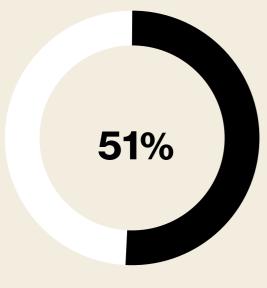


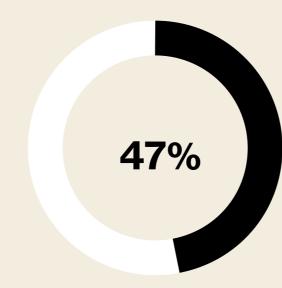
Small businesses are navigating an economic landscape filled with both challenges and opportunities. By embracing innovation and leveraging new technology, they are adapting to a dynamic marketplace and ensuring their long-term growth. Here's what small business decision makers anticipate for the 2025 economy forecast.

The future looks bright

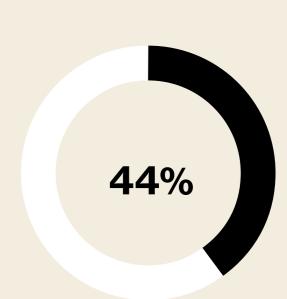
While concerns about the economy still abound, small businesses are feeling more secure than in the past – and anticipate that business will continue to improve.



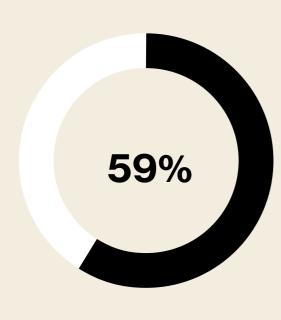
Expect the financial security of their business to improve¹



Predict positive changes in the U.S. economy²



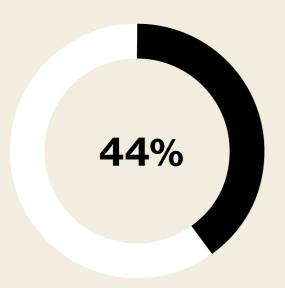
Predict conditions will improve for small businesses overall³



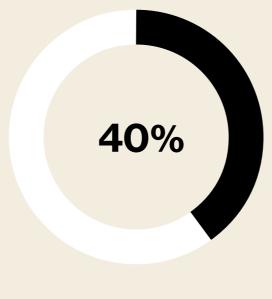
Believe the overall state of their business will be better a year from now⁴

Seizing opportunities with technology

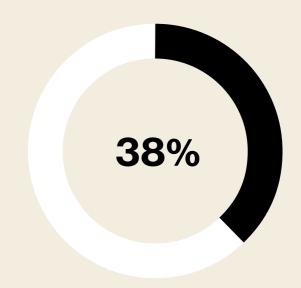
Small businesses aren't just waiting to see what happens to the economy. They're taking proactive steps to improve their odds by investing in their people and operations:⁵



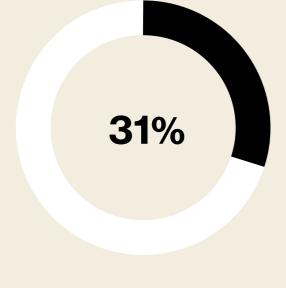
Implemented new systems or technology for employee onboarding and training



Provided new devices or technology to help attract and retain employees



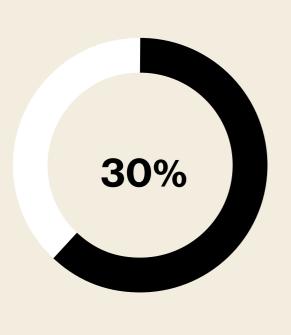
Invested in technology to enable remote collaboration



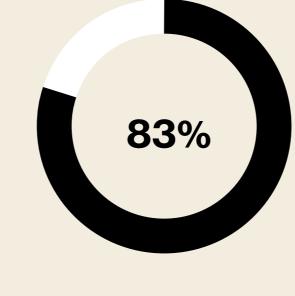
Added automation to help overcome worker shortages

Looking ahead to 2025

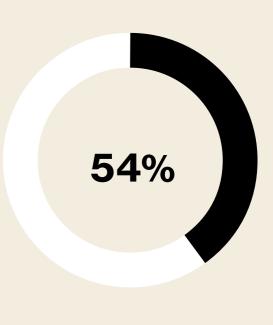
Some small businesses believe they will be busier over the next year, but many more are <u>tempering their</u> expectations due to lingering economic issues.



Believe they'll have more open positions in the second half of 2025 than they do now⁶



Worry about the effect of rising inflation⁷



Are concerned about maintaining adequate staff⁸

Learn More

8 Ibid. Page 13.

For more insights into the economic forecast for small businesses, check out the <u>Verizon Business' 5th Annual State of Small Business</u> Survey.

