1. How NuMarket Partnered with Bench and Gusto to Support Crowdfunding for Restaurants - YouTube

<https://www.youtube.com/watch?v=HdcJJLWGNcs>

Transcript:

my name is Ross chanowski I'm the founder of New Market we are a funding tool for restaurants and other food and drink businesses and small businesses everywhere New Market was founded in the pandemic I saw a lot of my friends who were in the food and drink space would have lines down the block people queuing up for hours but they would walk into a bank or they would walk into another financing institution and wouldn't be able to get any funding or closing that Gap and so New Market is a great way for

everyone to be part of that support and really fundamental way in the financing of those businesses what we do at New Market is provide an opportunity for even more resiliency from some of the most resilient people in the world right now which are small business owners we're a small But Mighty team we're in Houston and New York in Boston a little bit all over the place and with the distributed Workforce and a lot of change because the pandemic it's a challenge hiring people different states tools like Gusto that Ena me to have a

team and A team that can do all of the amazing things that we do now has changed everything as our business has grown so is the complexity of our accounting bench has been amazing instead of waking up every morning wondering where are the books you can just go to bench and say okay here are my books when I talk to people about both Gusto and bench I always ask the question is your payroll is your hiring process or are your books and accounting a headache right now and if the answer is yes you should look to both Gusto and

bench they are the antistress tool for business owners who get stressed by some of the administrative things