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Immediate Funds Transfer

Implementation considerations for Small and Medium businesses

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For **2.5 million** small and medium sized businesses in the US

Accounts Payable and Cash Management

are

ad hoc,
paper-based,
manual processes

hampered by **poor security and inadequate controls.**

What is MineralTree?

A private label

bank-branded

cloud solution that delivers

Automation, Simplicity, Security

to SMB Accounts Payables and Cash Management

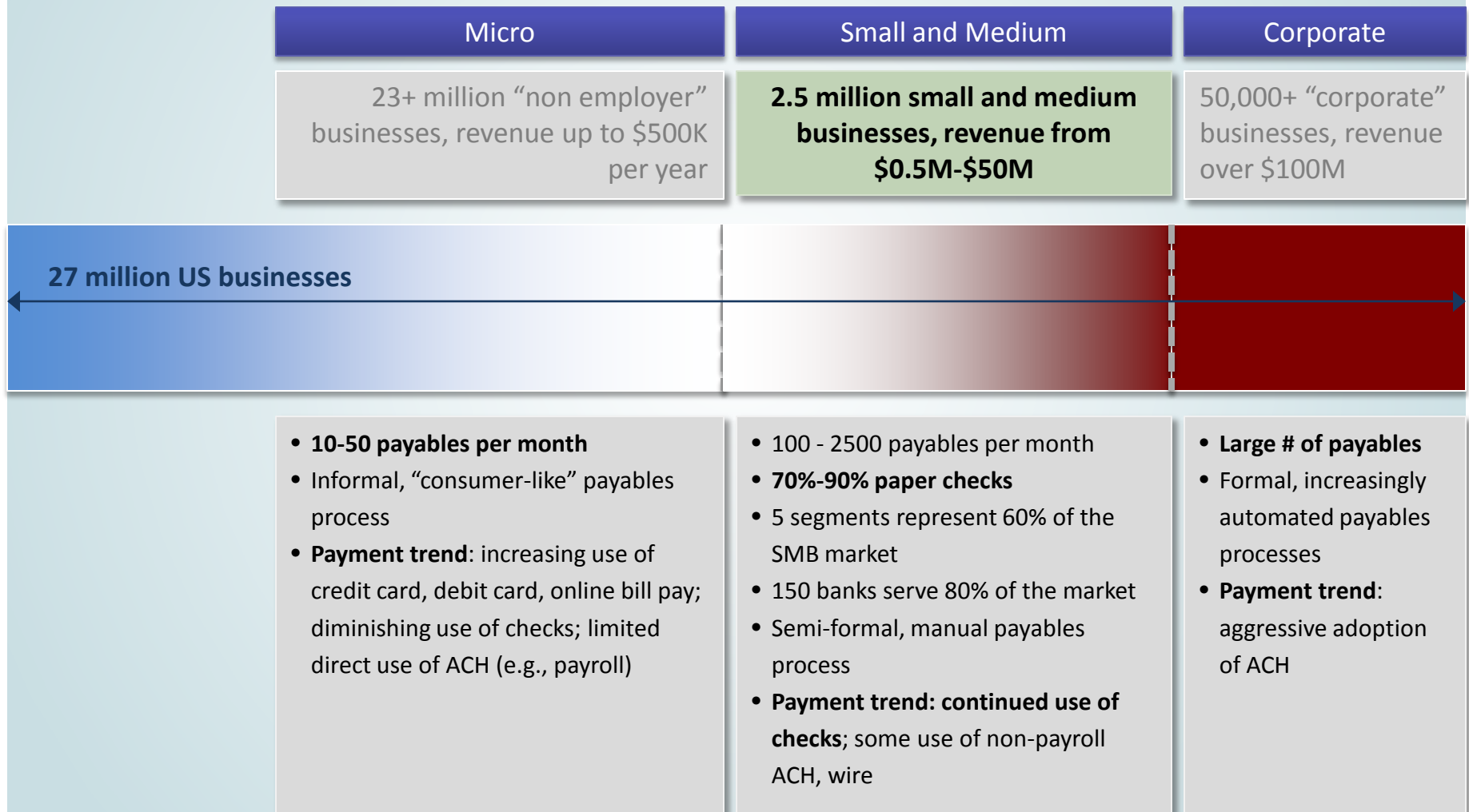
During the summer of 2011, MineralTree collected approximately 1000 survey responses from SMBs across 10 market segments:

- **Focus on \$500K to \$50M annual revenue**
- **Mostly phone based**
- **Some online**

Survey questions and focus

- Annual revenue
- Size, nature of AP team
- Payables process, tools used, degree of automation
- Monthly total payables volume
- Payment types and relative percentages (check, ACH, wire, credit card, PayPal)
- Awareness of payables fraud, risk, loss

SMBs are distinctly different from other market segments



Checks dominate, likely to persist

- Payables process forces check writing
 - AP staff does weekly “check run” from QuickBooks
- Difficulty in obtaining payment information for payee
 - RTN, Account Number
- Remittance advice is a huge issue
 - Has to work end-to-end, and across payment types
 - (not just an EDI/ACH issue)

SMB: perception of electronic payments

- Very little knowledge, awareness of multiple electronic payment types
 - ACH, Wires often seen as the same thing: “EFT”
- Very little incentive, appetite for more immediate, or real-time payments
- Cost conscious, and unlikely to pay higher transaction fees
 - Must **easily** see **clear** business benefit



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Backup slides