



The Intersection of Global Economics and Personal Meaning

Presented by

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**The success of a small business
depends on the owner's ability to
wear all the hats needed
to keep the wheels of the business turning**



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Today small businesses are
living in digital chaos



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**When someone thinks all choices are final,
the seemingly best choice
is to do **nothing**
leaving the customer's growth paralyzed**



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The small business market
is **highly fragmented**
diverse and unconventional



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**Growth is never mere chance,
it is the result of forces
working together**



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**Any tech solution that
needs too much
hand holding**

**won't be attractive to
small business customers**



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A man in a grey hoodie is working on a machine in a workshop. In the background, there is a wall with many tools hanging on it, including wrenches and pliers, with small labels next to them.

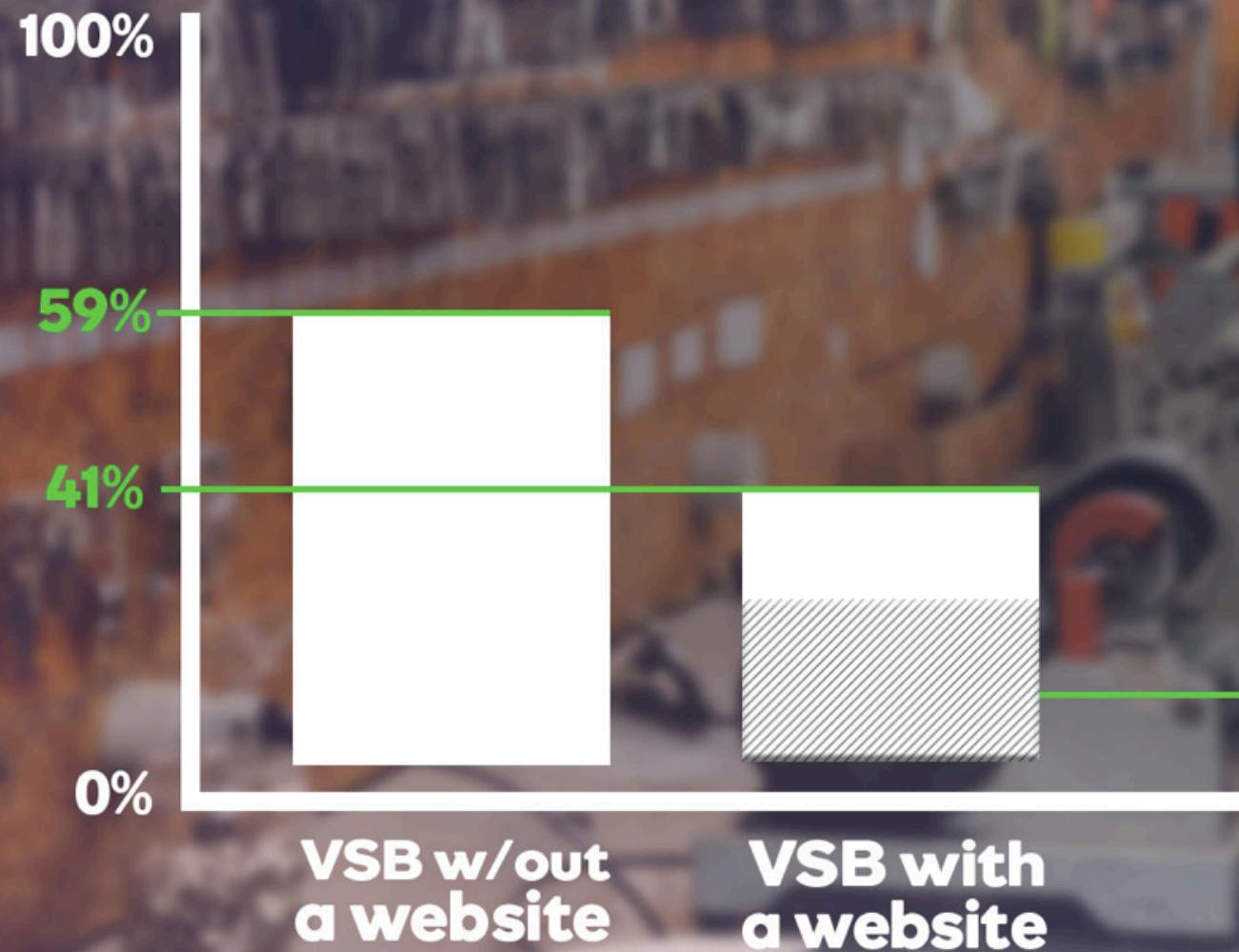
Small business customers want products that are
sophisticated, functional
and offer the max value for price paid



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Small businesses are still invisible



**59% saw
growth**



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A man wearing a denim baseball cap and a camouflage jacket is welding a metal structure. Sparks are flying from the welding torch, creating a bright, glowing effect against the dark background of a workshop or factory. The text overlay is positioned on the right side of the image.

**In 90 seconds
our customers can go from
“I want email”
to having their inbox up and
running**



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A man wearing a white t-shirt with a graphic, a white cap, and light blue shorts is sitting on a metal cart. He is looking down at a smartphone in his hands. The cart is in a food stall with a menu board in the background. The menu includes items like "Hot Chocolates", "Sanka", "Herbal Tea", "Flavored Coffee", "Iced Coffee", "Fresh Bakery", "Dough", "Bagel w/ Butter", "Bagel w/ Cream Cheese", "Croissant or Muffin", and "Danish".

**It's about caring for customers
in every stage of their lifecycle.**

**It is technology with
a human touch**



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Meet Ashley

“ At GoDaddy, I was finally—and thankfully—part of a team that cared about its people, its customers, and the world. ”



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We've consciously developed experiences
from the ground-up
for our small business customers



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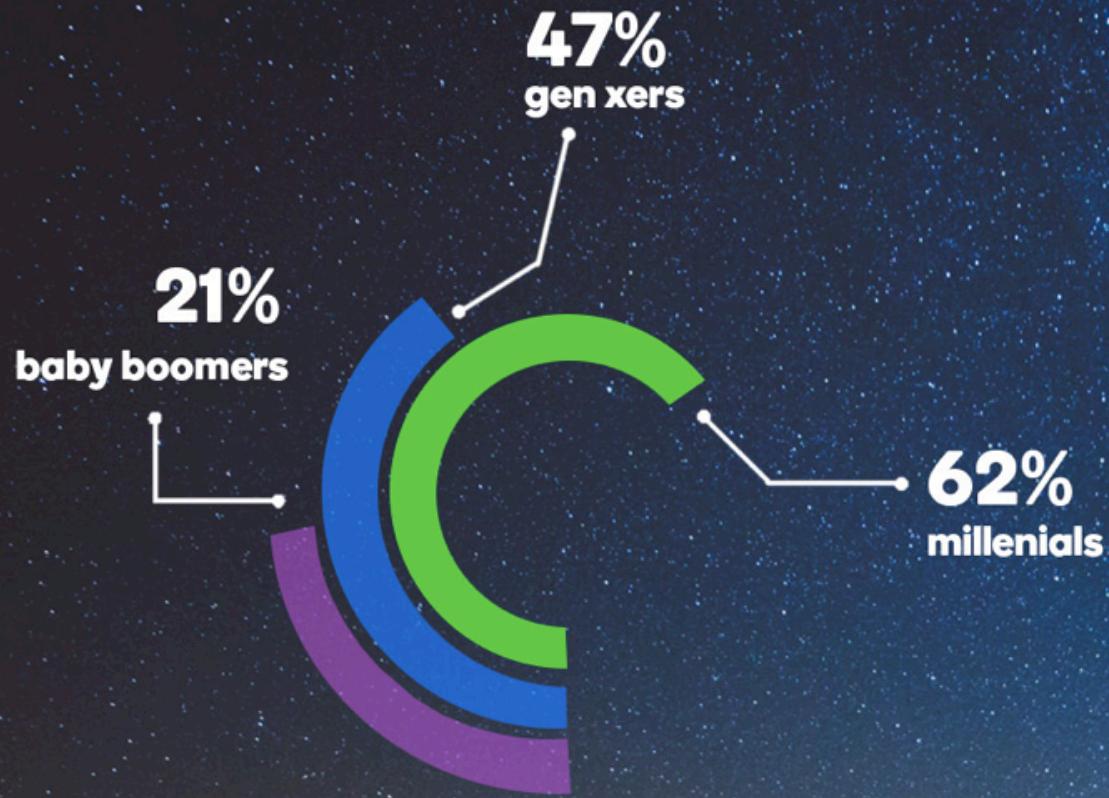


The global economy
of the future may soon be
be unrecognizable



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45%
of professionals plan to
either start a small business
or be self-employed
within the next 10 years



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81%

**say technology
made starting
a new business easier**



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**“THE FUTURE
BELONGS TO
THOSE WHO
BELIEVE IN THE
BEAUTY OF
THEIR DREAMS”**

- ELEANOR ROOSEVELT



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