



Small Business Startups Surged During the Pandemic, and AT&T is Providing them Tools to Succeed

AT&T Leadership and Frontline Teams are Helping New and Existing Entrepreneurs Stay Connected

DALLAS, Sept. 15, 2021

What's the news? American entrepreneurs are alive and well. For all the challenges of the last 18 months, [more than 4.4 million new businesses were created](#) in the U.S. during 2020 – the highest total on record, according to the [Census Bureau](#)¹. [That's a 24% increase from 2019](#) and [51% higher than the 2010-19 average](#). [Half a million new businesses were started in January 2021 alone](#). From home-based innovators to office entrepreneurs to road warriors, small business creators of all types are getting down to work. And [AT&T*](#) is here to help with new technologies, services, and expertise.

- [AT&T Wireless Broadband Essentials plan](#)² – exclusively for small businesses (SMBs) – gets a business online quickly. It's a quick, easy plug-and-play solution with fast self-installation, simple pricing, unlimited data³, and 5G access⁴. And with no speed caps, the plan enables small businesses to access files from the cloud, process point-of-sale transactions, and more, on the go or at the office. The customer chooses an AT&T-certified 4G LTE or 5G/5G+ router or hotspot device⁵ to accompany the \$65/month plan⁶. Right now, small businesses can get a MiFi 8000 mobile hotspot free when they buy it on an AT&T Installment Plan and activate on the AT&T Wireless Broadband Essentials plan⁷.
- [90 days of free wireless service](#)⁸ to help entrepreneurs start or expand their business. SMBs can mix and match plans with [Unlimited Your Way for Business](#). We've updated our Unlimited Your Way-eligible tablet plans to include HD video (with Stream Saver turned off)⁹ and have added up to 40 GB of mobile hotspot data¹⁰, all for the same price. We've also increased the mobile hotspot data allowance to 40GB for our Unlimited Your Way-eligible Business Unlimited Performance plan¹¹ for the same price as before.

Why is this important? Small businesses are one of the fastest growing segments of the U.S. business market. They have unique preferences based on their location, industry, and size. For example, roughly [half of small businesses are home-based](#), while the remainder are office-based and field-based. In addition, [more than half of small businesses plan to continue to offer long-term remote work options post-pandemic](#). With this rise in remote



work, mobility and connectivity of employees, along with the need for communication and collaboration, has increased in importance¹². In short, connectivity is a must to achieve reach and relevance.

What are we doing? Regardless of their location, size, or industry, research shows that across all segments the most common purchase drivers for small businesses are reliability, value, and customer service – areas in which we are renewing our focus.

Beyond connectivity, AT&T provides value-added resources and services to help small businesses use their time in the smartest way possible.

- Most small business owners don't have tech support staff, and time is the one thing they can't make more of. AT&T can provide expertise and tailor services to SMBs' needs.
- Cybersecurity is another big concern for SMBs. According to a [March 2021 report](#) in Security Magazine, SMBs are the #1 target for cybersecurity breaches, and 60% of those whose systems are compromised close shop permanently within a year of the attack. AT&T has a proven track record in [cybersecurity solutions](#). We can help SMBs determine where their systems are vulnerable and make practical recommendations to help them use their resources most effectively.
- And we're providing additional best practice and educational [resources](#). For instance, we've teamed up with Barbara Corcoran, founder of The Corcoran Group, and a notable "Shark" from Shark Tank, to offer the free, informative webinar series, "Business Unusual', Smart Advice for Small Businesses – Presented by AT&T Business." The webinars can help small businesses learn how to acquire new customers, keep the customers they already have, and succeed in today's rapidly changing business environment. The next "Business Unusual" webinar is slated for October 13 at 1 p.m. CT. Users can register to view every webinar live on their respective dates at [888Barbara.com](#) at no cost.

What are people saying?

"Our goal is not only to help small businesses get started, but also to grow and be successful with them. We deliver great value wherever a small business is in its lifecycle and journey. From AT&T Wireless Broadband Essentials to [AT&T Business Fiber](#) and [5G](#) devices, we're delivering connectivity and business resources in several ways for entrepreneurs across the country." – **Robert Boyanovsky, vice president and general manager – Small Business, AT&T Business**



“Successful small business that want to be competitive today and in the future in the digital economy need to partner smart. Working with companies like AT&T that provide not only connectivity services, but more value-added resources is a way that small businesses can create a competitive advantage.” – **Shawn Fitzgerald, global research director, Worldwide Digital Transformation Strategies – IDC**

Where can I find more information?

More information about our small business offerings can be found on the [AT&T Business website](#).

*About AT&T Communications

We help family, friends and neighbors connect in meaningful ways every day. From the first phone call 140+ years ago to mobile video streaming, we @ATT innovate to improve lives. AT&T Communications is part of AT&T Inc. (NYSE:T). For more information, please visit us at [att.com](#).

¹Startup data are constructed based on the number of business applications as reported to the US Census Bureau. The data cover Employer Identification Number (EIN) applications made in the United States. EINs are identification numbers used by business entities for tax purposes. https://www.census.gov/econ/bfs/about_the_data.html
Boston Consulting Group

²Available only to small business customers with an AT&T Mobile Business Agreement or eligible legacy AT&T wireless service agreement for small businesses. AT&T Wireless Broadband requires sufficient in building cellular coverage for optimal performance. Plans are not intended as a substitute for consumer internet services. Accordingly, plans do not allow access to entertainment and other non-business websites that offer video or audio streaming services & may not be used for entertainment or surveillance video streaming, audio streaming, web hosting, or public or guest Wi-Fi. Other restrictions apply.

³AT&T may temporarily slow data speeds if the network is busy.

⁴Requires a compatible 5G/5G+ device and plan. May not be available in your area. 5G+ is available only in very limited parts of select cities. See [att.com/5Gforyou](#) for coverage details. Other restrictions apply.

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⁶Monthly plan price is after \$5/mo. Autopay and paperless bill discount, which starts within 2 bills after enrollment, and does not include taxes and fees.

⁷**Limited time.** Available only to qualified small business customers. Requires \$179.99 on 0% APR 36-mo. agreement & eligible service. \$0 down for well-qualified customers. Free after credits over 36 months (starts within 3 bills). If service is cancelled, device balance due. Up to \$45 Activation & other terms apply. [See Offer Details](#)



⁸**Limited time.** Available only to qualified business customers. Requires 5 or more new lines & minimum \$62 on each installment agreement. Well-qualified customers only. Up to \$90 off per line after credits over 3 months. Credits start within 3 bills. **If service cancelled, credits stop & device balance due.** Credit card may be required (except MA, PA, ND). Fees, taxes & other charges, & restrictions apply. **Limited time.** [See Offer Details](#)

⁹Plan Includes Stream Saver feature which streams higher definition video in Standard Definition (max 1.5 Mbps) on compatible devices. Feature will not recognize all video content and may affect the speed of video downloads. To enjoy higher definition video when available, you can turn it off or back on at any time at att.com/myatt or att.com/premier, as applicable. Streaming/video resolution vary, are affected by other factors and restrictions apply. Details at att.com/stream saver.

¹⁰After 40GB, mobile hotspot speeds slowed to max 128 Kbps.

¹¹After 50GB, AT&T may temporarily slow data speeds if the network is busy.

¹²IDC, SMC Communications Services Survey, 2021: Unified Communications, Doc #US48114821, July 2021