

# ELEVATING THE LIVES OF MSMES THROUGH BIZSTARTER

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PRESENTATION BY  
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*DECEMBER 2023*

OPEN

09:00 – 20:00



# Our GOAL

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## ELEVATE THE LIVES OF FILIPINO MSMES



**SUPPORT BUSINESS' GROWTH THROUGH  
GAME CHANGING INNOVATIONS**



**INCREASE FINANCIAL INCLUSION**



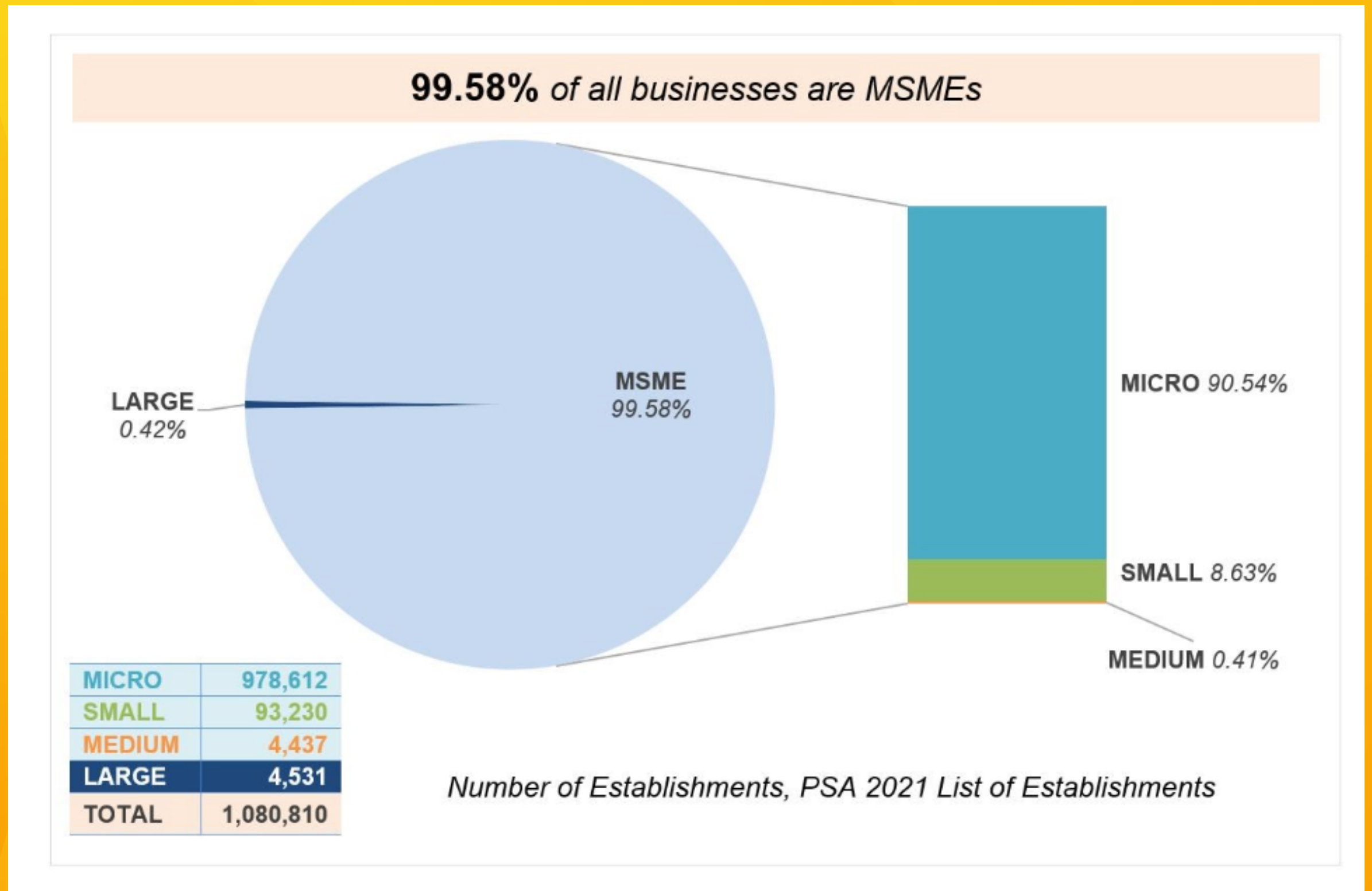
**HAVE A NATION BUILDING ASPECT IN  
EVERY PROJECT IMPLEMENTED**



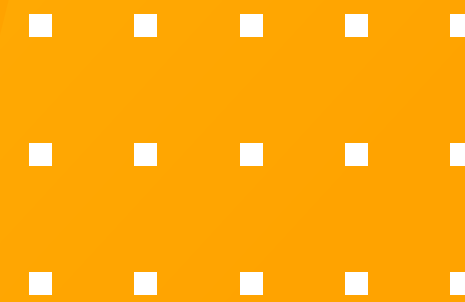
# The need for BizStarter

The pandemic significantly aggravated the challenges of MSMEs. Brick-and-mortar stores were forced to pivot. Launching in 2020 was an opportune time for BizStarter as it provided MSMEs elbow room to manage their finances in a way that can help them survive through the pandemic.

## DTI's MSME Statistics



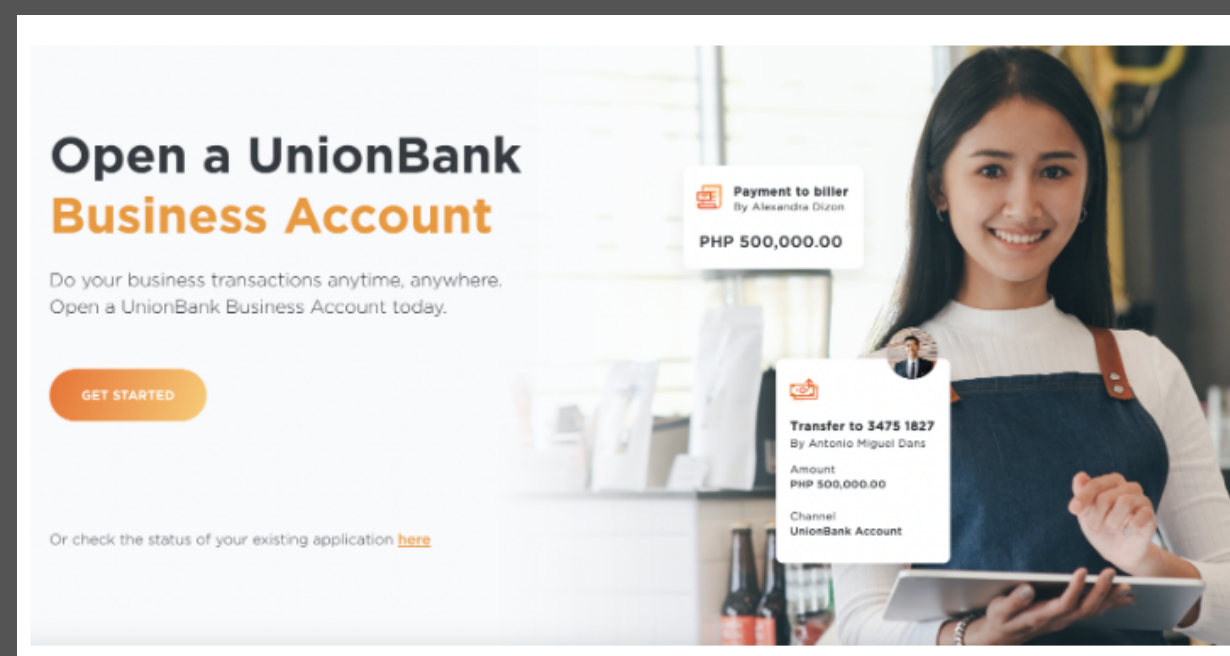
# WHAT MAKES BIZSTARTER GAME CHANGING?



BizStarter continues to profoundly impact MSME owners to start up, innovate, grow and develop their enterprises through its different features.

- Affordable opening and maintaining balance compared to other banks
- Seamless digital account opening

Features	UnionBank <u>BizStarter</u>	Security Bank <u>BusinessPlus</u>	BDO Peso Checking	BPI Business Checking
Opening Balance	PHP 5,000	PHP 5,000	PHP 5,000	PHP 10,000
MBR	PHP 5,000	PHP 50,000	PHP 5,000	PHP 10,000
Interest	0.10%	0.10%	0%	0%
Balance to Earn Interest	PHP 50,000	PHP 100,000	PHP 0	PHP 0
Checkbook	Yes	Yes	Yes	Yes
Debit Card	Yes	Yes	No	No
Online Banking	Yes	Yes	Yes	Yes

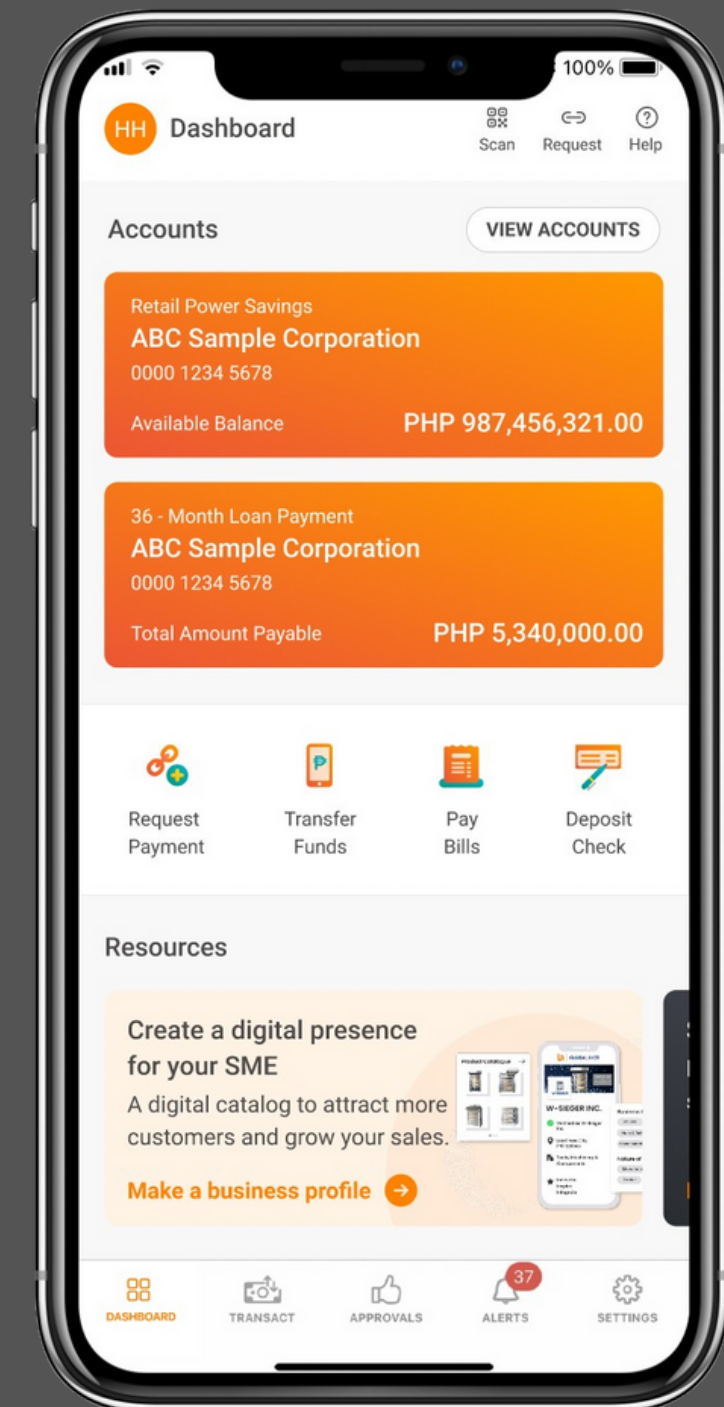




# BIGGEST PAIN POINT FOR MSMEs: FINANCIAL ACCESS

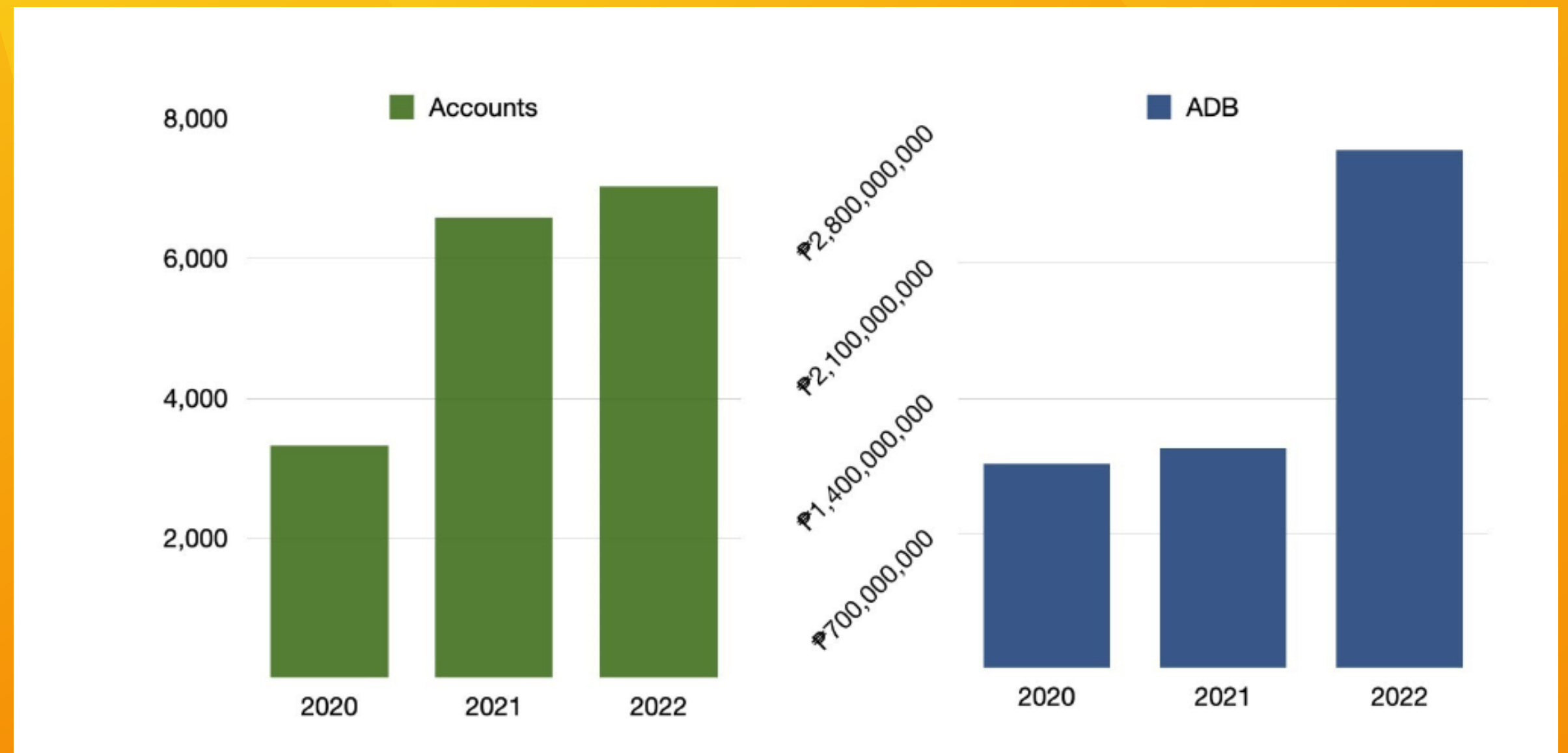
The overall solution the team wanted to address was to provide an account for MSMEs that manages their financial operations digitally as they move forward in the “new normal.”

- Digital onboarding
- Accessing working capital through checks, debit card (for sole proprietor only), and online banking
- Checking account balances anywhere through online banking
- Tracking business transactions and expenses
- Managing cash flow effectively
- Low opening balance and minimum balance requirement of only PHP 5,000.



# Positive impact to UB

- BizStarter has amassed thousands of SME businesses in 2022 alone.
- The opening of BizStarter accounts also had a significant increase in ADB this year with P2.68 billion, a 113% increase from last year.





# Client Testimonials



**Fatima Isler**  
SBGM Jewelry, Lazada Seller

“

My experience in applying for Unionbank business account was really simple and easy. I just needed to submit my business documents online to create an account. It was fast and hassle-free. I only had to deposit 5K for my account! I didn't even need to visit a branch for this.

The BizStarter account helped me a lot because the earnings that I get from my clients gets deposited to this account. Everything is so seamless and fast! The fees are also very minimal everytime I transfer to other banks. I really trust UnionBank.

”

# Client Testimonials



**Kenn Ong**  
KLOCO Corporation

“

Simply put, it was smooth and fast - Unionbank is quite ahead compared to the other banks in terms of incorporating modern technology and application to its system so my experience was really great.

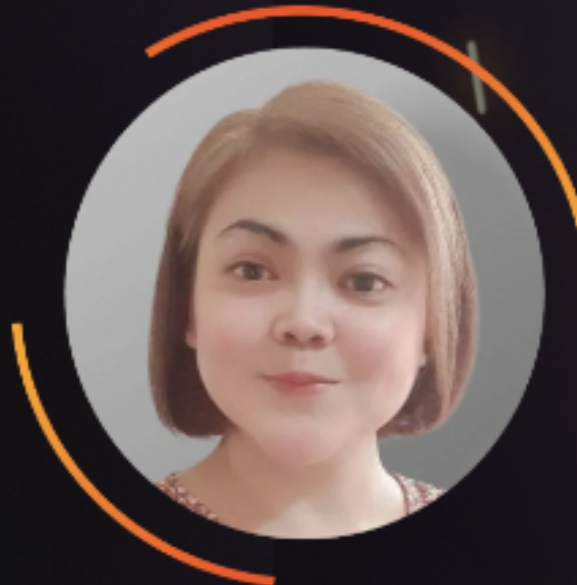
Another huge benefit with this is that the registration is done online. Considering that we are in a pandemic currently (and Omicron infecting numerous people daily), applying through online not only makes it easy, but also makes it safer for everyone.

Paying our bills through the app definitely is a game changer for me. Usually before we tend to always prepare checks and have to ask our messengers to pay our bills, but using the app makes it easier for everyone and definitely makes it safer as well during this pandemic.

”



# Client Testimonials



**Jennifer Escano**  
Global Careers Recruitment CEO

“

There is always a 1st time in everything and setting up a business account with Union Bank is one of my 1st as an entrepreneur. Applying online is easy as 1,2,3 . UB really makes sure that everything is verified from documentation to how the business really works is being checked.

What I like most is they make sure that there is a designated friendly, professional Account manager and UB business support that will assist me along the way without going to the Bank.

The MSME Business Banking App is easy to access account balance and transaction history without feeling un-secured while using the mobile apps

MSME Business Banking App has made it easier for me to request payment from our clients through a link only. Making our collections come through on time.

With the pandemic going on and busy schedule using the MSME Business Banking app it made it possible for me to be able to transfer funds to our local consultants safely.

”


# Digital Account Opening


## Open a UnionBank Business Account


Do your business transactions anytime, anywhere.  
Open a UnionBank Business Account today.

GET STARTED

Or check the status of your existing application [here](#)


 **Payment to biller**  
By Alexandra Dizon  
**PHP 500,000.00**


 **Transfer to 3475 1827**  
By Antonio Miguel Dans  
**Amount**  
PHP 500,000.00  
**Channel**  
UnionBank Account

 **UnionBank**  
BUSINESS BANKING

### Checking Account Type

Select the type of account you would like to open.










**Business Starter**  
  
**Initial deposit**  
Php 5,000.00  
  
✓ Minimum balance of  
Php 5,000.00  
  
✓ FREE initial checkbook


**Business Check**  
  
**Initial deposit**  
Php 100,000.00  
  
✓ Minimum balance of  
Php 100,000.00  
  
✓ FREE initial checkbook  
  
✓ Comes with a FREE  
checkwriting software

BACK

NEXT

#### Application Progress

- Checking Account Type 
- Contact Information 
- Preferred Branch 
- Company Information 
- Business Documents 
- Products and Services 
- Authorized Users 
- Transaction Approval 
- Confirm Your Details 

 **UnionBank**  
BUSINESS BANKING


### Contact Information

Please enter your contact information.

Salutation

First Name

Last Name

Mr. 


Enter your First Name

Enter your Last Name

Email Address


Enter your Email Address

Mobile No.

+63 

Enter your mobile number










How did you find out about UnionBank?

Select referred by field 

BACK

NEXT

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# THANK YOU