

INTUIT FUTURE OF SMALL BUSINESS REPORT

FREQUENTLY ASKED QUESTIONS

WHAT IS THE INTUIT FUTURE OF SMALL BUSINESS REPORT?

The Intuit Future of Small Business Report™ is an ongoing research study sponsored by Intuit and led by the Institute for the Future and Emergent Research. The research looks at the significant trends affecting small business and entrepreneurship over the next decade.

WHAT TOPICS DO THE INTUIT FUTURE OF SMALL BUSINESS REPORT EXAMINE?

The Intuit Future of Small Business Report™ is a unique three-part study that looks forward 10 years to examine the prospects, influences and profiles of small business. The first study was released in 2007 and two additional installments were issued in 2008. In 2009, upcoming reports will explore the significant trends and forces impacting small business innovation. Research briefs and reports will look at small business innovation topics in depth and include an outlook on the key innovation trends that will impact small business over the next decade.

HOW IS THE RESEARCH CONDUCTED?

The Intuit Future of Small Business research is compiled through a combination of primary and secondary research. Primary research includes in-depth interviews with small business owners as well as small business experts from industry, academia and government. We also hold expert workshops to review and identify key trends of importance to small business.

Secondary research includes reviewing existing small business research and field literature, examining related survey results and reviewing government sources of information.

WHY DID INTUIT DECIDE TO DO THIS STUDY?

Helping small businesses succeed is at the forefront of everything we do at Intuit, whether it is creating products and services, bringing small businesses together via online communities or providing educational opportunities at conferences and seminars. The research is a unique way for us to start conversations with and between small businesses about issues they will face over the next 10 years.

HOW DO I GET A COPY OF THE REPORT?

PDFs of the individual reports are available at www.intuit.com/futureofsmallbusiness, along with visuals, a list of resources and additional background material.

ABOUT INTUIT

Intuit Inc. is a leading provider of business and financial management solutions for small and mid-sized businesses; financial institutions, including banks and credit unions; consumers and accounting professionals. Its flagship products and services, including QuickBooks®, Quicken® and TurboTax® software, simplify small business management and payroll processing, personal finance, and tax preparation and filing.

ABOUT EMERGENT RESEARCH

Steve King and Carolyn Ockels are partners at Emergent Research, senior fellows at the Society for New Communications Research and research affiliates at the Institute for the Future. They are co-authors of the Intuit Future of Small Business Report™ Series. Emergent Research is a research and consulting firm that identifies, analyzes and forecasts the trends and forces impacting small businesses and their role in the global economy.

ABOUT INSTITUTE FOR THE FUTURE

Founded in 1968 by a group of former RAND Corporation researchers, the Institute for the Future is an independent nonprofit research group working with organizations of all kinds to help them make better, more informed decisions about the future. The Institute for the Future takes an explicitly global approach to strategic planning, linking macro trends to local issues in areas such as technology and society, health and health care, and global business trends.