



Supporting the Backbone—Operational Strategies that Actually Serve Small Businesses

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FUTURE OF SMB LENDING

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Small businesses are the lifeblood of the U.S. economy, making up over 99 percent of businesses in the country. Yet they are often underserved by fintech solutions that aren't tailored to their unique needs. Hear from the experts who've successfully engaged with and serve small businesses. Drawing from their own experience, this panel will outline how fintechs can design services that build trust, reduce friction, and streamline daily operations for smaller entrepreneurs. Whether it's accessing credit or navigating complex financial processes, learn how you can help lower barriers so that you don't just support—but actively empower—small businesses.

Speakers (4)

Katherine Fisher picture

Katherine Fisher

Partner, Hudson Cook, LLP

Rina Jariwala picture

Rina Jariwala

Chief Operating Officer, Fundbox

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Jay Valanju

Chief Corporate Development Officer, Autobooks

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