



**NATURAL  
DISASTER  
IMPACT**

IMMEDIATELY

**40%**  
OF SMALL  
BUSINESSES  
WON'T REOPEN

1 YEAR LATER

**25%**  
MORE SMALL  
BUSINESSES  
WILL CLOSE

3 YEARS LATER

**75%**  
OF BUSINESSES  
WITHOUT A CONTINUITY  
PLAN WILL FAIL

The average daily loss  
of a business that closes  
due to a disaster:

**\$3,000**  
SMALL BUSINESS

**\$23,000**  
MEDIUM SIZED BUSINESS

## WHY IS THIS IMPORTANT?

SMALL BUSINESSES  
ACCOUNT FOR

**99%**  
OF ALL COMPANIES

  
**SMALL  
BUSINESSES**

SMALL BUSINESSES  
EMPLOY

**50%**  
OF ALL PRIVATE  
SECTOR EMPLOYEES