WOMPLY

2020

Summary of the economic apocalyse

We are in a small business depression as of Friday March 13th

The old playbook won't save us:

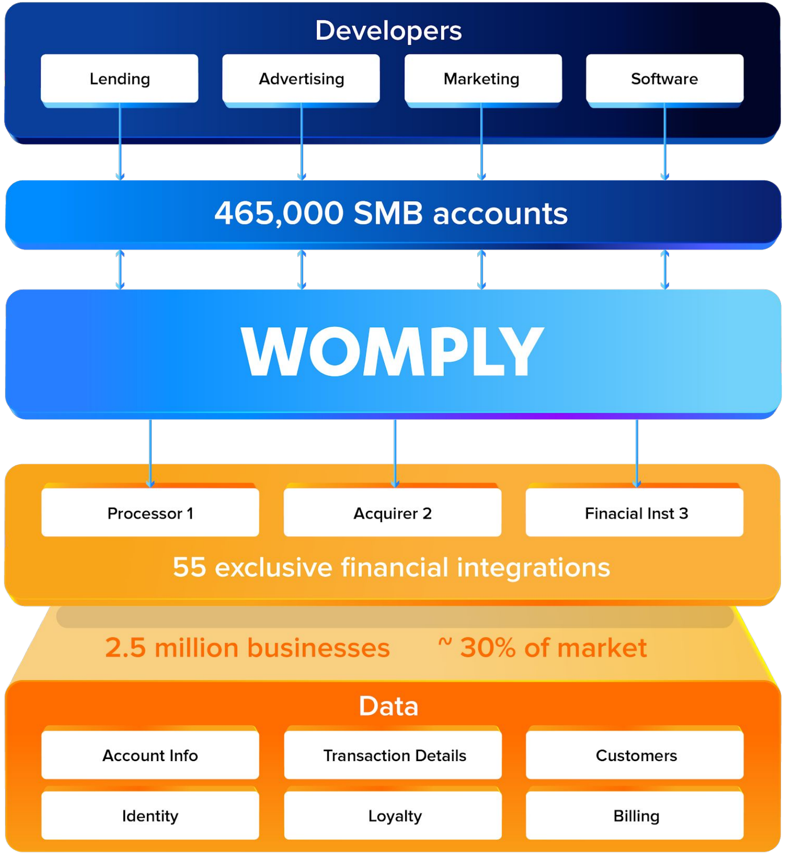
- Monetary policy: Not relevant to small businesses
- Demand-side fiscal stimulus: Not relevant if businesses are dead or can't sell goods and services
- SBA: Cannot handle scale or speed of crisis

Half of America's businesses will die in the next 60 days without **radical** Federal and State intervention

The only viable solution is to enlist companies (banks, payment processors, acquirers) in a massive public+private effort to inject supply-side stimulus to keep businesses alive. This could be done within hours or days, using government funds and private data & infrastructure.

If we don't fix this then millions of small businesses will layoff all their employees, default on their accounts payable, rent, credit cards, debts, and taxes. This will cause a simultaneous banking and unemployment crisis, which will hit big businesses too. The recovery will take years because the businesses that are needd to create jobs and get us out of the depression will be dead.

Womply: the Local Commerce Platform



50+ financial services data partners

FIS
globalpayments
usbank
WELLS FARGO
worldpay
TSYS
Elavon

FIRST AMERICAN
NorthAmerican BANCARD
WIND RIVER FINANCIAL
M&T
First Citizens Bank
Axia
phoneSWIPE
ELIOT MANAGEMENT GROUP
SignaPay
nuvei

payment alliance international
TransLink
OMEGA
electronic merchant systems
payroc STABILITY IN PAYMENTS
UMS Banking
JetPay
np Nationwide Payments
cpn
TITANIUM PAYMENTS

ATLANTIC PACIFIC PROCESSING SYSTEMS
Integrity
TRANSFIRST
PIVOTAL
total merchant services
MC Merchants' Choice Payment Solutions
payscape
FOUNDRY BUSINESS
UnifiedPayments
NMA National Merchants Association

AMERICAN EXPRESS
BB&T
Groovv
Sphere powered by TrustCommerce
TIB
celero accelerated commerce
Paysafe:
Verifone
VISA

Small businesses are critical to the US economy

~$10 trillion in GDP
~50% of America's jobs

Womply serves 400 different types of businesses! Not just restaurants:

- Hotels
- Bars
- Auto-service
- Gardeners
- Pool Cleaning
- Equipment rental
- HVAC
- Bike shops
- Education
- Professional services

It’s a bloodbath. We’ve never seen this before.

ROOT CATEGORY	Arts and Entertainment Businesses	Auto Sales Businesses	Auto Services	Bars and Lounges	Educational Institutions	Food and Beverage Shops	Health and Beauty Businesses
STATE	WoW Revenue	WoW Revenue	WoW Revenue	WoW Revenue	WoW Revenue	WoW Revenue	WoW Revenue
AK	(24%)	(4%)	(15%)	(63%)	(34%)	(12%)	(14%)
AL	1%	(10%)	(16%)	6%	(33%)	23%	(10%)
AR	(20%)	(51%)	(16%)	(31%)	(35%)	8%	(29%)
AZ	(71%)	(15%)	(18%)	(27%)	(40%)	25%	(17%)
CA	(42%)	(17%)	(14%)	(28%)	(43%)	(6%)	(29%)
CO	(38%)	(16%)	(20%)	(24%)	(40%)	22%	(29%)
CT	(55%)	(30%)	(21%)	(27%)	(52%)	20%	(17%)
DC	(55%)		(24%)	(40%)	(55%)	(2%)	(26%)
DE	(54%)	(7%)	(25%)	4%	(17%)	43%	(25%)
FL	(31%)	(18%)	(8%)	(5%)	(29%)	20%	(18%)
GA	(55%)	(17%)	(9%)	(30%)	(36%)	31%	(15%)
HI	(19%)	(19%)	5%	(14%)	(68%)	(6%)	(9%)
IA	7%	(24%)	(22%)	(18%)	(27%)	15%	(7%)
ID	12%	(13%)	(9%)	(15%)	(24%)	9%	(27%)
IL	(42%)	(15%)	(24%)	(10%)	(40%)	34%	(20%)
IN	(26%)	(23%)	(16%)	(25%)	(45%)	24%	(18%)
KS	(16%)	(28%)	(14%)	0%	(11%)	5%	(16%)
KY	(46%)	(9%)	(5%)	(21%)	(26%)	11%	(21%)
LA	(36%)	(16%)	(16%)	(20%)	(34%)	15%	(18%)
MA	(55%)	(18%)	(15%)	(77%)	(23%)	24%	(26%)
MD	(43%)	(4%)	(17%)	(19%)	(43%)	23%	(24%)
ME	(57%)	(26%)	(28%)	(84%)	(18%)	(23%)	(26%)
MI	(46%)	4%	(18%)	(36%)	(42%)	15%	(27%)
MN	(45%)	(17%)	(14%)	(23%)	(44%)	32%	(18%)
MO	(45%)	(17%)	(12%)	(19%)	(33%)	8%	(22%)
MS	(26%)	(33%)	(11%)	(31%)	(18%)	5%	(20%)
MT	(48%)	(14%)	(44%)	(32%)	(9%)	10%	(19%)
NC	(52%)	(6%)	(16%)	(17%)	(23%)	(2%)	(16%)
ND	(5%)	(27%)	(15%)	(62%)	(1%)	(7%)	(21%)
NE	(50%)	(25%)	(16%)	(25%)	(29%)	8%	(23%)
NH	(37%)	(8%)	(12%)	(77%)	(15%)	(18%)	(15%)
NJ	(57%)	(14%)	(12%)	(48%)	(51%)	49%	(21%)
NM	(36%)	(22%)	(11%)	(15%)	(47%)	22%	(20%)
NV	(10%)	(26%)	(24%)	(16%)	(20%)	0%	(29%)
NY	(61%)	(13%)	(23%)	(49%)	(21%)	19%	(36%)
OH	(64%)	(19%)	(19%)	(26%)	(26%)	21%	(29%)
OK	(7%)	(19%)	(20%)	(17%)	(29%)	12%	(17%)
OR	(55%)	(14%)	(6%)	(25%)	(20%)	49%	(20%)
PA	(57%)	(9%)	(19%)	(20%)	(23%)	31%	(23%)
RI	(61%)	(56%)	(29%)	(77%)	(34%)	27%	(18%)
SC	(18%)	(8%)	(10%)	(17%)	(2%)	(5%)	(9%)
SD	26%	(17%)	(18%)	(38%)	(48%)	9%	(42%)
TN	(8%)	(12%)	(10%)	128%	(21%)	16%	(9%)
TX	(18%)	(21%)	(18%)	(21%)	(45%)	18%	(21%)
UT	(27%)	(16%)	(13%)	(38%)	10%	(1%)	(27%)
VA	(46%)	(13%)	(19%)	(61%)	(29%)	16%	(25%)
VT	(40%)	(29%)	(19%)	(35%)	(42%)	12%	(31%)
WA	(35%)	(17%)	(13%)	(24%)	(28%)	14%	(19%)
WI	(49%)	(7%)	(15%)	(18%)	(9%)	6%	(21%)
WV	(19%)	(3%)	(15%)	(16%)	(72%)	16%	(23%)
WY	(37%)	(21%)	(28%)	(29%)	(34%)	8%	(18%)
All States	(41%)	(15%)	(16%)	(25%)	(34%)	17%	(22%)

ROOT CATEGORY	Healthcare and Medical Centers	Local Services	Lodging Places	Online Businesses	Parking Businesses	Pet Services	Professional Services
STATE	WoW Revenue	WoW Revenue	WoW Revenue	WoW Revenue	WoW Revenue	WoW Revenue	WoW Revenue
AK	(10%)	5%	(65%)	1,464%	(60%)	6%	(43%)
AL	(16%)	(2%)	(12%)	2%	(5%)	3%	(19%)
AR	(12%)	(6%)	(27%)	(62%)	(33%)	9%	(22%)
AZ	(20%)	(21%)	(45%)	(19%)	(18%)	6%	(24%)
CA	(15%)	(11%)	(36%)	(39%)	(37%)	(3%)	(14%)
CO	(18%)	(11%)	(40%)	0%	(30%)	10%	(2%)
CT	(6%)	(13%)	(48%)	(64%)	73%	2%	12%
DC	(17%)	(26%)	(44%)	(51%)	(57%)	(37%)	(32%)
DE	(35%)	(40%)	(42%)	39%	(44%)	(2%)	(55%)
FL	(9%)	(10%)	(19%)	(19%)	(30%)	2%	(13%)
GA	(12%)	1%	(18%)	(48%)	(16%)	(5%)	(26%)
HI	(8%)	(17%)	(21%)	(2%)	(19%)	16%	(17%)
IA	(19%)	(20%)	(30%)	(18%)	(21%)	(5%)	(13%)
ID	(20%)	3%	(51%)	(73%)	(41%)	3%	(19%)
IL	(8%)	(14%)	(27%)	(5%)	(31%)	(7%)	(13%)
IN	(3%)	(4%)	(28%)	(42%)	(36%)	(4%)	(23%)
KS	(6%)	(14%)	(37%)	(38%)	(8%)	(1%)	(26%)
KY	(3%)	(13%)	(29%)	(15%)	(18%)	(4%)	(28%)
LA	(9%)	(12%)	(23%)	(59%)	(41%)	(2%)	(26%)
MA	(2%)	(1%)	(40%)	(74%)	(63%)	(1%)	(21%)
MD	(23%)	(24%)	(23%)	491%	(41%)	1%	(22%)
ME	(21%)	(6%)	(45%)	(27%)	38%	(16%)	(36%)
MI	(17%)	(10%)	(31%)	(41%)	63%	(3%)	(26%)
MN	3%	(18%)	(24%)	4%	(36%)	8%	(13%)
MO	(15%)	(3%)	(19%)	(3%)	(36%)	1%	(10%)
MS	(11%)	(17%)	(7%)	(70%)		22%	(30%)
MT	(27%)	(14%)	(50%)	30%	(22%)	(28%)	(34%)
NC	(12%)	1%	(31%)	(38%)	(34%)	(7%)	(17%)
ND	(54%)	(51%)	(19%)	16%	(11%)	(10%)	(44%)
NE	(13%)	(11%)	(45%)	2%	(14%)	(8%)	(10%)
NH	(14%)	(9%)	(39%)		(32%)	6%	(26%)
NJ	(18%)	(19%)	(38%)	(8%)	(51%)	3%	(29%)
NM	(37%)	(31%)	(15%)		(27%)	(8%)	(23%)
NV	(24%)	(22%)	15%	28%	36%	(6%)	(29%)
NY	(21%)	(30%)	(40%)	(37%)	(35%)	0%	(19%)
OH	(11%)	(14%)	(43%)	(35%)	(37%)	1%	5%
OK	(18%)	(4%)	(22%)	(74%)	(23%)	3%	(4%)
OR	(8%)	(1%)	(28%)	17%	(24%)	(2%)	(8%)
PA	(18%)	(24%)	(37%)	(13%)	(44%)	(12%)	(10%)
RI	(13%)	(4%)	(42%)	(79%)	(3%)	6%	(27%)
SC	(7%)	(4%)	(21%)	(45%)	(25%)	4%	(14%)
SD	(22%)	(4%)	(50%)	151%	(5%)	(7%)	10%
TN	(4%)	(1%)	(21%)	(32%)	(38%)	6%	(12%)
TX	(6%)	(21%)	(24%)	(23%)	244%	3%	(13%)
UT	(6%)	(3%)	(38%)		(56%)	2%	(12%)
VA	16%	(19%)	(25%)	(33%)	(39%)	(7%)	(19%)
VT	(21%)	70%	(36%)			18%	(58%)
WA	(13%)	(6%)	(43%)	(3%)	(31%)	(4%)	(16%)
WI	4%	(9%)	(41%)	(3%)	(19%)	4%	(3%)
WV	(2%)	(18%)	(30%)	(68%)	(17%)	(6%)	(18%)
WY	(11%)	3%	(23%)	13%	(32%)	(3%)	(23%)
All States	(10%)	(14%)	(28%)	(19%)	(26%)	(1%)	(14%)

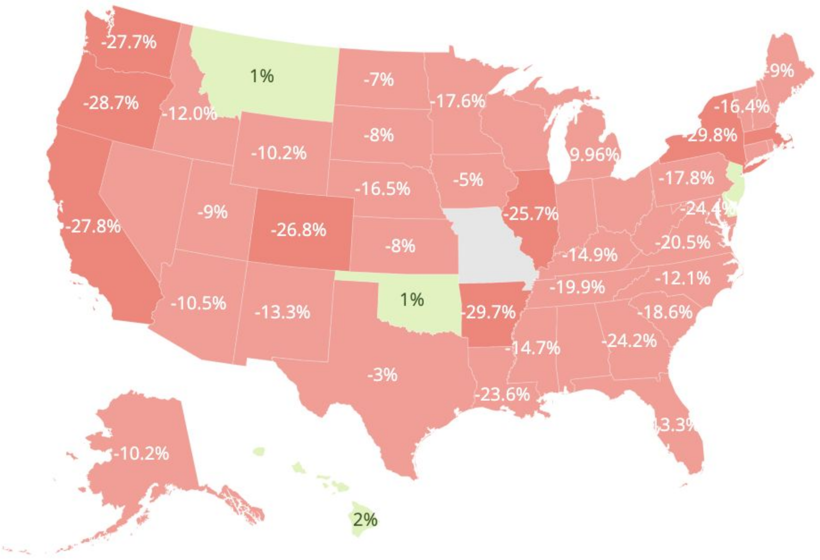
ROOT CATEGORY	Public Services and Government ...	Quick Serve Food and Beverage Bu...	Religious Organizations	Restaurants	Retail and Wholesale Businesses	Sports and Recreation Places	Transportation Businesses
STATE	WoW Revenue	WoW Revenue	WoW Revenue	WoW Revenue	WoW Revenue	WoW Revenue	WoW Revenue
AK	(31%)	(8%)	(25%)	(57%)	6%	(42%)	(72%)
AL	20%	(7%)	(4%)	(21%)	(13%)	(22%)	(44%)
AR	8%	(17%)	63%	(41%)	(15%)	(19%)	(6%)
AZ	(14%)	(34%)	22%	(28%)	(1%)	(13%)	(6%)
CA	(19%)	(23%)	(26%)	(32%)	(14%)	(21%)	8%
CO	(8%)	(17%)	23%	(33%)	(16%)	5%	754%
CT	(50%)	(24%)	7%	(33%)	(12%)	(13%)	(21%)
DC	(20%)	(16%)	(8%)	(48%)	(40%)	31%	(40%)
DE	(10%)	(45%)	(95%)	(18%)	(10%)	(38%)	(62%)
FL	1%	(10%)	(10%)	(20%)	(12%)	(15%)	(38%)
GA	(1%)	(11%)	13%	(28%)	(10%)	(34%)	(8%)
HI	(21%)	3%	31%	(14%)	(12%)	(29%)	102%
IA	(22%)	(11%)	(33%)	(26%)	(9%)	(35%)	(61%)
ID	(28%)	(13%)	(49%)	(21%)	2%	(40%)	0%
IL	(39%)	(13%)	(14%)	(28%)	(21%)	(45%)	(11%)
IN	(35%)	(19%)	(36%)	(25%)	(14%)	(19%)	(14%)
KS	(53%)	(14%)	(12%)	(37%)	(10%)	1%	(8%)
KY	(21%)	(20%)	(7%)	(25%)	(1%)	(42%)	(29%)
LA	23%	(25%)	(33%)	(18%)	(13%)	(22%)	(26%)
MA	(58%)	(13%)	(37%)	(38%)	(16%)	1%	47%
MD	7%	(11%)	(42%)	(32%)	(12%)	(17%)	(41%)
ME	(17%)	(16%)	20%	(35%)	(21%)	(27%)	53%
MI	(33%)	(17%)	26%	(33%)	(9%)	(51%)	(5%)
MN	(19%)	(11%)	(25%)	(32%)	(17%)	(4%)	(25%)
MO	(29%)	(12%)	(6%)	(31%)	7%	(35%)	6%
MS	(35%)	(10%)	(52%)	(19%)	(15%)	(20%)	(16%)
MT	(62%)	(12%)	(23%)	(41%)	(25%)	(29%)	(54%)
NC	(27%)	(12%)	(28%)	(22%)	(12%)	(46%)	(22%)
ND	117%	(12%)	(37%)	(31%)	(7%)	(34%)	(60%)
NE	(15%)	(9%)	10%	(30%)	(14%)	(12%)	23%
NH	(38%)	(10%)	(41%)	(24%)	(8%)	(33%)	(24%)
NJ	(48%)	(13%)	(16%)	(5%)	(14%)	(6%)	(36%)
NM	(49%)	(6%)	(60%)	(28%)	(3%)	5%	9%
NV	(48%)	(10%)	(48%)	(20%)	2%	(30%)	(24%)
NY	(20%)	(27%)	(20%)	(41%)	(21%)	(38%)	(21%)
OH	(22%)	(13%)	(4%)	(24%)	(13%)	(26%)	(9%)
OK	(19%)	(9%)	15%	(22%)	(16%)	(34%)	(16%)
OR	(1%)	(12%)	(21%)	(21%)	(6%)	(25%)	(11%)
PA	(17%)	(12%)	(25%)	(33%)	(14%)	(36%)	(25%)
RI	(52%)	(18%)		(35%)	(30%)	(11%)	(12%)
SC	(33%)	(14%)	(16%)	(17%)	(7%)	(21%)	(3%)
SD	(17%)	(15%)	56%	(27%)	(12%)	(65%)	(35%)
TN	(30%)	(11%)	(20%)	(20%)	8%	(22%)	6%
TX	(15%)	(22%)	(8%)	(25%)	(15%)	5%	(24%)
UT	(26%)	(22%)	(15%)	(30%)	3%	(23%)	(19%)
VA	(32%)	(14%)	(17%)	(28%)	(12%)	(28%)	(27%)
VT	2%	(18%)	(28%)	(28%)	(21%)	(44%)	12%
WA	(19%)	(19%)	25%	(27%)	(4%)	7%	(23%)
WI	(15%)	(14%)	53%	(30%)	(17%)	(43%)	(10%)
WV	(11%)	(11%)	(14%)	(19%)	(3%)	(30%)	(1%)
WY	(29%)	(13%)	(67%)	(28%)	3%	(30%)	119%
All States	(17%)	(16%)	(12%)	(28%)	(12%)	(20%)	(21%)

Go here for latest updates:
https://www.womply.com/blog/data-dashboard-how-coronavirus-covid-19-is-impacting-local-business-revenue-across-the-u-s/
Ignore Online Business (b/c data is anchored to state of business registration and doesn’t imply card present spending in those locations).
If data shows over 100% in losses, that’s due to refunds.

WOMPLY

Restaurants as of eod 3/15

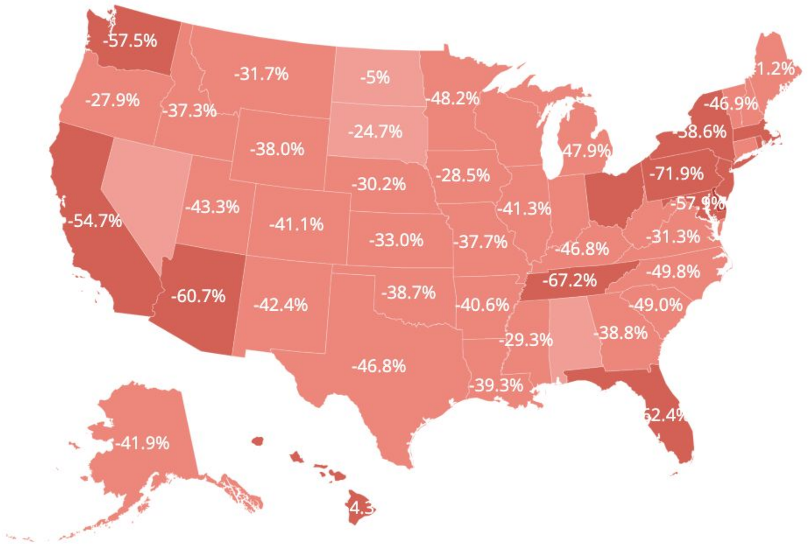
Map: Restaurants – average revenue last week vs the same week in 2019



POWERED BY DOMO

Travel & Tourism as of eod 3/15

Map: Travel and tourism businesses – average revenue last week vs the same week in 2019

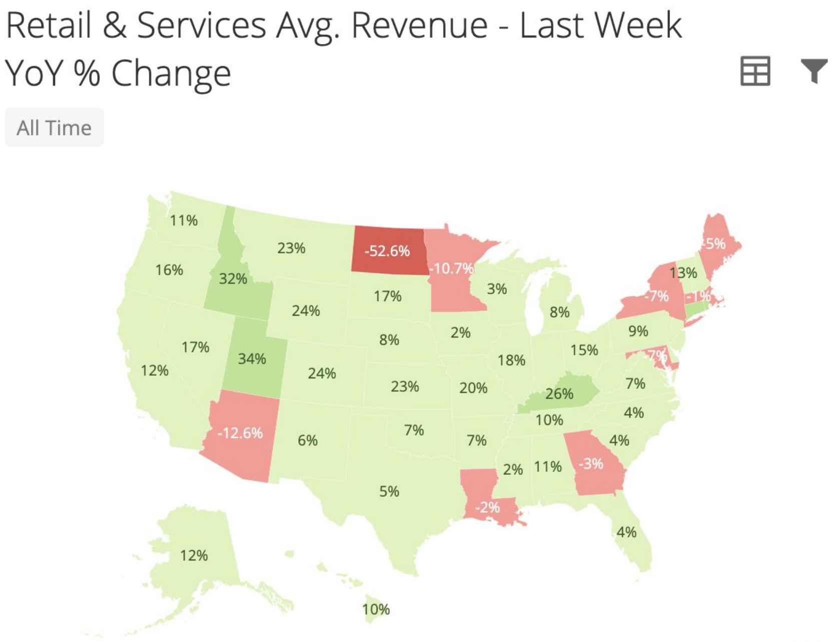


WOMPLY

POWERED BY DOMO

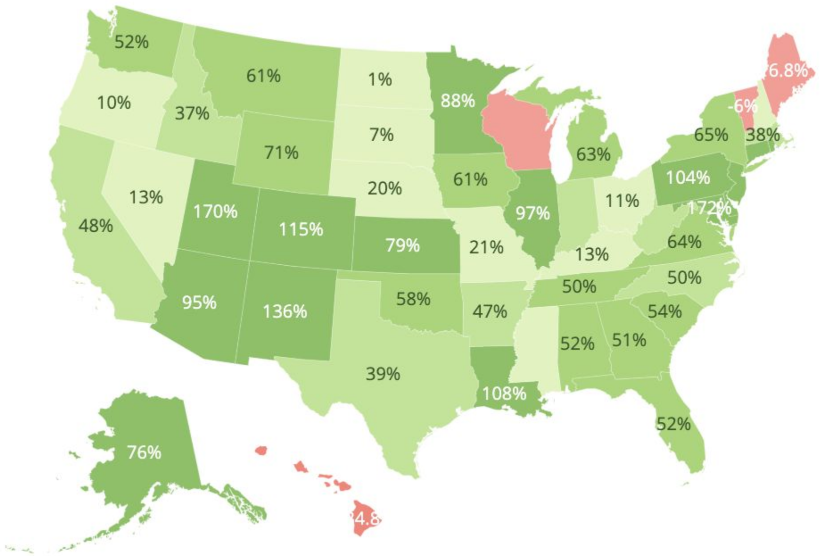
Retail shops & services as of eod 3/15

Map: Retail shops and services – average revenue last week vs the same week in 2019



Retail shops & services as of eod 3/15

Map: Grocery stores – average revenue last week vs the same week in 2019



SBA failed to deploy < $1b effectively during Hurricane Sandy

Hurricane Sandy did $75b in damage

The SBA was given $779 million to provide disaster relief to businesses and consumers

They received 80,000 total loan applications (from businesses and consumers)

From the Democrats of the House Committee on Small Business Report:

- Application processing delays: 46 days on average
- Low approval rates: 24% for businesses
- Long delays for disbursement (looks like months!?!)

Note that Phase 3 stimulus gives SBA 30 days to set rules for how they will deploy.

The SBA couldn't deploy more than a few hundred million dollars in months. There is simply no way this tiny, underfunded agency can deploy hundreds of billions of dollars.

Source: https://velazquez.house.gov/sites/velazquez.house.gov/files/images/SBASandyReport052013.pdf

Maybe the SBA disaster loan process is better now, you say?

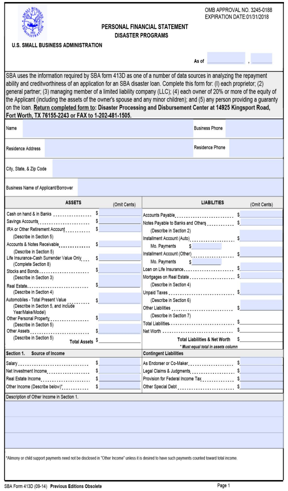
Womply tried applying for an SBA Disaster Loan to understand the process and we haven't finished it yet because it's so long.

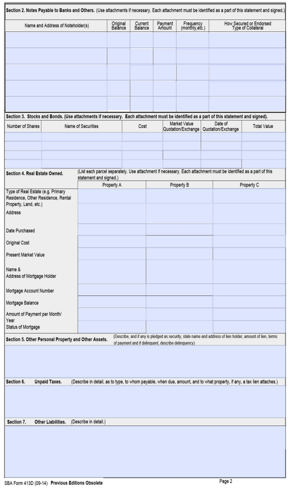
Applications require:

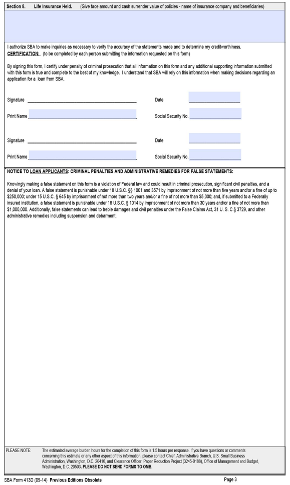
- Complete company statement of assets and liabilities
- Complete personal statement of assets and liabilities for all owners
- IRS forms to request prior tax returns for key individuals and company
- Disaster relief statement

This is not a knock on the SBA...the agency is just not built for a nationwide crisis of this scale. The people at SBA are hardworking civil servants, they should should be applauded and supported by all Americans.

This is one form of many

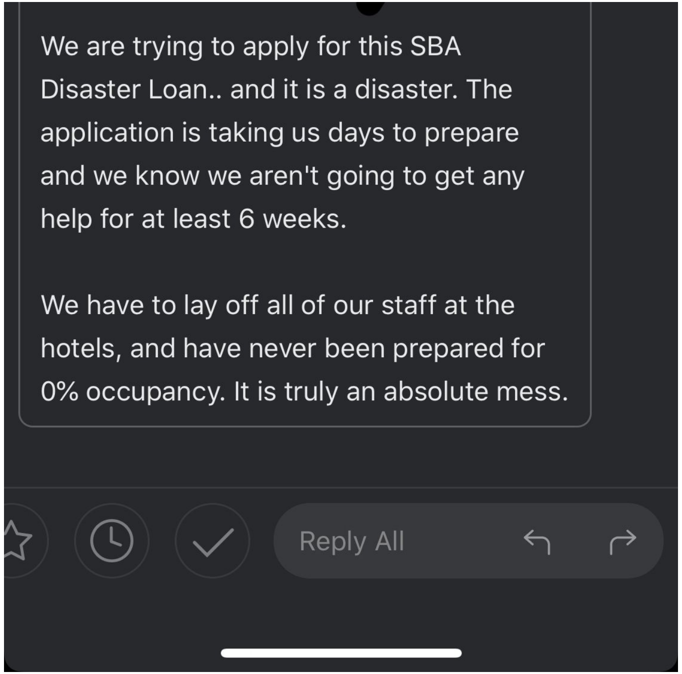






WOMPLY

Unsolicited emails coming to Womply about SBA loans



What's the solution?: Govt money through existing pipes

The only viable solution is to push government funding through existing private pipes (banks, processors) directly to small businesses.

Card processors alone move trillions of dollars per year (compare that to SBA…).

They have the data and pipes to move money fast in a targeted and completely auditable manner.

We are working with many payments companies on a solution but we need the government to give SBA the latitude to direct money to intermediaries so the stimulus money actually reaches small businesses.

If we fail at this, we will watch the American dream die in front of us over the next 60 days.

Here's our proposal:
https://www.businesswire.com/news/home/20200320005097/en/Womply-Calls-Government-Fintech-Leaders-Provide-Direct

We don't pretend to have all the answers, but we know private companies must be part of the solution.

Womply and our partners are ready to help in any way possible.

Methodology for maps & charts

Womply aggregates transaction data from 50+ processing partners in the US. As such we are uniquely positioned to assess the impact to the US economy amid the **COVID-19** health emergency. This data spans hundreds of business categories in every corner of America.

** **Please Note** **

- Transaction data comes in various frequency from processors, so our data can be delayed up to 4 days (post swipe).
- Our window of analysis, as a result, lags 4 days
- To adjust for seasonality, we review the prior 7 days compared to the same week the year prior

More info

We are offering complete and free access to our benchmarking data to government, press, and analysts. Please contact toby@womply.com for help.

More data is available on our blog https://www.womply.com/newsroom/blog/

We launched http://Stimulus2020.com in partnership with other companies to support local businesses. Email stimulus2020@womply.com for more info or if you want to help.

We will work with anyone to help local businesses during this crisis.