Small Business Insights and the Digital Economy

Matthew Prouse, Head of Industry
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Xero

@matthewprouse
Who owes us money?
How much money is in the bank account?
How much do we owe?
Are we making a profit?
Small business

- Apps
- Employees
- Suppliers
- Banks
- Government
- Customers
About Xero Small Business Insights

At Xero, we’re dedicated to improving the lives of small business owners everywhere. More than 500,000 subscribers in Australia rely on our cloud-based accounting software to manage their finances every day.

Xero Small Business Insights is a snapshot of the sector’s health, updated monthly. Its metrics are based on anonymised, aggregated data drawn from hundreds of thousands of our subscribers. The result is a picture of business conditions that’s more accurate than most private surveys, which have a far smaller sample size, and more frequently updated than most ABS data on small business.

With that goal in mind, we’re sharing some of our observations through Xero Small Business Insights. It’s our hope that with this data in hand, policymakers and large enterprises can make more informed decisions that benefit the small business economy.
Trading overseas

Percentage movement in the total dollar value of imports vs exports

Overseas trading activity fell 11% month on month, led by a 21% plunge in imports. Exports slid a more modest 3%.
Enabling growth

Reduce complexity
- Single window
- Modernise registers
- Eliminate paper
- Global standards

Improve cashflow
- E-invoicing
- Payment terms
- SME Procurement

Encourage innovation
- API first
- Incentivise
- Education
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<tr>
<th>Item</th>
<th>Quantity</th>
<th>Price</th>
<th>Amount NZD</th>
</tr>
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<tbody>
<tr>
<td>Development work - developer onsite per day</td>
<td>4</td>
<td>650.00</td>
<td>2600.00</td>
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Subtotal incl. tax: NZD 2,600.00
Total GST: 0.00

Total: NZD 2,600.00

1 AUD = 1.057530 NZD
# TAX INVOICE

**To:** Foglove Studios  
96 St Georges Bay Road  
PARNELL  
AUCKLAND  
NEW ZEALAND  

**From:** Digital Domino Pty Ltd  
246 Burwood Rd  
HAWTHORN VIC 3122  
AUSTRALIA  

**Invoice Number:** ORC1041  
**Reference:** ORC1040  
**ABN:** 11 111 111 138  
**Issued:** 1 April 2019  
**Due:** Today  

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<th>Quantity</th>
<th>Unit Price</th>
<th>GST</th>
<th>Amount NZD</th>
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<td>4.00</td>
<td>650.00</td>
<td>GST Free</td>
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**Subtotal**  
2,600.00  

**Amount Due NZD**  
2,600.00  

When paying by cheque, please complete this payment advice, detach and post to the address provided.

Online payment preferred - use our account 083 234-12345678 or use the 'Pay online now' link to pay via PayPal with your credit card.
Let’s talk