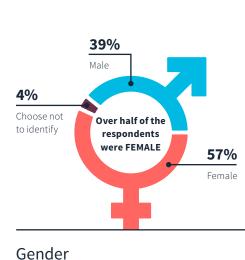
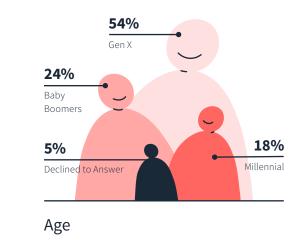
2018

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





42% 5+ Years **19%** 3-5 Years 26% 1-3 Years <1% Not open **13%** Less than 1 year

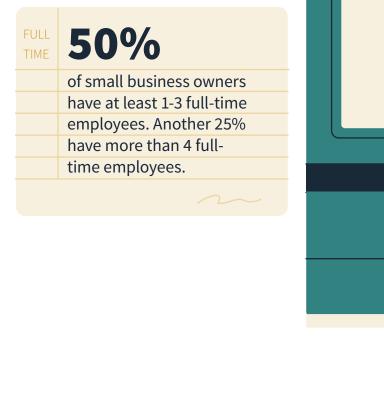
Years in Business

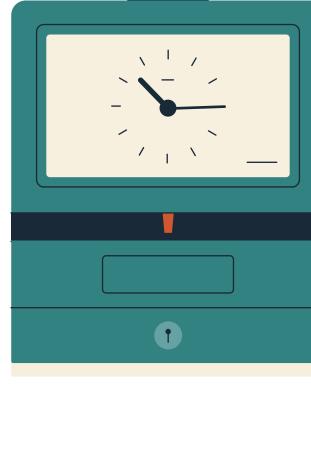


SMALL BUSINESS CHALLENGES











30%

TABLET POINT OF SALE ADOPTION

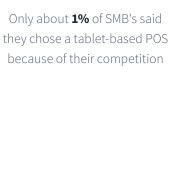












PC-based point of sale system

THE STATE OF MOBILE PAYMENTS

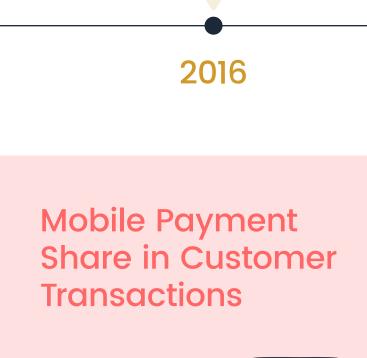
Then to now... Not much has changed.

are in...



The results

68% of small business owners In 2016, We asked ShopKeep small business owners if they thought say that mobile wallet usage has **50%** of consumers would use remained, more or less, the same



mobile wallet payments by 2018.

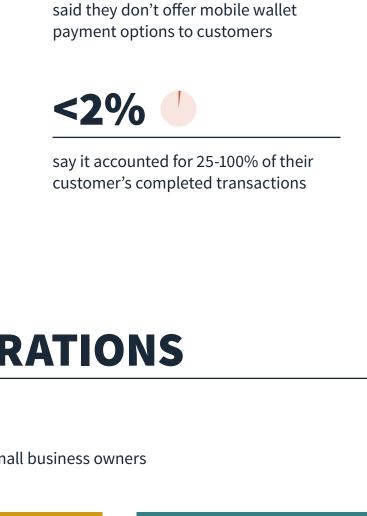
42% of them said yes.



43%

in the past few years, while 24%









66%

57%

44%

35%

26%

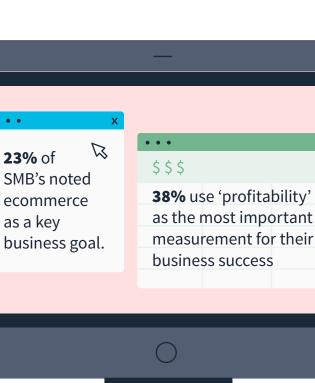
Social media

Other business owners

Websites and blogs

88% of small business

owners say that 'increasing sales' is their key business goal over the next 3 years



Resources Small Business Owners Rely

on to Run a Better Business

12%

12%

11%

Taking classes

6%

Influencers

Newspapers or news websites



29% said they want to

Professional or trade associations Other 5%

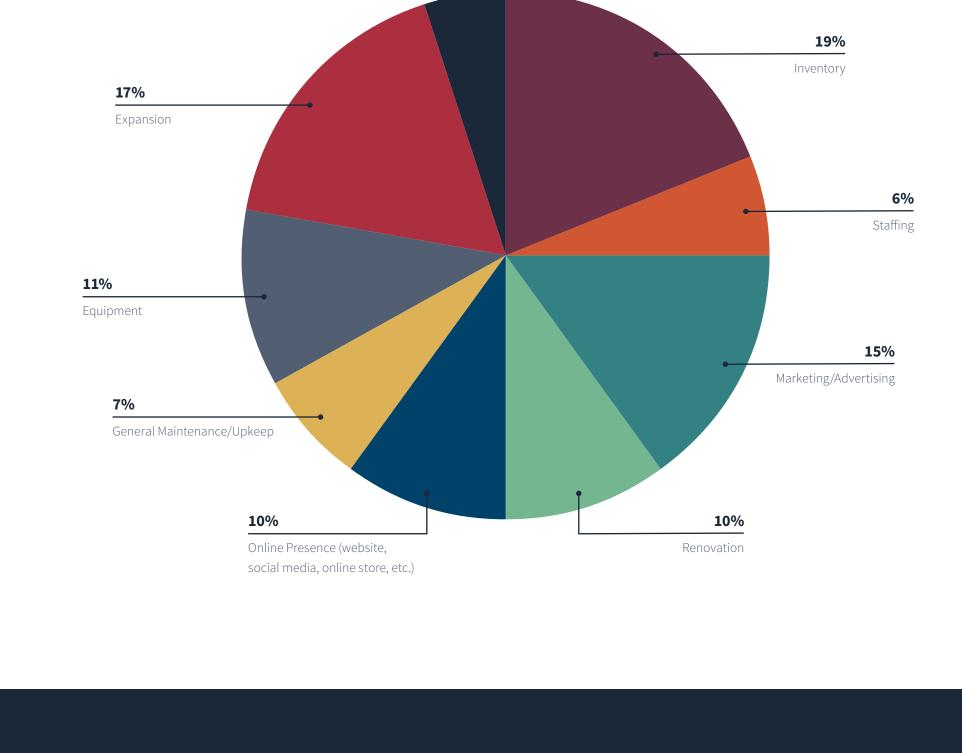


How Small Business Owners

Would Like to Use Capital in 2018

5%

Other



Conversation

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press@shopkeep.com

Join the

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 (NIR). 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.

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