

Small Business Insights: Artificial Intelligence

Advances in AI have been staggering in recent years. Businesses large and small are starting to think about how to adapt. Of small business owners surveyed, 92% have a positive view of AI and 69% have implemented AI technologies in their business in some capacity. Among those who haven't, most say they don't know where to start.

69% of small businesses are taking advantage of AI in one or more parts of their business, up from 56% last year

How are small businesses using AI?

1. Generating written marketing content (78%)
2. Improving productivity (68%)
3. Improving personnel development and training (30%)

Among small businesses who are using AI, **70% started in the last year.**

Among small business owners who aren't using AI, 71% plan to start using it **within the next 5 years.**

"AI, like any other emerging technology, is scary at first but will soon become ubiquitous. Businesses are already seeing AI being integrated into nearly every digital tool they use. Business owners need to ask themselves how best to leverage these tools for effectiveness and efficiency"

- Robert Kennedy III
10,000 Small Businesses Faculty Member

What tools are small businesses using for AI?

1. OpenAI (ChatGPT) (87%)
2. QuickBooks (Intuit) (26%)
3. Google (Gemini) (24%)

How much are small businesses that use AI paying for it per year?

- \$0 (33%)
- \$500 or less (46%)
- Over \$500 (20%)

What concerns do small business owners have about AI?

Small businesses are "somewhat concerned" or "very concerned" about:

1. Privacy of business information (85%)
2. Cybersecurity (85%)
3. Privacy of customers' information (81%)

10,000 Small Businesses addresses how to navigate business challenges and opportunities—like the increased use of AI technologies—through our proprietary curriculum on business management. Alumni of the program have access to continuing education on key trends affecting small businesses.

Data were drawn from a survey of 239 Goldman Sachs 10,000 Small Businesses participants conducted by Babson College. The survey was administered during in-class instruction across 12 local program sites from June 25, 2024 to June 30, 2024.