

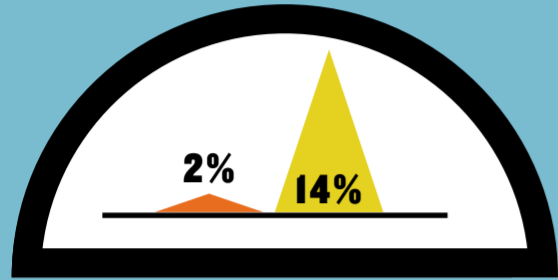
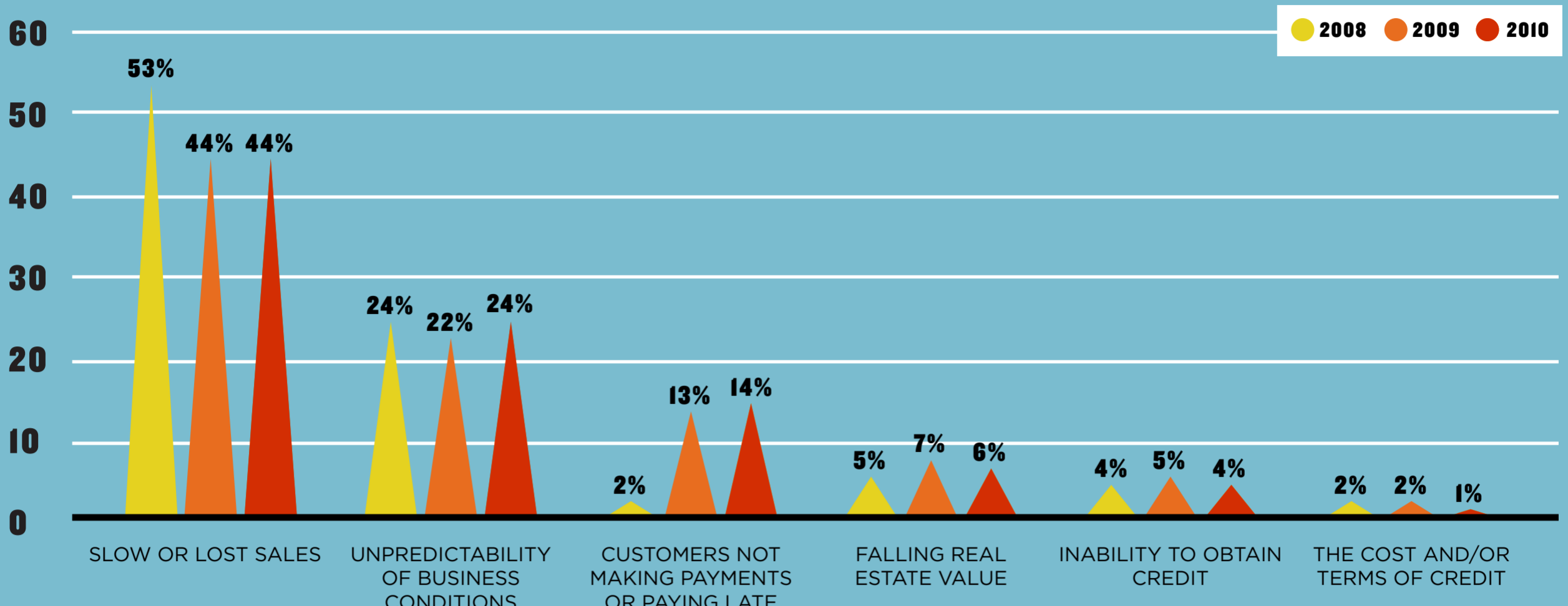
STARTUP STRUGGLES

THE MOST COMMON CHALLENGES ENTREPRENEURS FACE TODAY

Every entrepreneur encounters challenges while trying to get their business off the ground. Though it may seem overwhelming, with trusted advice and focused passion you can overcome these obstacles and build a lasting business.

Entrepreneur's Greatest Struggles

More than credit or falling real estate values, the most challenging problems reported by startups are slow sales and unpredictable business conditions.



Customers not making payments or paying late went from **2%** in 2008 to over **14%** in 2010. Following up with customers is an important practice and should be included in the prioritization of duties.

Struggle 1: Customer Retention

Many entrepreneurs are so focused on gaining new customers that they fail to address the need to retain the customers they already have.



DID YOU KNOW THAT IT IS 50% EASIER TO SELL TO EXISTING CUSTOMERS THAN BRAND NEW CUSTOMERS?

OR THAT EXISTING CUSTOMERS HAVE A DRAMATIC AFFECT TO YOUR COMPANY'S BOTTOM LINE?



A **5%** increase in customer retention can increase a company's profitability by **75%**.

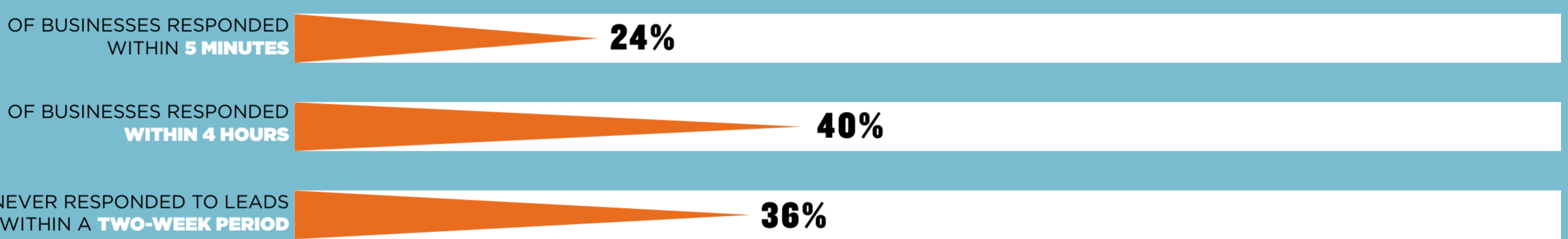


80% of your company's future revenue will come from just **20%** of your existing customers.

Struggle 2: Lead Nurturing

According to a study performed by InsideSales.com, it is evident that responding to potential leads is still a struggle for small businesses.

LEADS ARE LOOKING FOR A RESPONSE OR ACKNOWLEDGEMENT WITHIN 5 MINUTES OF THEIR SUBMISSION.



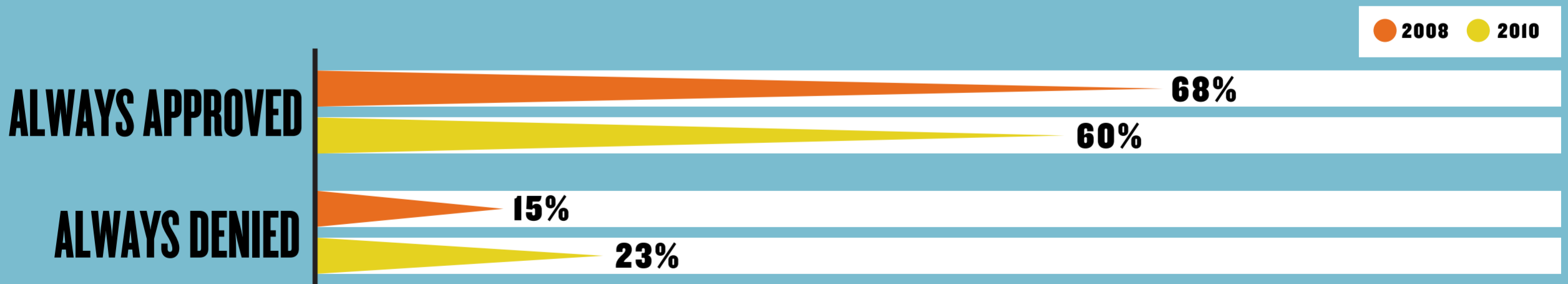
FOLLOWING UP ON LEADS STILL REMAINS EXTREMELY LOW FOR SMALL BUSINESSES AS WELL.



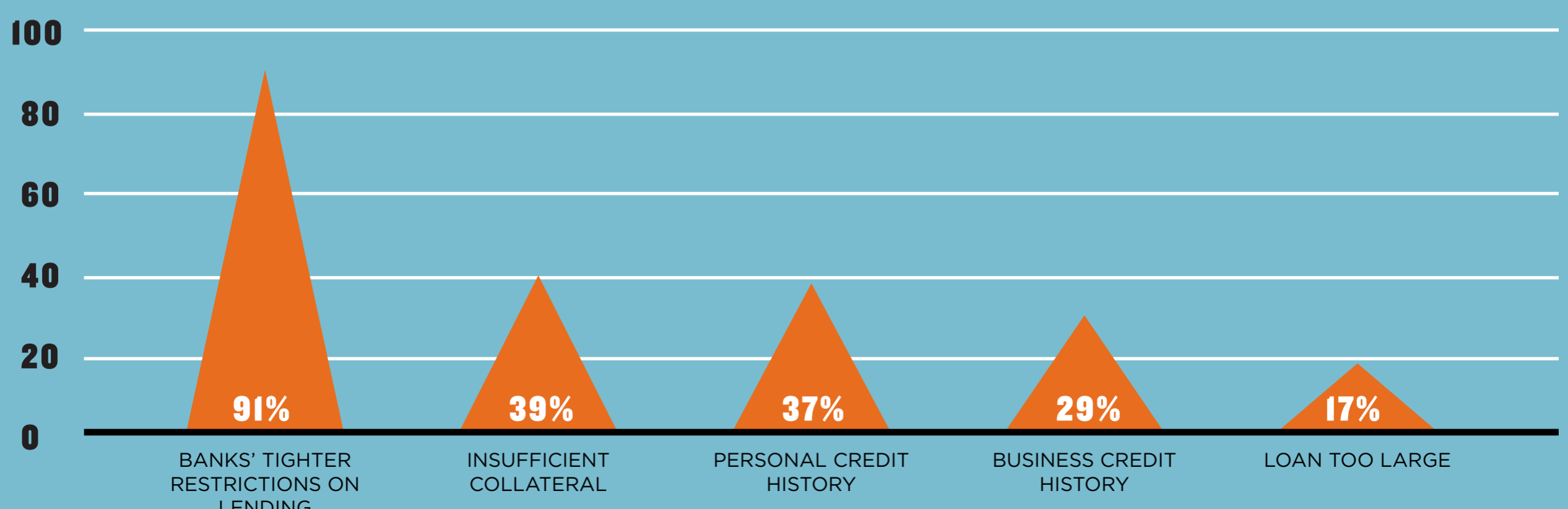
75% OF BUSINESSES HAD ONLY 2 ATTEMPTS TO CONTACT A POTENTIAL LEAD BEFORE THE REP GAVE UP.

Struggle 3: Obtaining Credit

20% of business owners said they didn't apply for funding because they feared their application would be denied.



REASONS FOR DENIAL



Entrepreneurship isn't easy, but getting advice from people who've walked in your shoes before can make a significant impact on overcoming startup struggles. Clarity realizes that high-impact calls with the right expert can be life changing, so they've built a platform to help connect entrepreneurs with industry experts directly over the phone. Clarity believes that the entrepreneur needs to be celebrated. After all, they're the ones that get up every day to make the world better for everyone else.