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# Video: Business Owners - Election Game Changer?

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**Optimism is high, but so are the stakes. With 87% of business owners optimistic about their outlook, many are also confronting big decisions about when to sell, how to prepare for political uncertainty and where AI fits into their future.**

New UBS Investor Watch research reveals that business owners remain remarkably optimistic, but many are also navigating significant decisions around AI adoption, exit planning and political uncertainty.

Host Dan Cassidy is joined by James Jack, Head of the Business Owners Client Segment at UBS, and Paul Hsiao from the UBS Chief Investment Office, to discuss the latest UBS Investor Watch research.

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