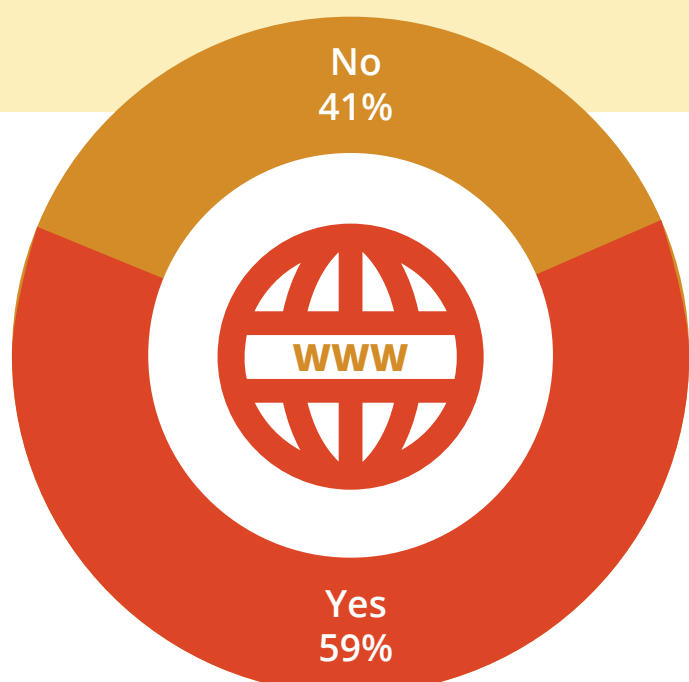


The Shared Experiences of Small Business Owners

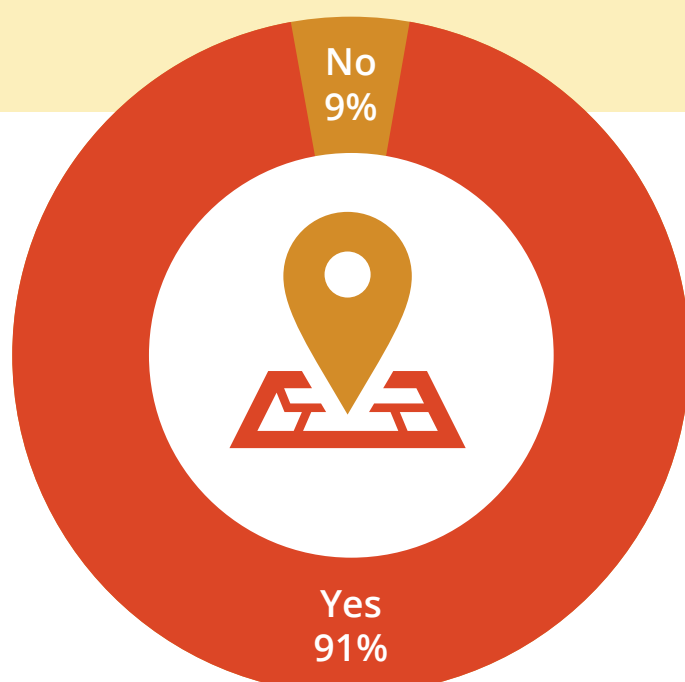
You see it happen everyday—a new flower shop on your block; a trendy coffee bar on the way to work; a fancy clothing boutique downtown. Small businesses pop up all the time, often in places we can see them and more often in places we can't. If you've

▲ dreamed of running your own show, you may have wondered about these precious undertakings. How did the owner(s) finance the company, figure out all the legal mumbo-jumbo, and market the brand? How did they know where to start? Don't worry—you're not

■ alone. In fact, we surveyed a bunch of small business owners about these very issues and came up with some interesting data—numbers and insights that will help you and your friends feel less alone, and guide your company (or idea) in the right direction.



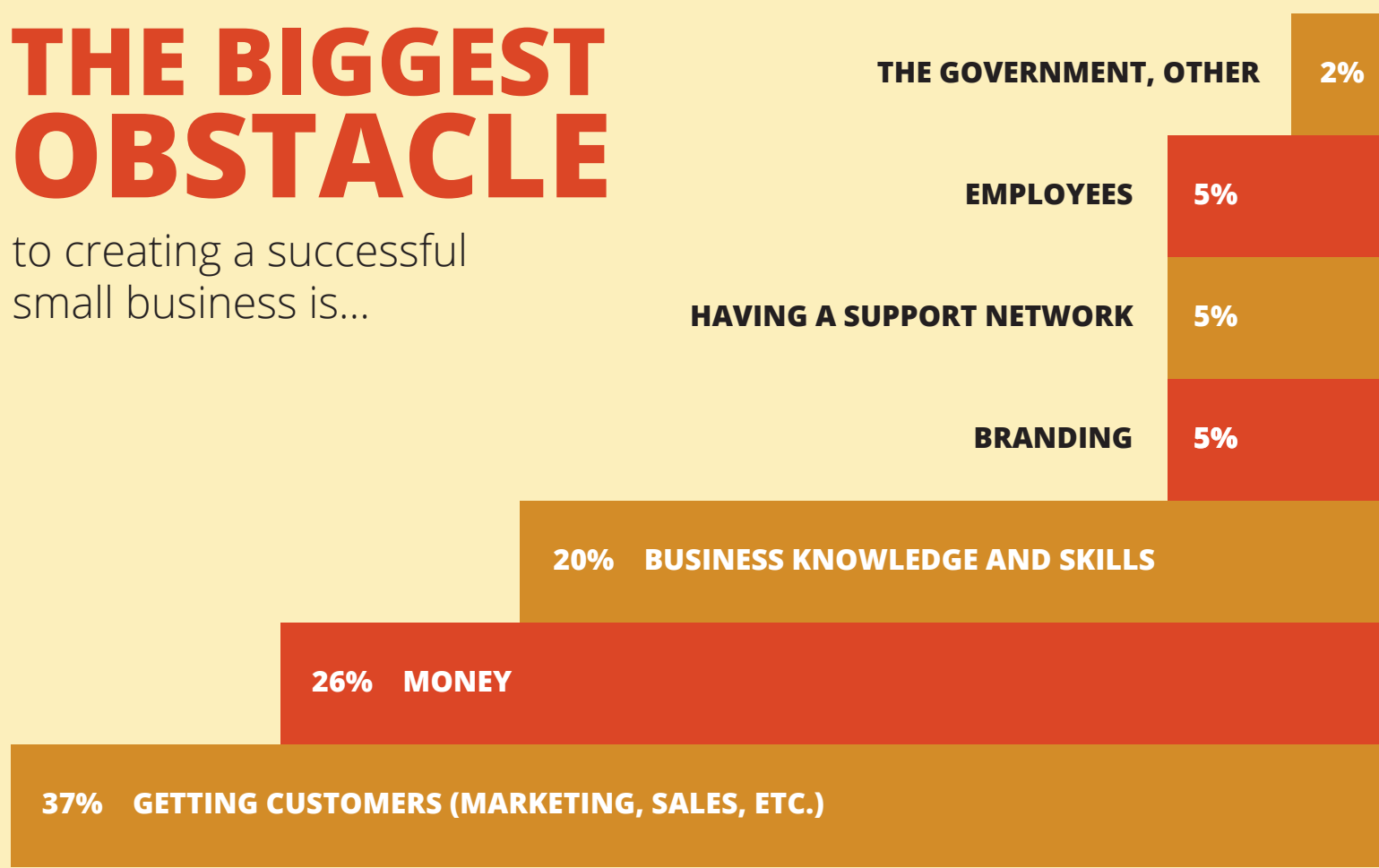
Small business owners who are **intimidated of creating a website**



Find it frustrating when a small business doesn't have a website with easily accessible **hours, address, and contact information**

THE BIGGEST OBSTACLE

to creating a successful small business is...



The one thing small businesses can use

HELP WITH...



Favorite small businesses...



RESTAURANT OR CAFE 48%



THEIR OWN BUSINESS 26%



TECH OR INTERNET COMPANY 19%



HEALTH RELATED 7%

... and why it's their favorite



GREAT PRODUCT 25%



CREATES LOVE & HAPPINESS 20%



HAS A SENSE OF COMMUNITY 15%



ENVY THEIR BUSINESS MODEL 15%



GREAT STAFF/SERVICE 10%



BUSINESS IS A SOURCE OF INSPIRATION 10%



OTHER 5%

Data from the Onepager Shared Experiences Survey, June 2013

Source: Onepager.com