



SheTrades

VISA

ITC SheTrades and Visa

# Harnessing digital solutions for financial success

Webinar Series

20th June 2024



**slido**



**What digital solutions do you already use  
for your business?**

ⓘ Start presenting to display the poll results on this slide.

# Agenda

1. Welcome & Housekeeping rules
2. ITC SheTrades and Visa
3. Overview of the Series
4. Introducing the speakers
5. Digitalisation for Small Businesses
6. Q&A
7. Polls
8. Reminders & announcements
9. Closing remarks

# ITC SheTrades: Meet the Team



**Ms. Kritee Sharrma**

**Partnerships Lead  
Visa GCC manager**

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**ITC SheTrades and Visa**



**Ms. Lizbeth Becerra**

**Access to Finance Lead  
Visa Asia Pacific manager**

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**ITC SheTrades and Visa**



**Ms. Valentina Saponara**

**Implementation and  
Communications**

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**ITC SheTrades and Visa**





ITC SHETRADES AND VISA

# ITC SheTrades Initiative

Established in 2015, the SheTrades Initiative is ITC's flagship Women and Trade Programme.

The ITC SheTrades Initiative aims to:

- Create a fairer, more sustainable global economy.
- Provide women entrepreneurs and producers with access to key knowledge, resources, and networks.
- Support policymakers on inclusive policy reforms, and better data.
- Leverage public and private partnerships to amplify the impact of our work.



# ITC SheTrades and Visa Collaboration

- In 2023, Visa and ITC SheTrades joined forces to advance women's economic empowerment across the Asia Pacific and the Gulf region.
- The partnership has 4 pillars of collaboration
  1. Advocating for increased participation of women in the digital economy
  2. Enrich skills development content on SheTrades platforms
  3. Providing tailored technical assistance
  4. Improving market and financial access for women





ITC SHETRADES AND VISA-CAPACITY BUILDING

# Harnessing Digital Solutions for Financial Success - Webinar Series

## 1. Future Ready: Effective Financial Planning

13<sup>th</sup> June 2024

## 2. Digital Solutions for Small Businesses

20<sup>th</sup> June 2024

## 3. Navigating the Path to Capital

27<sup>th</sup> June 2024





# Digital Solutions for Small Businesses



Patsian Low

Vice President, Inclusive Impact & Sustainability, Asia Pacific



Mynn Tang

Small Business - Director  
Visa Commercial Solutions, Asia Pacific



Shailesh Paul

Head – Global Small Merchant Acceptance  
Merchant Sales & Acquiring





# Enabling Small Business – The Engine of Growth

## Digital Solutions for Small Businesses

## Small businesses are different

The smaller SMBs have profile similar to consumers and the larger SMBs exhibit buying behaviours similar to middle and large corporates

### Need to navigate many types of challenges



Challenges  
managing cashflow



Increased  
competition



Compliance &  
Regulation are  
complex



Need to make  
operations more  
efficient



Difficult to  
monitor  
performance



Stressful to plan  
for the future

### Looking for platforms to support them with



Quick access to  
working capital



Easy and seamless ways to  
pay and receive payments



Support to stay on  
top of their finances



Rewards for their  
loyalty and spend



## Visa has a comprehensive set of solutions for all businesses

Allowing for making and receiving business payments

Receive payments:



Visa acceptance

Innovative Buyer solutions, focusing on 6 key areas:



Visa Business  
Prepaid/Debit / Credit



Virtual Cards



Visa Payment  
Controls



Visa Commercial  
Offers



Visa Spend Clarity  
for Business



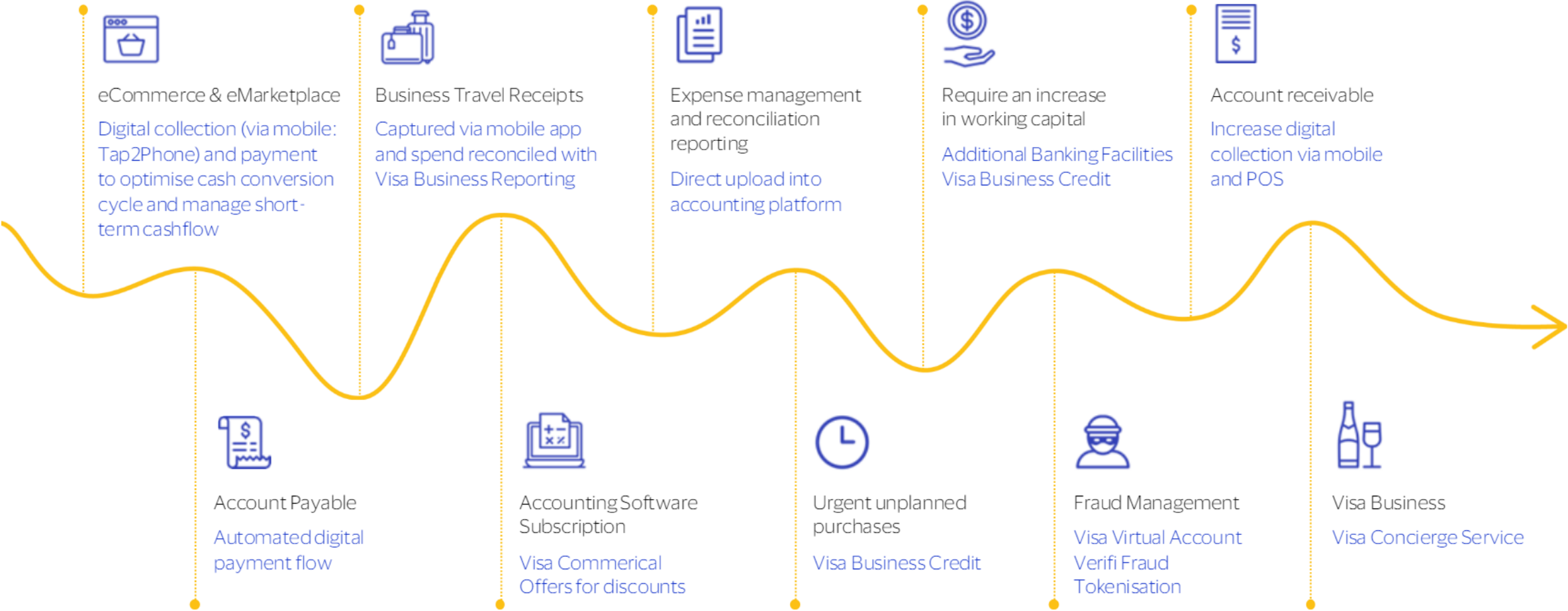
Business Payment  
Solution Provider (BPSP)

## Typical needs of a business owner





## Digital solutions to support business owner



# Meet Jessica

Jessica owns a digital marketing agency in Manila, Philippines, with 5 employees. In her scope of work, they need to regularly purchase images and video clips online for client assignments

## Challenges

- Jessica is cautious about using her personal debit card for her employees to purchase images and videos as she is uncomfortable to reveal her personal wealth. As such, she has to **purchase the images herself using her personal debit card**
- She understands that she **may not at this juncture qualify for a Business credit card** as her company is relatively new and without financial track record for credit underwriting
- To establish her relationship with the bank, Jessica applied for a **Business Debit card** linked to her company bank current account, as this will help her develop her company payment history and data for future credit underwriting



## Business debit cards can help Jessica...

- ✓ Separate personal and business expenses
- ✓ Easily track business spending with full visibility at all times
- ✓ Make cost reconciliation easier and quicker
- ✓ Full visibility of expenses ensuring no overspending risk as the balance is tied to the company's current account
- ✓ Enjoy rewards/cashback from business card as well as associated commercial offers that help her save money



## SMB Persona 3

# Meet Meera

Meera is a restaurateur with 40 employees and 5 restaurants across Mumbai and Delhi. She holds a business debit card and reimbursing company expenses to her employees

### Challenges

- But other employees often make purchases on behalf of the business, and incur travel costs, using their personal cards for this, **putting them out of pocket and needing to submit expense claims**
- This means that Meera has **expenses to reimburse** which means **more admin** for the business
- Additionally, cashflow is at times tight and she would preferably like to look for some **short-term working capital** to tie through seasonal periods
- Meera would like an integrated way to **issue employees with company credit cards and automating the reimbursement** and expense management









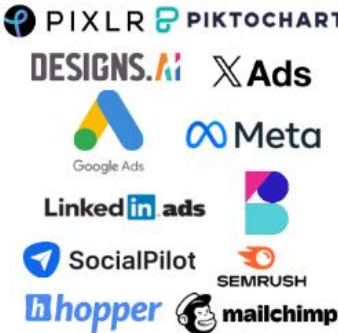




## Business credit cards can help Meera...

- ✓ Keep staff happy as they don't need to use their own funds for business expenses
- ✓ Automate the expense management process and monitor employee spending in real time
- ✓ Using her Business Credit card as a short term working capital for Meera
- ✓ Issue virtual card to employees efficiently

# 1. Visa Commercial Offers

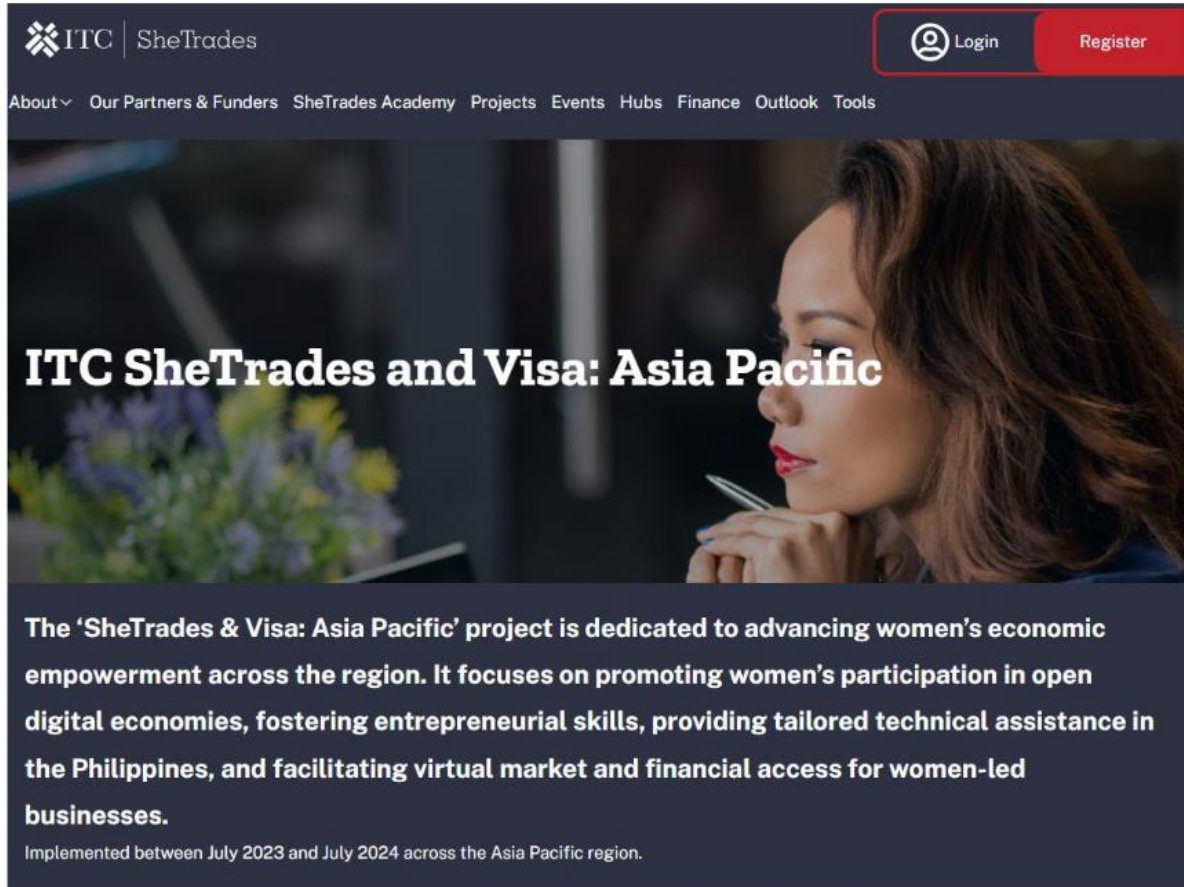
Build strategy partnerships to deliver best-in-class proposition for Small Businesses

Airline, Airport service, Meet & Greet	Accommodation	Cloud and Web Services Cloud Platforms/Infrastructure, Cyber-Security, Domains	Professional Services Accounting, Translation, Contractor Management	Productivity Collaboration, Document and Workflow Management	Human Resources Tools and Recruitment Platform
					
Insurance, Car Rental, Roaming	Dining Dine and Save with Visa program	Digital Marketing Advertising, Creatives, SEO/SEM, Social Media Management	Sales Management Lead generation, CRM, Customer Engagement	Co-Working and Logistics Inventory Management, Logistic Providers	Knowledge and Learning Online Courses, Publications
					<p>In partnership with</p> 
T&E		B2B			



## 2. Visa Practical Business Skills

<https://www.shetrades.com/project/itc-shetrades-and-visa-asia-pacific/>



The screenshot shows the top navigation bar of the ITC SheTrades website. The logo 'ITC | SheTrades' is on the left, and 'Login' and 'Register' buttons are on the right. Below the navigation bar is a menu with items: 'About', 'Our Partners & Funders', 'SheTrades Academy', 'Projects', 'Events', 'Hubs', 'Finance', 'Outlook', and 'Tools'. The main content area features a large image of a woman in profile, with the text 'ITC SheTrades and Visa: Asia Pacific' overlaid. Below the image is a dark blue box with white text describing the project's focus on women's economic empowerment in the Asia Pacific region. At the bottom of this box, it states the project was implemented between July 2023 and July 2024.

ITC | SheTrades

Login Register

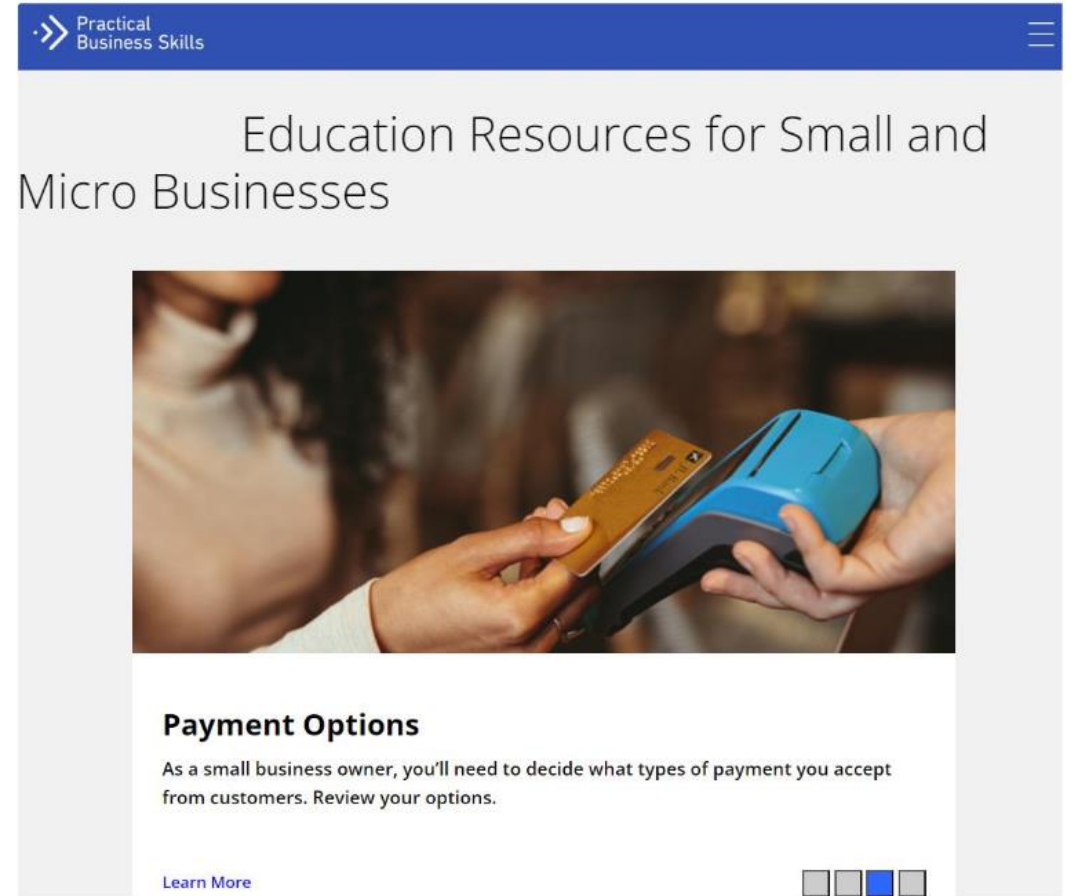
About Our Partners & Funders SheTrades Academy Projects Events Hubs Finance Outlook Tools

### ITC SheTrades and Visa: Asia Pacific

The 'SheTrades & Visa: Asia Pacific' project is dedicated to advancing women's economic empowerment across the region. It focuses on promoting women's participation in open digital economies, fostering entrepreneurial skills, providing tailored technical assistance in the Philippines, and facilitating virtual market and financial access for women-led businesses.

Implemented between July 2023 and July 2024 across the Asia Pacific region.


About the project



The screenshot shows the 'Practical Business Skills' website. The top navigation bar is blue with the text 'Practical Business Skills' and a menu icon. The main content area has a light gray background with the title 'Education Resources for Small and Micro Businesses'. Below the title is a large image of a person's hands using a blue Visa payment terminal. Underneath the image is a section titled 'Payment Options' with a short paragraph of text and a 'Learn More' link. At the bottom right of the section are four small square icons, with the third one (blue) being active.

### Practical Business Skills

## Education Resources for Small and Micro Businesses



### Payment Options

As a small business owner, you'll need to decide what types of payment you accept from customers. Review your options.

[Learn More](#)



### 3. Visa Small Business Hub

https://www.visa.com.sg/run-your-business/small-business-tools/smb-hub.html

**Small Business Hub**  
Empowering your business, wherever you take it.  
Sign up to get updates

**Resources and solutions tailored for your business**

Resources & Tools | Visa Payment Solutions | Payment Trends | Partner Solutions | Supporting SMBs

**Resources & Tools**  
Get answers to help your business thrive

**Visa Payment Solutions**  
Explore products and flexible solutions for your unique journey

**Payment Trends**  
Discover what's new in the payment landscape

**Partner Solutions**  
Collaborate with our diverse network of partners

**Supporting SMBs**  
Learn about Visa's initiatives to support small businesses

**Resources & Tools**  
Start building with solutions tailored to help your business meet the future

**Expand your resources**  
Discover resources curated to help you and your business

**Adapt your operations**

**Small Business Hub**  
No matter where you are in your small business journey, we're here to help  
Find small businesses

**Visa's eCommerce Starter Kit**  
Leverage Visa's offers, solutions and free tools to start, run and grow your business online

Connect to more customers by going digital | Run your business | Grow your business | Get in contact

**Connect to more customers by going digital**

**VISA**

# ITC SheTrades and Visa Webinar

20 June 2024  
Shailesh Paul, Visa





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# Starting to accept cards has a clear, positive impact on SMBs' revenue customer base and operations<sup>1</sup>

## Benefits of Accepting Cards



Increased sales and better customer experience



Improve productivity and gain business insights / tools



Higher security and data transparency



Customer's preference due to convenience, rewards, and payment protection



Build relationship with banks, which opens access to more credit, cheaper and longer-term loans



Improve quality of life as you can manage business remotely

## Card Benefits by the Numbers

EU



**66%**

say cards reduce the risk of not getting paid<sup>4</sup>

**55%**

say customers spend more when they use cards<sup>4</sup>

AP



**42%**

of offline SMBs in Indonesia closed during Covid-19, compared to 24% of online SMBs<sup>2</sup>

LAC



**82%**

reported in-person digital acceptance increased sales<sup>3</sup>

**74%**

reported increased sales from online acceptance<sup>3</sup>

CEMEA



**45%**

of individuals in Uzbekistan state that convenience is the leading reason to start using digital payments<sup>4</sup>

## Digital Payments Benefits

**>90%**

of SMBs reported revenue growth when implementing 1+ digital tool<sup>5</sup>

**85%**

of SMBs believe that digital transformation is critical to success<sup>6</sup>

**20%**

average reduction in operating costs due to digitization<sup>7</sup>



Sources: multiple Visa Research studies.

(1) Unlocking the Benefits of Digital Payments for Micro & Small Businesses: Insights from Mexico - Visa and 60 Decibels (2021). (2) Empowering Participation in Commerce: New Strategies for Digitization of Micro and Small Businesses (2021). (3) AMI Report (Aug 21) - Latin American SMBs in a post-COVID World. (4) Unlocking the Benefits of Digital Payments: Insights from Uzbekistan (2023). (5) Digital tools for SMBs performance in 2021. (6) 13 Digital Transformation Statistics in 2023 & beyond. (7) Empowering Participation in Commerce: New Strategies for Digitization of Micro and Small Businesses (2021)

# SMBs sometimes shun card payments, quoting costs, tech hurdles and consumer preferences as barriers

## Card Acceptance Hurdles by the Numbers



**80%**

feel they don't need business financial products<sup>1</sup>



**40%**

want to avoid paying fees<sup>1</sup>



**30%**

want to avoid bureaucracy and distrust financial institutions / are unaware of the value proposition<sup>1</sup>

*SMBs are typically disadvantaged in access to capital, technology and logistics compared to enterprise businesses. Estimates from the US suggest business closure rates doubled during Covid-19 as SMBs were most impacted<sup>2</sup>*

**Only 17%**

of SMBs in small towns would consider taking a credit card in the future vs. 40% in cities<sup>1</sup>

**Only 30%**

of digital transformations are successful (however, small businesses record higher success rates than enterprises)<sup>3</sup>

## Key Barriers to Acceptance



Perceived as high cost due to lack of awareness of card acceptance benefits



Friction of deploying / onboarding, along with reluctance to formalize business



Complicated terminals or not enough space for a POS terminal



Not technologically advanced / low smartphone penetration



Slower settlement cycles and transaction speeds for those with limited network access



Lack of relevance - in small towns relationships are family like and don't require trusting 3rd party services



Cash is the preference amongst consumers, as they are reluctant to complete online orders



Sources: multiple Visa Research studies.

(1) Financial inclusion among small and micro-business AMI (Nov 2022). (2) The Federal Reserve. Business entry and exit in the COVID-19 pandemic: A preliminary look at official data, fedreserve.gov. (3) 13 Digital Transformation Statistics in 2023 & beyond

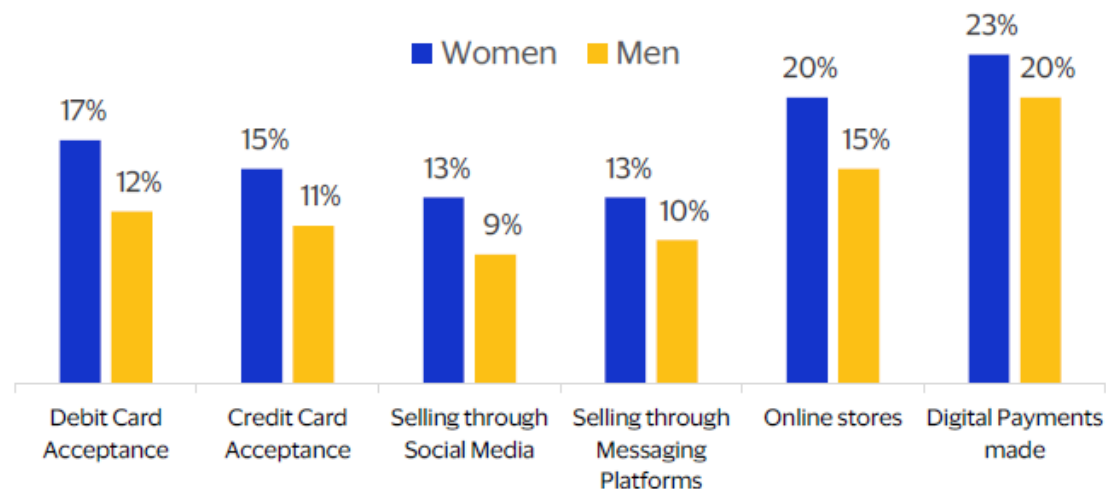
# Female owned SMBs accelerated digitization during the pandemic, highlighting the role of digitization in driving financial inclusion and improving quality of life

## Female-led Digitization

- **Women are less confident about starting a business** than men and are at risk of falling behind in digitization, although they are highly motivated to digitize. Only 33% of SMBs globally are female-owned<sup>1</sup>
- A study in China by Visa found that **family satisfaction was the leading factor influencing job satisfaction** for women owners of micro and small businesses<sup>2</sup>



### Micro / Small Business Digital Adoptions during Covid-19 (percent of women vs. men)<sup>3</sup>



## Financial Inclusion

- **Digital payments** are an onramp to financial inclusion leading to **inclusive economic development**
- Opportunity to **advance financial inclusion** and to help bridge the **digital divide** to improve and **uplift the lives** of millions of people
- Digitization **helps improve the quality of life** of small business owners by providing a **better work-life balance**, enables **remote commerce**, improves **time management**, day-to-day operations and financial accounts<sup>2</sup>
- **Payment facilitators are not seen as driving inclusion**, reaching people and business owners who were not accepting digital payments before, the growth is being driven by very small businesses and to some extent women<sup>4</sup>



Sources: multiple Visa Research studies.

(1) Women in Business Statistics & Facts: Key Insight. (2) Empowering Participation in Commerce: New Strategies for Digitization of Micro and Small Businesses (2021). (3) Visa Economic Empowerment Institute (2021) Small Business in the Digital Age: Recommendations for Recovery and Resilience. (4) Unlocking the Benefits of Digital Payments for Micro & Small Businesses: Insights from Mexico - Visa and 60 Decibels (2021)



# There are many common misconceptions amongst SMBs who are not fully educated on the benefits and safety of digital payments



## Accepting Cards is Expensive



- Fees associated with card processing are generally offset by the increase in sales that comes with accepting cards
- 2.2% lift in authorization rates for Visa token clients in LAC<sup>1</sup>
- In Mexico, amongst SMBs that went digital, 75% increased revenue and 76% improved business management<sup>2</sup>



## Card Acceptance Increases the Risk of Fraud



- With advancements in technology, card information is encrypted and tokenized to ensure safety
- Companies must adhere to PCI compliance standards to keep card information secure
- Clients that use Visa Acceptance Platform see 70 bps reduction in fraud on average<sup>3</sup>.



## It's Complicated to Set Up Card Payments



- SMBs don't need a physical terminal to accept cards, just an NFC device (smartphone)
- The application process for a merchant account is actually quite simple and can often be completed online
- You don't need a landline to accept cards, modern machines can use WiFi / mobile data



## Customers Don't Care if a Business Doesn't Accept Cards



- Many customers prefer to pay with cards for convenience and security reasons
- Customers travelling internationally will be enabled to make purchases
- 72% of consumers are comfortable buying in other countries, factors to increase comfort are led by card protection (50%)<sup>4</sup>



## Chargebacks Will Hurt the Business



- Cash doesn't offer the same level of tracking, security, or convenience as card payments
- Chargebacks happen infrequently for most businesses and there are processes in place to dispute illegitimate chargebacks
- Dispute resolution timelines are reduced from 24 days to 1 second with Visa + Verifi<sup>5</sup>



## Accepting Cards Will Slow Down Checkout Process



- Modern card readers are often quicker than counting out change for cash transactions
- Contactless payments may be processed offline and then uploaded later in a batch
- 91% of SMBs said they are at least somewhat likely to use AI services over the next 12 months<sup>4</sup>



Sources: multiple Visa Research studies.

(1) VisaNet, Jan-Mar 2022. Auth rate defined as approved authorizations divided by total authorization attempts upon first attempt of transaction. (2) Euromonitor MSS 2021-22. 16th Edition, Banco Central do Brasil Issuer reported data, Earnings reports. (3) Visa efficacy analysis leveraging existing sellers compared to VisaNet, from Oct 2020 - Sept 2021. (4) Visa's Global Back to Business Study by Wakefield Research (March/April 2023). (5) Visa Claims Resolution Updates, 2018; Average response time based on Beta testing data, July/Aug 2020.



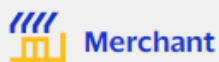
# In-store Acceptance | Accept face-to-face contactless payments with a mobile device

Card offer unique benefits for both consumers & merchants

(vs Wallets/ RTP)



- ✓ Pay with credit
- ✓ Fraud Protection
- ✓ Card Rewards
- ✓ For both Intl/ Dom users



- ✓ Accept Credit
- ✓ Larger Average Ticket Size
- ✓ Seamless Payment Experience
- ✓ Open Acceptance to >4B Visa cardholders



Tap-to-Phone is a low-cost, easy to deploy solution for SMBs and retains a great contactless payment experience



Terminals	POS	mPOS	Tap-to-Phone
Onboarding	●	●	●
Experience	●	●	●
Speed (NEW)	●	●	●
Portability	●	●	●
Value-added services (NEW)	●	●	●
Cost	●	●	●



Merchant Profile

Retail Business	Retail Pop-up	Service Business
Fixed Set-up	Fixed/ On-the-go	On-the-go Set-up
High Volume	Medium Volume	Low Volume



Thank  
you





**Any  
questions?**





ITC SHETRADES AND VISA

# Mentorship Opportunity

Interested in elevating your business to new heights? Get matched with an expert from Visa and receive one-on-one mentorship!

## Mentorship Pillars

Digital Banking  
& Payments

Digital Marketing

Market Access and  
Strategy

## Selection Criteria

- Being a women-led business
- Being an active member of [SheTrades](#) with an account on SheTrades.com.
- Completing the ITC & Visa Self-assessment Tool.
- Being a legally registered business.
- Have been running a business for at least 1 year.
- Businesses already exporting or looking to export.
- Motivated to receive mentorship.

LAUNCH OF APPLICATIONS: 27<sup>TH</sup> JUNE 2024

# See you at the next session!

## Navigating the Path to Capital

27<sup>th</sup> June 2024

10:00- 11:00 CEST

A promotional graphic for a webinar. It features a dark blue background with a light blue puzzle piece in the center. On the puzzle piece is a pink piggy bank. To the right of the puzzle piece is a 3D bar chart with four bars of increasing height. Below the puzzle piece is a stack of US dollar bills. The ITC logo is in the top left, and the VISA logo is in the top right. The text 'Webinar 3' is in a light blue rounded rectangle. The main title 'Navigating the Path to Capital' is in large white font. Below it is a paragraph of text: 'How can you make your business fit for funding? Join the webinar and find out how to achieve your next business growth opportunity!'. At the bottom is a red rounded rectangle with the text '27 JUN 2024 | 10:00 - 11:00 HR CEST'.

 ITC 

Webinar 3

### Navigating the Path to Capital

How can you make your business fit for funding? Join the webinar and find out how to achieve your next business growth opportunity!

27 JUN 2024 | 10:00 - 11:00 HR CEST





SheTrades

# Thank you.



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