



# SME Finance Forum invites you to take part in an immersive visit with Kountable at their global headquarters in San Francisco, California.

Kountable is a global trade and technology platform that delivers trust, transparency and auditability with data driven insights and real-time information from transactions where SMEs work with enterprise level suppliers and buyers. It facilitates business between qualified SMEs and multinational suppliers in order to efficiently complete large-scale projects for governments, NGOs and corporates. Launched in 2015, Kountable's global presence currently includes offices in San Francisco, Nairobi, Kigali and The Hague.



## Agenda

**11:15 AM - 1 PM**

Arrival & Lunch

**1 PM - 2:30 PM**

Presentation

Kountable unlocks new opportunities for banks to work with their small business and corporate clients. Presented by Chris Hale, Founder & CEO

## Presentation Content

To capture, understand, and assess global trade, we need to take advantage of the digitization of trade information. In many ways, the technology has already surpassed our ability to track trades. Many companies can build systems that can record and store large amounts of data and do so in a secure manner. However, we see that even the biggest companies are puzzled by the challenges of accurately reporting on trades that they themselves are involved in. We argue that the missing ingredient for these companies is 'relationships'—the ability to interact directly with the local trade partners and through their eyes, see each trade transaction from end to end.

Kountable's deep network of local partners, especially the SMEs, has afforded us a wealth of insights that can be stored and analyzed as unique trade data. Combined with the macroeconomic data that other institutions regularly utilize, our data provides not only fine-grained visibility into global trade, but also the potential for customized insights that uncover inefficiencies, inform solutions and build partnerships. Our experience has taught us a lot about SMEs—their values, goals, and obstacles—as well as the information they come into contact with daily. Without our ongoing relationships with local SMEs, we would not have been able to turn the lessons and insights we have gained into data, and without the data we would not be able to gain the insights that are necessary for us to help our SMEs reduce inefficiencies and scale up their businesses.