



# Digital Doors orientation

Brought to you by Mastercard  
Digital Doors<sup>®</sup> and Strive USA

in  
partnership  
with



# Mastercard



Is **NOT** a Credit Card Company. It is a **Technology Company** that provides a safe, simple and smart way for consumers, businesses and governments to do business together.

## Our Mission

Every day, everywhere, we use our technology and expertise to make payments **safe, simple, and smart**

## Our Network

We have the **Fastest Processing Network** in the world with unique and flexible capabilities.

## Our Vision

**A World Beyond Cash®**





# Mastercard is committed to helping small businesses grow and sustain themselves

\$250  
million

To small businesses across the globe in financial, technology, product and services support over the next five years

\$500  
million

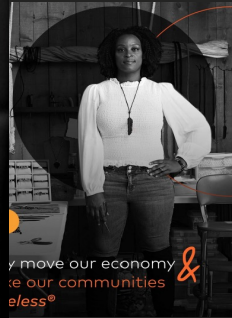
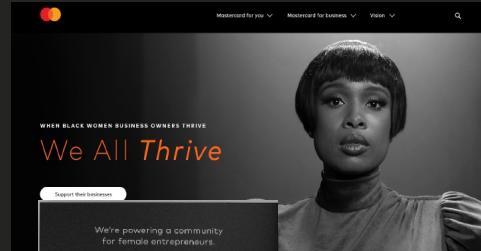
Focused on closing the racial wealth and opportunity gap across America

50  
million

Micro and small businesses connected to the digital economy

25  
million

Women entrepreneurs connected to the digital economy



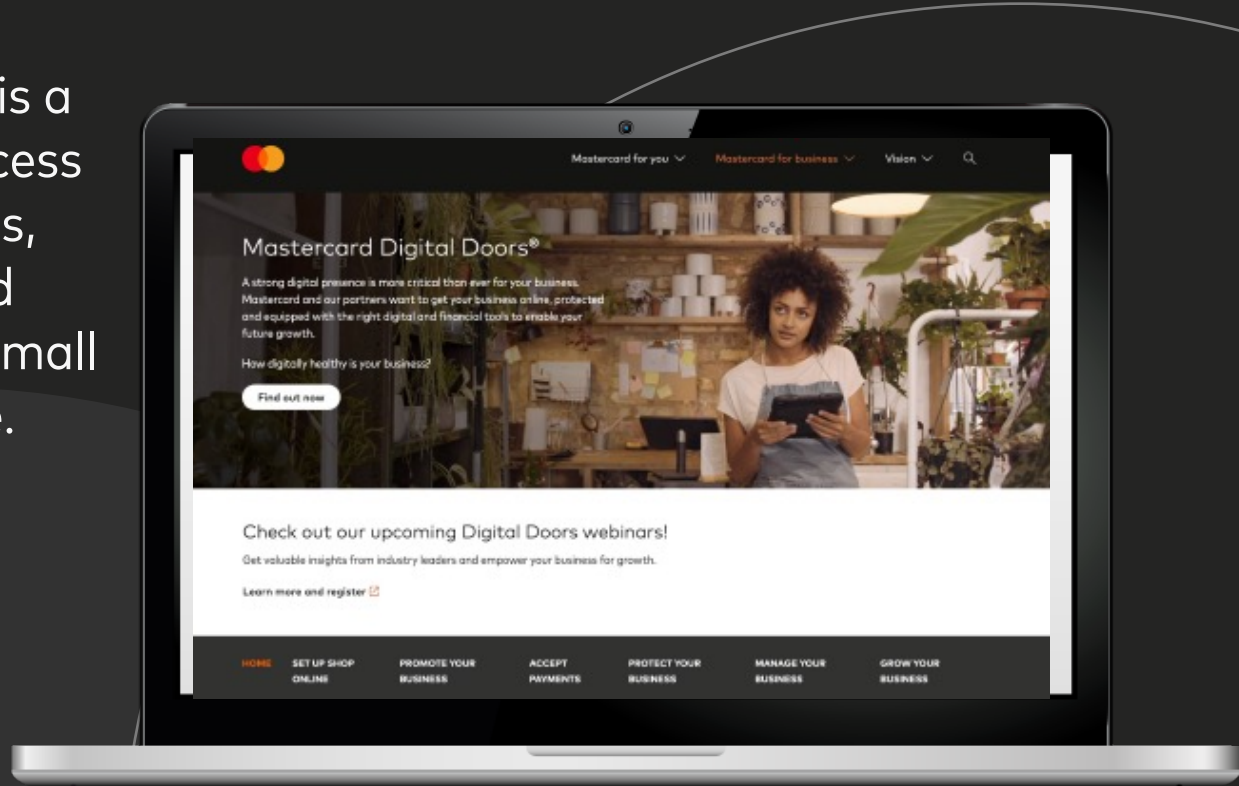


Introducing  
the Mastercard  
Digital Doors<sup>®</sup>  
program

# Mastercard Digital Doors®



Mastercard Digital Doors is a program that provides access to e-commerce capabilities, educational resources, and digital tools to empower small businesses to thrive online.



# The Digital Doors program has three main objectives



## 1 Understand

where to  
start



### Digital Readiness Diagnostic:

Questionnaire to assess your digital readiness and health across key business pillars

## 2 Learn

how



### Education:

Curriculum and content to help your business become digitally enabled and you more financially empowered

## 3 Get

the tools



### Solutions:

Products and services to help you get digital



# Digital Doors Small Business Digital Readiness Diagnostic



## What is a Digital Readiness Score?

The Small Business Digital Readiness Score has been designed by Mastercard to evaluate the capabilities of your business as compared to the best businesses in the market.

Digital transformation focuses on upgrading existing manual business processes and improving customer experiences to more efficiently grow revenues and reduce costs.

We have developed a set of diagnostic questions that evaluate where you are in your digital journey, and how you can fill the gaps towards your digital goals.

The screenshot shows the landing page for the Mastercard SMB Digital Readiness Diagnostic. At the top is the Mastercard logo. Below it is a header image with a blue and white digital wave pattern and colorful bokeh lights. The main heading reads 'Welcome to Mastercard SMB Digital Readiness Diagnostic!' followed by 'Powered by Mastercard'. The body text states: 'You are all set to start your digital readiness diagnostic for small and medium sized businesses!'. Under the heading 'INSTRUCTIONS:', there are two numbered steps: 1. 'Start the diagnostic by clicking the "Start your Assessment" below' and 2. 'Provide the responses to the diagnostic questions!'. A note at the bottom of the instructions section says 'The whole process should take about 15 minutes to complete.' At the very bottom is a large black button with the text 'Start your assessment' and a smaller line of text below it: 'This link will be available for 60 minutes'.

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Welcome to Mastercard  
SMB Digital Readiness  
Diagnostic!

Powered by Mastercard

You are all set to start your digital readiness diagnostic for small and medium sized businesses!

INSTRUCTIONS:

- 1 Start the diagnostic by clicking the "Start your Assessment" below
- 2 Provide the responses to the diagnostic questions!

The whole process should take about 15 minutes to complete.

[Start your assessment](#)

This link will be available for 60 minutes

# Digital Readiness Questionnaire



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Assessment completed - View only

Download Report



amber.dawkins@mastercard.com

Status: Finished

Active Until: 2022/06/11

Step 1: Basic Details

Step 2: Organization Profile Information

Step 3: Questionnaire

Digital Readiness

19 / 19



Search for a section

General Strategy

Manage the Business

Growth / Marketing

Accept Payments

Outbound Payments

Security

Results

## Step 3: Questionnaire

General Strategy 8/8



Search

### 1. How do you believe your digital capabilities stack-up against your competitors?

- ☐ I don't know
- ☐ We believe our competitors are significantly more digital than us
- ☒ We believe our competitors are slightly more digital than us
- ☐ We believe we are slightly more digital than our competitors
- ☐ We believe we are significantly more digital than our competitors

Clear



### 2. Think about your business, which of these areas do you see as most relevant for digitalization? [select all that apply]

- ☐ Business Management (e.g., how you manage customer data, product inventory etc.)
- ☒ Receiving Payments (e.g., how customers pay your business in person and online etc.)
- ☐ Outbound Payments (e.g., how you pay vendors & suppliers for your inventory etc.)
- ☐ Growth / Marketing (e.g., how you reach & sell to customers via an eCommerce webpage, third party online marketplace, social media etc.)
- ☐ Security (e.g., how you protect your business & technology systems from cyber attacks, viruses, fraud etc.)
- ☐ None of the above
- ☐ Other (please specify below)

Clear

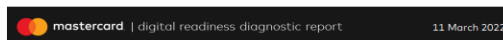




# Digital Readiness Diagnostic Report



- 1 General Strategy
- 2 Manage the Business
- 3 Growth / Marketing
- 4 Accept Payments
- 5 Outbound Payments
- 6 Security



## You're on your way to making your business digitally ready!

As a small business owner, it is normal to want to reach more customers. Standing at an intersection with a cardboard sign may have worked in the 1980s, but in this age, the Internet is the new market.

Aside from potentially attracting more customers, going digital allows your business to become a bigger part of your customers' lives. Previously, having only a physical business location was the norm. Now, with mega companies offering a seamless online and multi-channel experience, customers are starting to expect the same from all businesses, even small businesses like yours.

The report below will help you understand where your organization is on its digital journey, or where your current systems and processes are holding you back.



Your Overall Score

Check out the following sections that provide more insights about how your business scores across the different dimensions for digital readiness:

Digitalization Domain	Insights
<b>General Strategy</b>	<p>As you start and continue on your digital journey, there are a few key areas to focus on: Business Management, Growth, Payments and Cybersecurity</p> <p>40%</p> <p>Benchmark: 80%</p>
<b>Manage the Business</b>	<p>Here are some resources available to Mastercard cardholders that can help you on your journey to digitalize your business operations:</p> <ul style="list-style-type: none"><li>• <a href="#">Digital Invoicing solution</a> to better manage cash flow and accounting activities</li><li>• <a href="#">Productivity Tools</a></li><li>• <a href="#">Customer Relationship Management Tools</a></li></ul> <p>50%</p> <p>Benchmark: 75%</p>
<b>Growth / Marketing</b>	<p>You can access discounts on resources to help you set up an online presence for selling your product or service in a few clicks <a href="#">here</a>.</p> <p>41%</p> <p>Benchmark: 65%</p>

### Disclaimer

SMB Digital Readiness Diagnostic and Recommendations content or portions thereof (i) are intended solely for information purposes and not as an investment advice or recommendation for any particular action or decision making or investment purposes, (ii) may not be accessed, downloaded, copied, modified, distributed, used or published in any form or media, except as authorized, in writing by Mastercard, (iii) are not guaranteed as to accuracy or completeness and are provided on an "AS IS" basis to authorized users, who review and use the information at their own risk, and (iv) should not be regarded by authorized users as a substitute for the exercise of their own judgment.

Digitalization Domain	Insights
<b>Accept Payments</b>	<p>You can start accepting a variety of digital payments today, by connecting with a suitable acquirer <a href="#">here</a>.</p> <p>45%</p> <p>Benchmark: 64%</p> <p>Here are also some resources to help you understand more about how to optimize digital payment acceptance by offering <a href="#">Contactless capabilities</a></p>
<b>Outbound Payments</b>	<p>Great job - You are above the best practices benchmark when it comes to digitally paying your vendors, suppliers, employees, and more!</p> <p>88%</p> <p>Benchmark: 75%</p>
<b>Security</b>	<p><a href="#">Here</a> are some free resources to help you learn more about common threats facing small businesses, conduct a cybersecurity vulnerability assessment as well as access tools for protecting and managing your identity online.</p> <p>38%</p> <p>Benchmark: 88%</p>

Here's a link to find a small business Mastercard that's right for you to access even more benefits: [Find a card now](#)

### Disclaimer

SMB Digital Readiness Diagnostic and Recommendations content or portions thereof (i) are intended solely for information purposes and not as an investment advice or recommendation for any particular action or decision making or investment purposes, (ii) may not be accessed, downloaded, copied, modified, distributed, used or published in any form or media, except as authorized, in writing by Mastercard, (iii) are not guaranteed as to accuracy or completeness and are provided on an "AS IS" basis to authorized users, who review and use the information at their own risk, and (iv) should not be regarded by authorized users as a substitute for the exercise of their own judgment.

# Our Village United's Digital Doors website

[www.mastercard.us/digitaldoorsovu](http://www.mastercard.us/digitaldoorsovu)

- Free diagnostic tool
- New Marketing Hub with Ad Designer tool
- Videos and articles on select topics
- On-demand webinars
- Discounts and offers from vetted partners

The screenshot shows the Mastercard Digital Doors website for Our Village United. The header includes the Mastercard logo and navigation links for 'Mastercard for you', 'Mastercard for business', and 'Vision'. The main banner features a woman in a workshop looking at a tablet, with the text 'Mastercard Digital Doors®' and a sub-headline 'A strong digital presence is more critical than ever for your business. Mastercard and our partners want to get your business online, protected and equipped with the right digital and financial tools to enable your future growth.' Below this is a 'Find out more' button.

The 'Our Village United' logo is displayed, followed by a paragraph: 'Our Village United is a 501(c)(3) organization focused on building strong, resilient communities through the delivery of culturally competent technical training and small business incubation. Founded in 2008 by Dr. Lalegha Hallman, OBU is grounded in the core belief that by serving the whole business, the entire community prospers economically and sustainably.' A 'Message Center' button is visible.

A section titled 'Want to enhance your digital marketing, promote your business and create marketing content with ease?' includes a 'Visit the Mastercard Marketing Hub' button.

A navigation bar lists: HOME, GET UP SHOP ONLINE, PROMOTE YOUR BUSINESS, ACCEPT PAYMENTS, PROTECT YOUR BUSINESS, MANAGE YOUR BUSINESS, GROW YOUR BUSINESS.

The 'How can we support your small business?' section lists six categories with corresponding images and 'Learn more' links:

- Set up shop online:** Create your company's website and related digital presence. Learn e-commerce best practices and explore options to grow through digital channels.
- Promote your business:** Access a wealth of resources and tools from the Marketing Hub to help advance your digital marketing and achieve your business goals.
- Accept payments:** Create positive customer experiences and secure your cash flow with digital payments. Get the tools and solutions you need to enable safe and secure digital payments.
- Protect your business:** As we rely more on the digital world, the risk of cyber threats increases. Keep yourself and your business protected with Mastercard's and our partners' products and solutions.
- Manage your business:** Explore effective ways to streamline operations, saving time and money. Explore tools and products to manage your supply chain, employee benefits and more.
- Grow your business:** Mastercard and our partners can help you find the best sources of capital and ways to attract and retain the right talent for your business.



Set up shop online



Promote your business



Accept payments



Protect your business



Manage your business

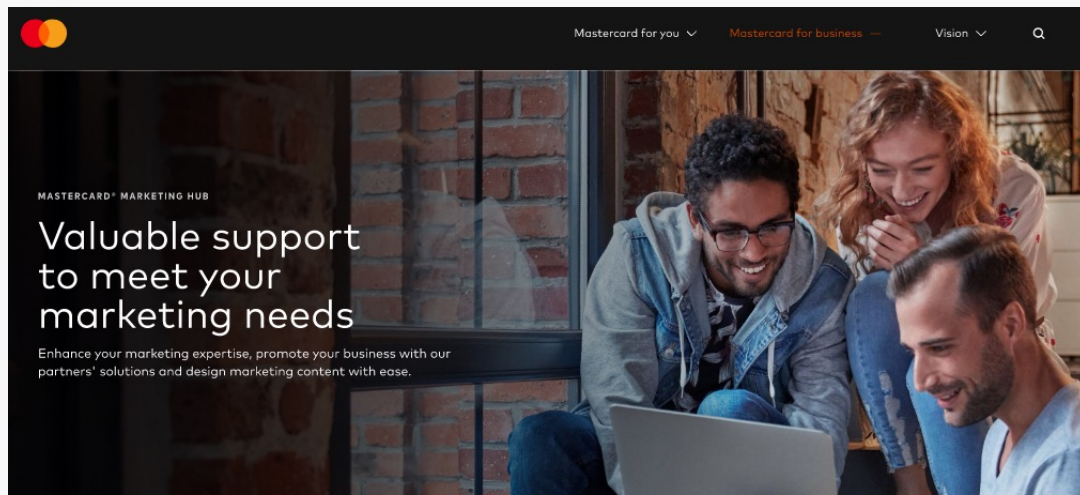


Grow your business



The **Marketing Hub** can help advance your digital marketing through a combination of:

- Educational content
- Curated offers from software providers
- A complimentary tool to create digital marketing assets



### Knowledge Center

Free educational articles and videos to help business owners better address their marketing challenges

### Marketing Offers

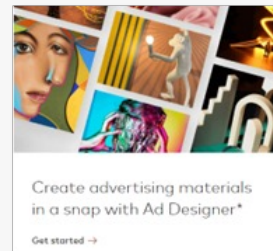
Money-saving offers from digital marketing software providers to help promote and scale their businesses

### Ad Designer

Time-saving, DIY, AI-powered tool to produce high-quality marketing assets (social posts, banner advertising...)

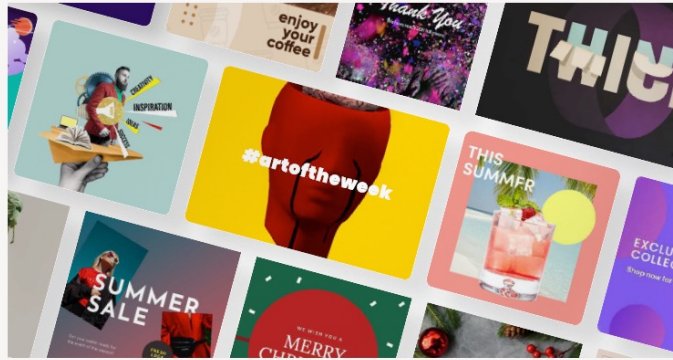
#### Examples of educational content:

Social Media Metrics You Should Know  
7 Steps to Mastering Influencer Marketing  
5 Steps to Scale your Ecommerce Business  
How to Use Audience Insights



Ad Designer is a free-to-use online graphic design tool sponsored by Mastercard. It lets you build stellar digital marketing content such as social posts, banner advertisements, and more without any design experience.

It includes a unique AI-based text generator for writing marketing copy faster.

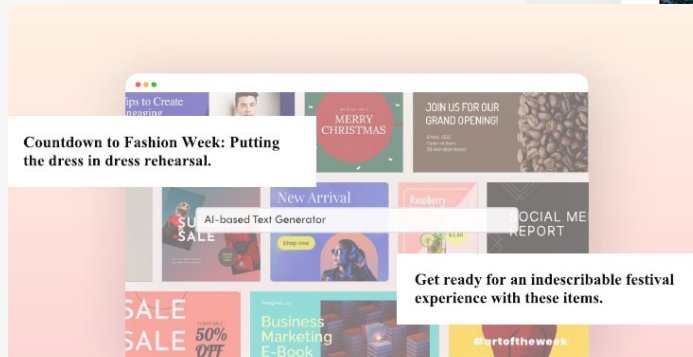
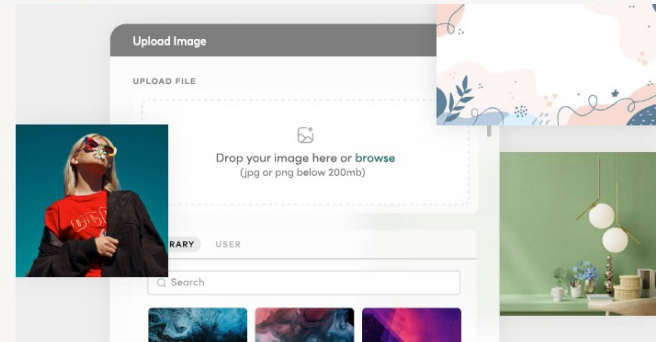


Create professional content with easily editable layouts

Customize your ads as much or as little as you want before publishing to Facebook, Instagram, or LinkedIn. You're in control.

Access a vast library of stock images at your fingertips

Upload your own image, or easily search an extensive library of images that include photography, graphic designs and more.



Write better marketing content faster with the help of AI

Writing effective marketing content can be tough or time-consuming. The AI-based text generator helps craft the right message for your needs, saving you precious time so you can get on with your day.





# Our Digital Doors partners are bringing tools and capabilities to help you manage and grow your business

Example offers\*:



Shipping

*Save 40% on select FedEx Express® shipping services, and 20% on select FedEx Ground® shipping services*



Social Media Management

*20% off Hootsuite Business Plan or Hootsuite Enterprise Plan*



Business insights & analytics

*Enjoy a complimentary one-month trial of Markaaz' business dashboard*



Workforce Development & Talent Acquisition

*Save 10% on a Talents Ascend membership, or 20% if paying with a Mastercard*



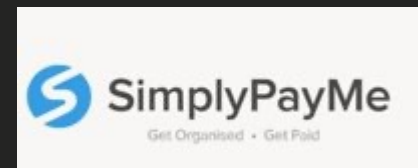
Cyber Risk Management

*Enjoy a complimentary one-month trial of Periculus Cyber*



Marketing Analytics & Measurement

*20% off Triple Whale for life*



Digital Invoicing

*Enjoy a complimentary one-month trial of SimplyPayMe*



## Discussion, Q & A

**Visit Digital Doors at  
[www.mastercard.us/digitaldoorsovu](http://www.mastercard.us/digitaldoorsovu)**

***Have questions later?  
Email: [digitaldoors@mastercard.com](mailto:digitaldoors@mastercard.com)***