



The Intersection of Global Economics and Personal Meaning

Presented by
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#FindYourMeaning

@spaldrich

A photograph of a coffee shop interior. In the foreground, a woman wearing a tan fedora and a dark blue top is seen from behind, standing at a wooden counter. Behind the counter, a man in a dark cap and a woman are visible. The background features a menu board with prices for various coffee drinks. The text is overlaid on the image, with the phrase 'wear all the hats needed' highlighted in a green box.

**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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A woman with red hair, wearing a red skirt and a floral top, is seen from behind, sitting on a dark grey bench in a gallery. She is looking at three large, framed abstract paintings on the wall. The paintings are composed of various geometric shapes and colors, including browns, greys, and yellows. The text "Today small businesses are living in digital chaos" is overlaid on the image, with "digital chaos" highlighted in a green box.

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 craftsman in a green hoodie is working on a piece of machinery in a workshop. The background is filled with hundreds of keys hanging on a wooden wall, organized in rows. The scene is dimly lit, with the primary light source coming from the left, highlighting the craftsman's hands and the machinery.

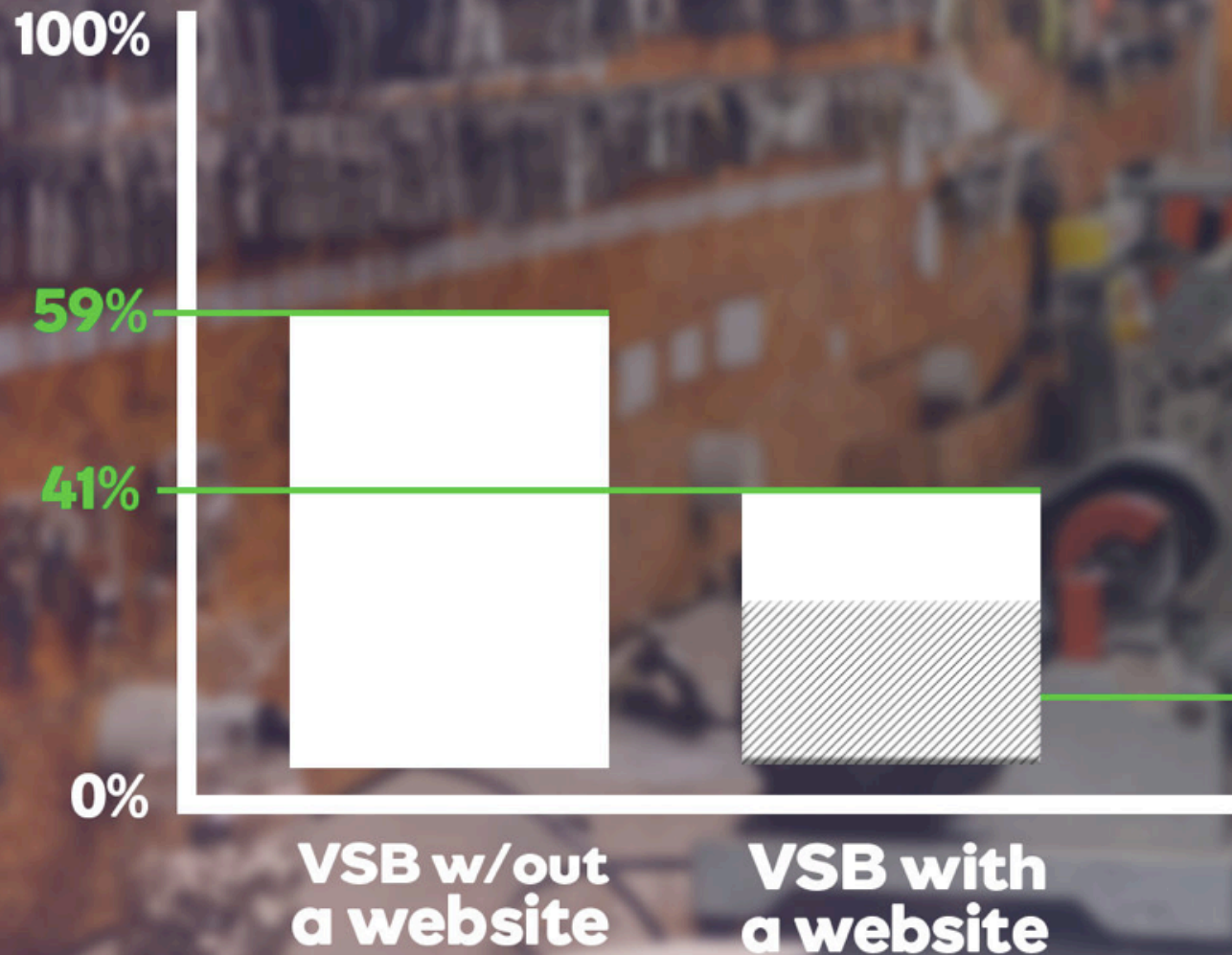
Small business customers want products that are
sophisticated, functional
and offer the max value for price paid



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Small businesses are still invisible



59% saw growth



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In 90 seconds

our customers can go from

“I want email”

to having their inbox up and

running



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**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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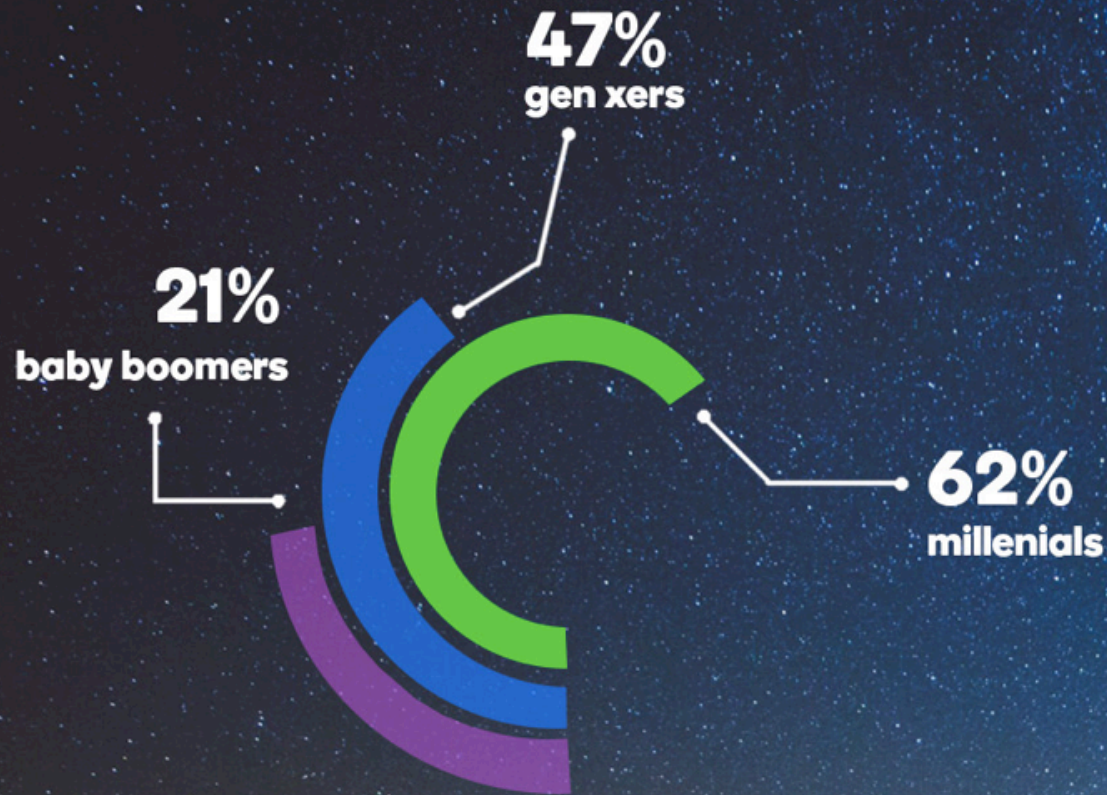


**The global economy
of the future may soon be
be unrecognizable**



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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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A person is shown from the chest up, holding a camera to their eye. The camera's lens is positioned over a dense cityscape, which is superimposed over the person's face and torso. The city features numerous buildings, including a prominent skyscraper with the word 'Canon' visible on its side. The background is a bright, hazy sky with soft clouds. The overall image has a dreamlike, ethereal quality with a color palette dominated by blues, greys, and soft whites.

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

- ELEANOR ROOSEVELT



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