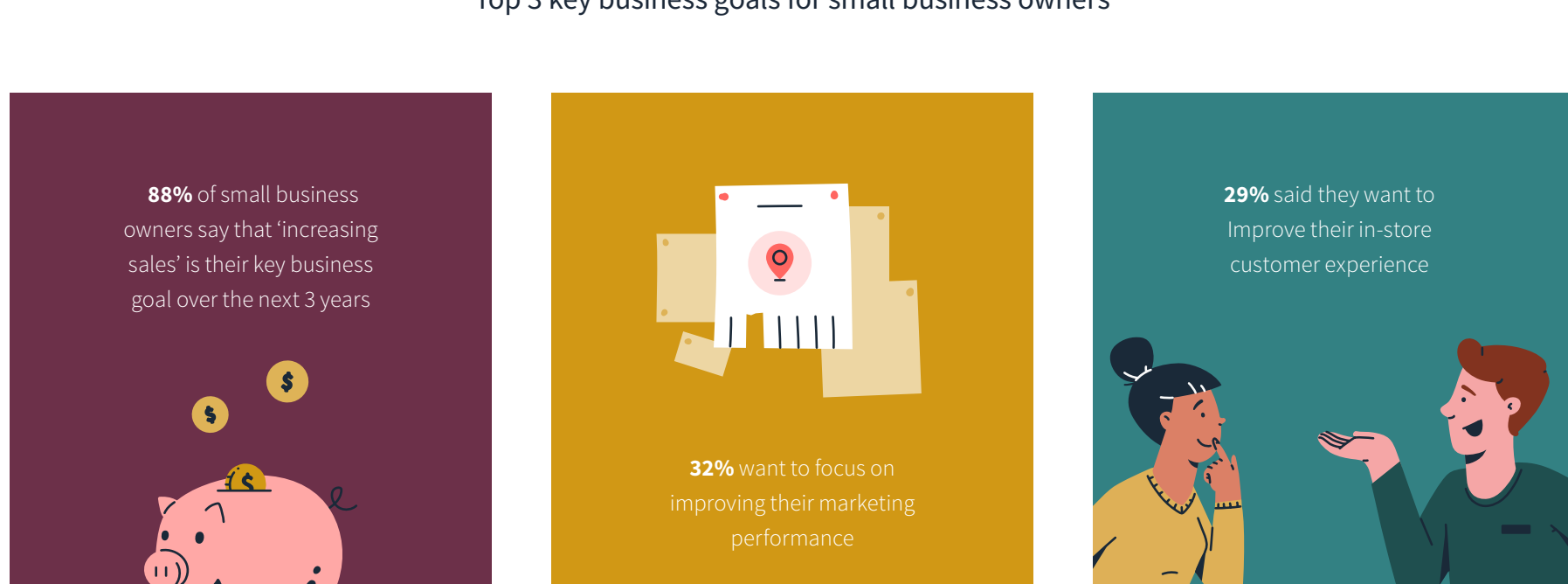
THE STATE OF MOBILE PAYMENTS

Then to now... Not much has changed.

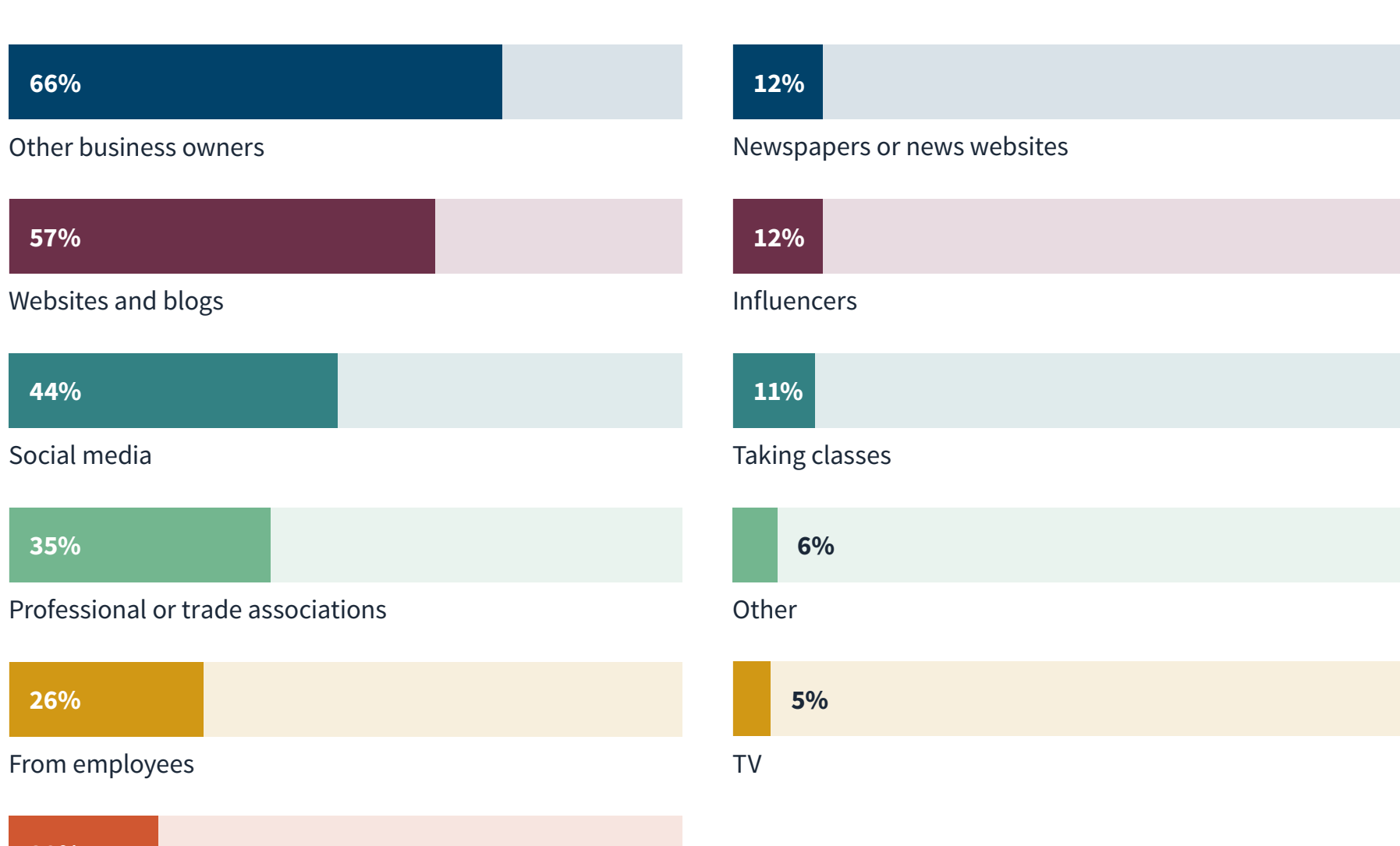


SMALL BUSINESS ASPIRATIONS

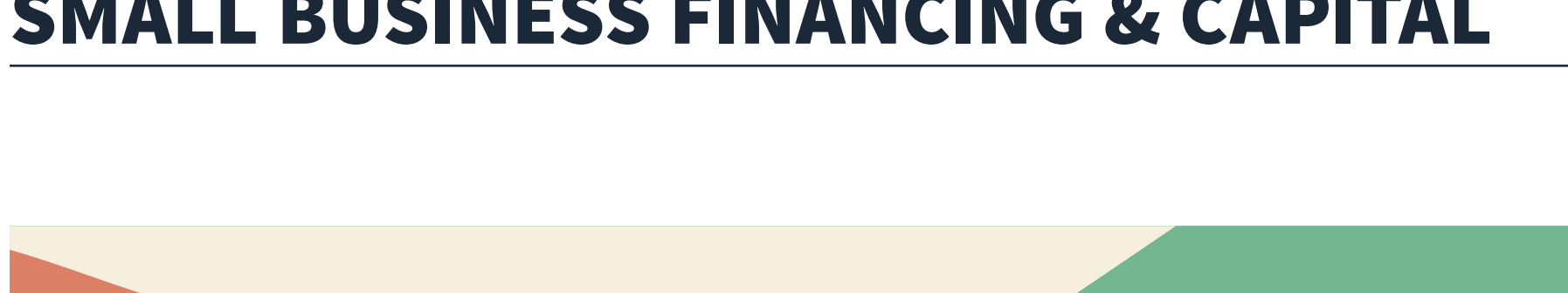
Top 3 key business goals for small business owners



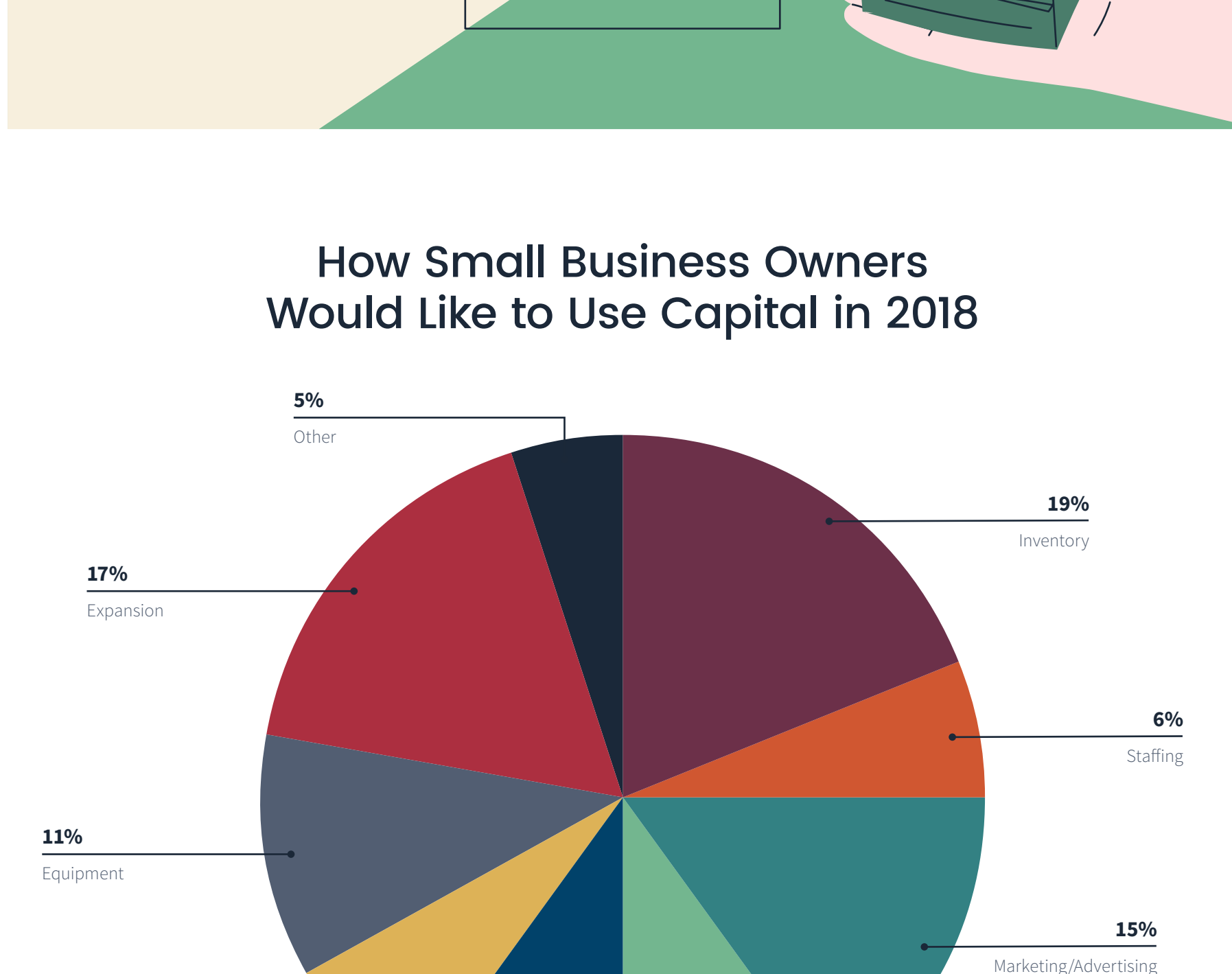
Resources Small Business Owners Rely on to Run a Better Business



SMALL BUSINESS FINANCING & CAPITAL



How Small Business Owners Would Like to Use Capital in 2018



Join the Conversation



Contact ShopKeep:

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Public Relations
646.568.9347
press@shopkeep.com

About ShopKeep

Everything ShopKeep does supports growing and independent businesses. Built by and for small business owners, ShopKeep provides an intuitive, secure, tablet-to-cloud point of sale and payments processing platform with POS software that empowers merchants to run smarter businesses by optimizing staffing, managing inventory and accessing real-time sales reports and customer information on one seamless, cloud-based system. With more than 24,000 customers, ShopKeep's award-winning customer care team is available to help 24/7 and provides a robust support network for growing business owners. ShopKeep is headquartered in New York City, with offices in Portland (OR), Chicago (IL), and Belfast (NI). Visit www.shopkeep.com to learn more about ShopKeep's POS system. You can also join the conversation on the ShopKeep blog and follow us @ShopKeep on Twitter.