

TECHNOLOGY & INNOVATION SURVEY

of Goldman Sachs 10,000 Small Businesses

Goldman Sachs 10,000 Small Businesses surveyed 1,164 entrepreneurs across the country to hear their perspective on their technology and innovation priorities.

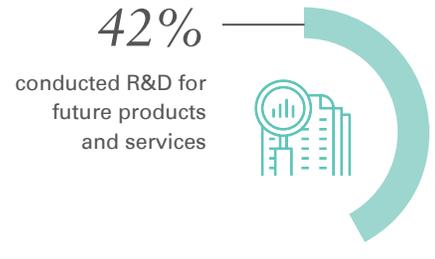
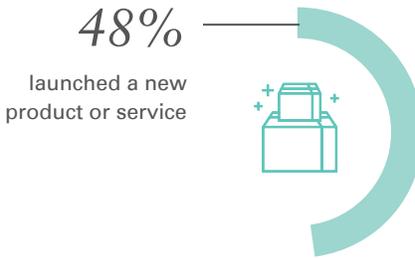
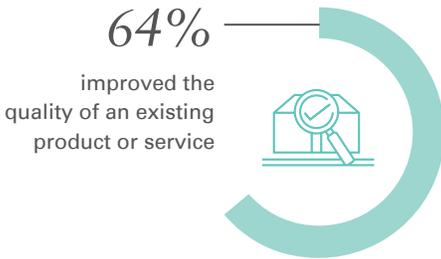
In today's rapidly changing business environment, constant innovation is core to the success of small businesses. Despite fewer resources and manpower, small businesses are leaders in bringing new products and services to market.

Across a wide range of industries, locations, and business size, innovative and tech savvy companies on average exhibit higher revenue and job growth. Ninety five percent of small business owners surveyed recognize the importance of technology as a central strategy for growth.

But the cost, time and capacity required to evaluate and implement new technologies are significant. Small businesses need better information about accessible and affordable resources to remain competitive in the current market and secure from online threats.

SMALL BUSINESSES PRIORITIZE INNOVATION AND EMBRACE TECHNOLOGY

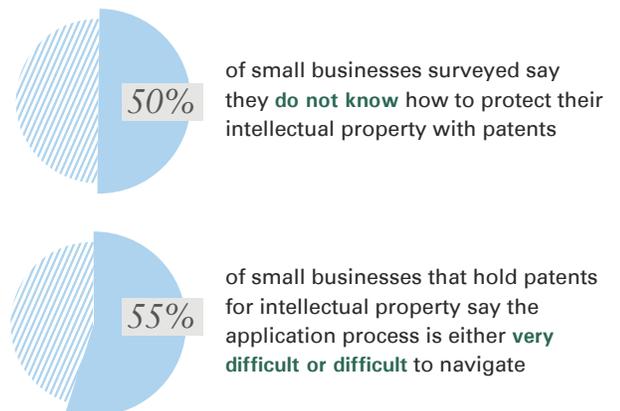
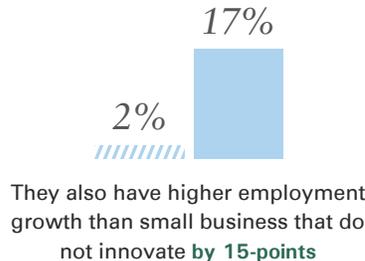
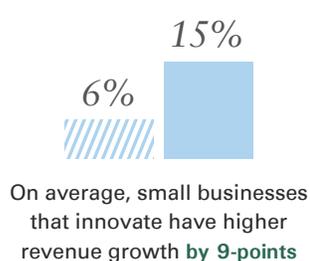
In the last two years, 88% of small businesses surveyed launched new products and services, improved existing offerings, conducted R&D, opened a new location, or began exporting products or services outside of the U.S.



Small businesses recognize that keeping up with technology is essential to growth. Overwhelmingly, business owners personally take on the responsibility of making technology decisions.

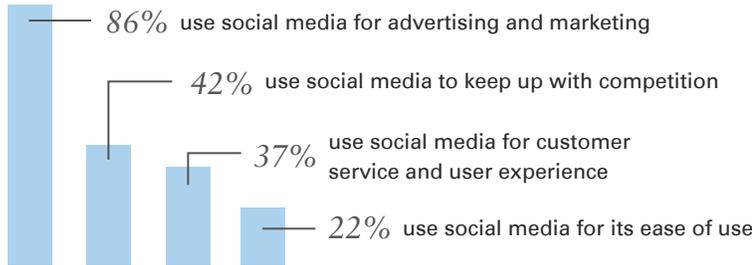


Across the board, small businesses that innovate and dedicate more resources for technology have higher revenues and job growth compared to their peers.

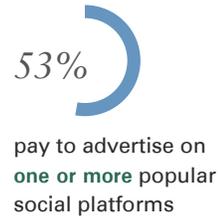


SOCIAL MEDIA PLATFORMS ARE AN ESSENTIAL TOOL FOR SMALL BUSINESSES TO ATTRACT CUSTOMERS AND MARKET NEW OR EXISTING PRODUCTS

85% of small businesses surveyed report using social media for their businesses, with nearly 50% indicating they use four or more social platforms



Small businesses that advertise on two or more social media platforms have higher rates of revenue growth

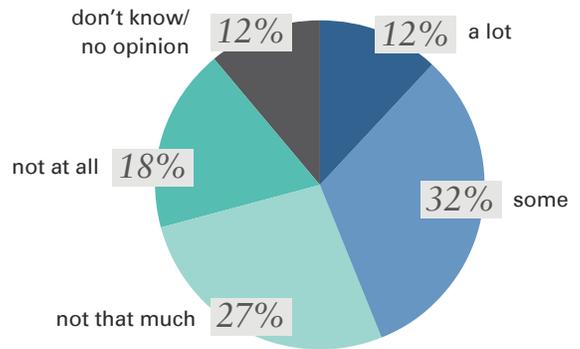


nearly **2 in 3** B2C businesses **advertise on social media**, while only one-in-three of B2B businesses say the same

Despite widespread adoption, trust in social media is mixed

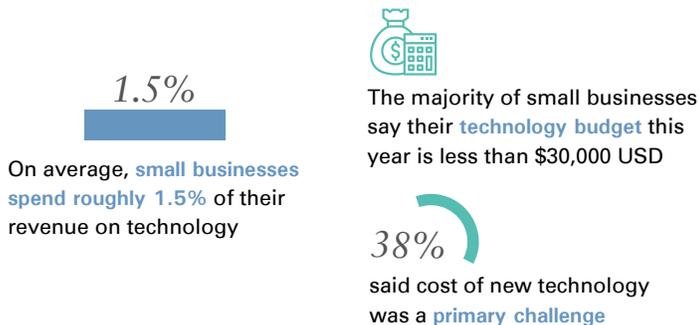
more than 45% across platforms, say they do **not trust** social media platforms to protect their business' or customers' data.

TRUST ACROSS PLATFORMS

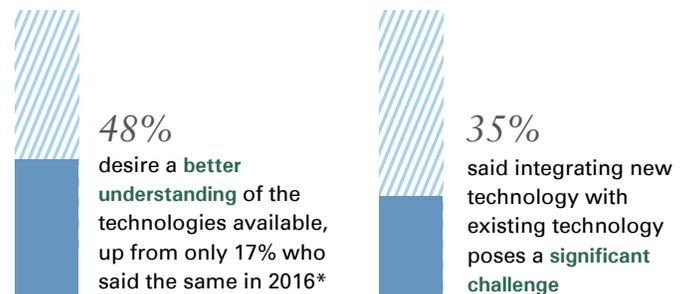


DESPITE THEIR CONFIDENCE AND COMMITMENT TO INNOVATION AND GROWTH, LIMITED RESOURCES REQUIRE SMALL BUSINESSES TO BE STRATEGIC AND JUDICIOUS WHEN INVESTING IN NEW TECHNOLOGIES

The cost of new technologies continues to be a key barrier to organizational adoption



Keeping up with new digital tools and technologies remains as an uphill battle for those running the day-to-day business operations



COMBATING CYBER THREATS AND MANAGING DATA SECURITY AND PRIVACY ARE LEADING CONCERNS FOR SMALL BUSINESSES

One-in-three (34%) small businesses expect their business will be more susceptible to cyber threats in 2019

