



**Enterprise
Nation**

Partnership Opportunities

2019

Enterprise Nation is the UK's most active small business network. We help people turn their good ideas into great businesses and support existing businesses to grow. This happens through an online support hub, lively events, and campaigning voice to government.

Key facts and figures on the Enterprise Nation community:

70,000+

Community of 70,000+ small businesses

13,000+

Advisers on the Enterprise Nation marketplace

100,000+

social media following

Nationwide

Working with Growth Hubs, workspaces, and Universities across the country to deliver business support to local small businesses

3,800+

Pieces of content including blog posts, recorded webinars, podcasts and how-to videos

200+

Events hosted each year on topics from tax to tech, sales and social media.

Enterprise Nation members are tech-savvy, ambitious for growth, and keen to be part of a community that informs and inspires.

These small businesses and micro-enterprises are investing in products from software and tech to office supplies. They like to be engaged by any potential supplier; to create a relationship with the brand before or after buying from the brand.












There are opportunities for you to engage with the Enterprise Nation community and be part of a dynamic small business scene.

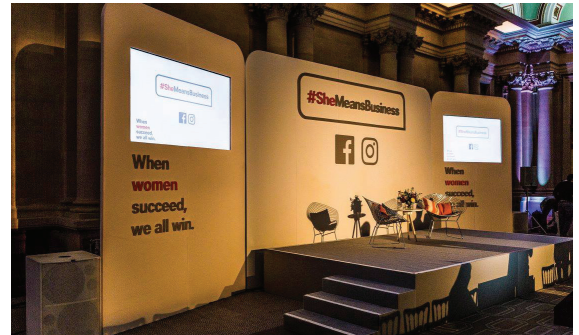
This document offers an outline of key activities in 2019. To discuss opportunities to partner, please contact:

Kieran Bunting
Enterprise Nation
133 Whitechapel High Street
London
E1 7QA

Kieran@enterprisenation.com
T. 020 3871 2924

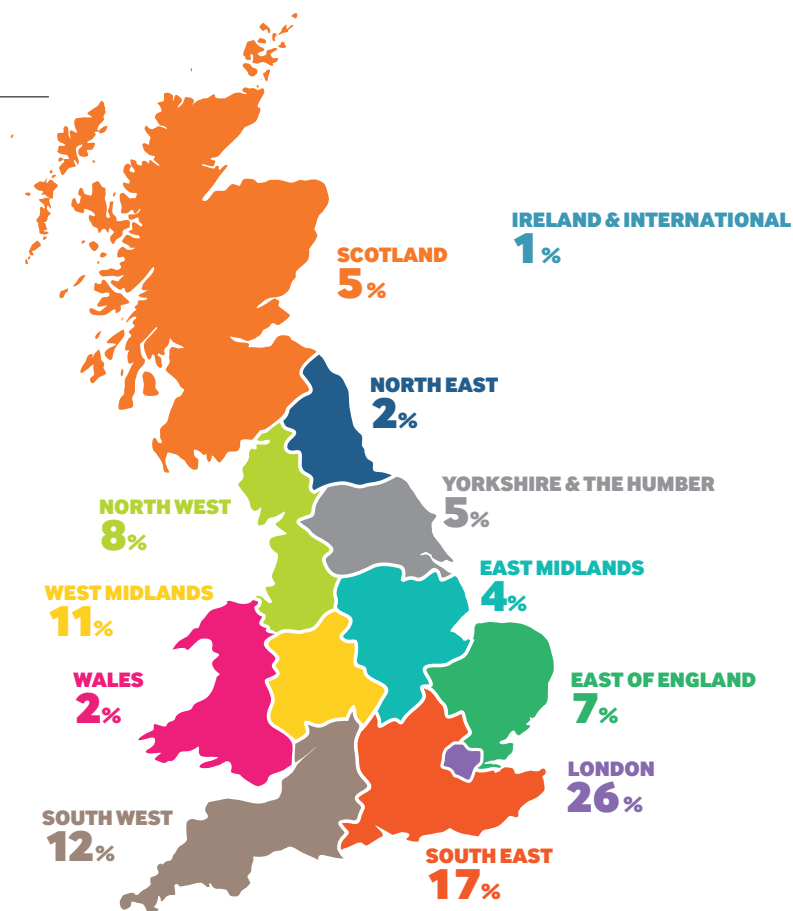
Key campaigns

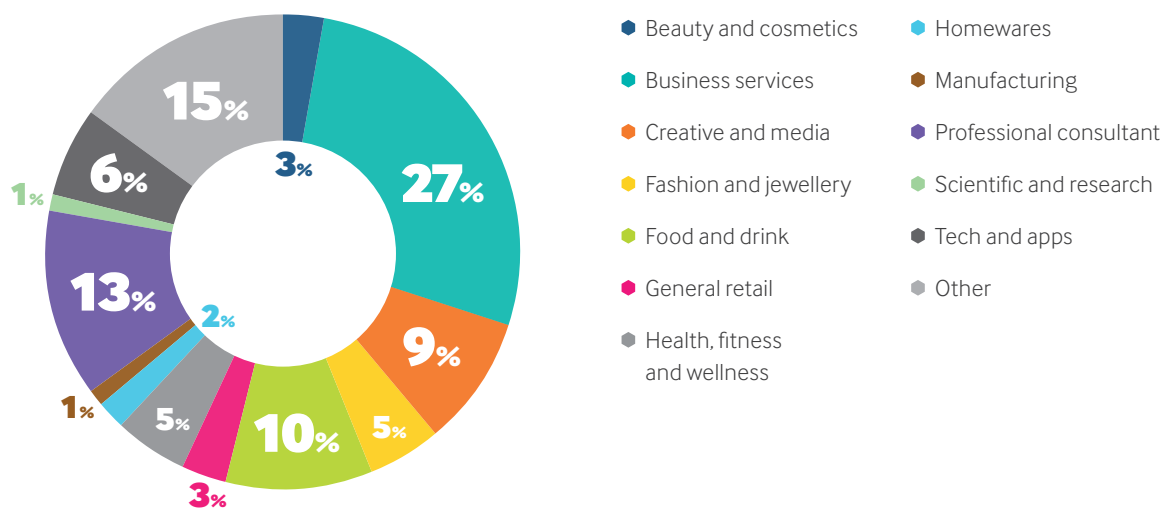


What does an Enterprise Nation member look like?

Geographical spread

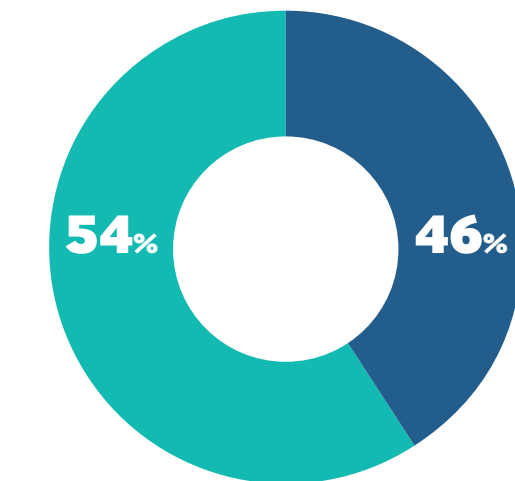


Business Sector



What does an Enterprise Nation member look like?

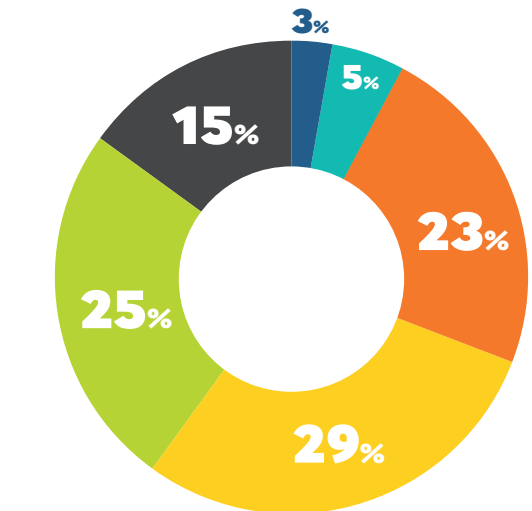
Sex



Female

Male

Age



Under 25

26-35

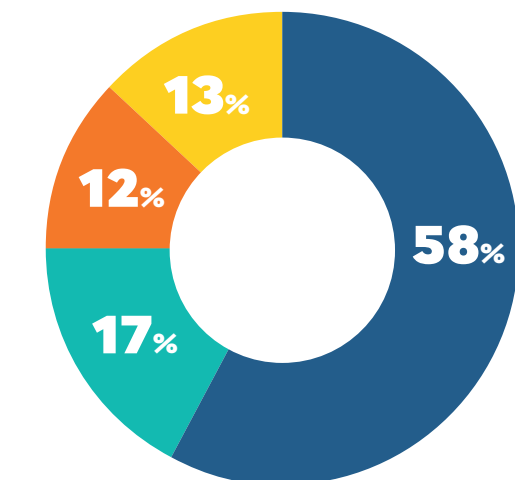
36-45

46-55

56-65

65+

Years established



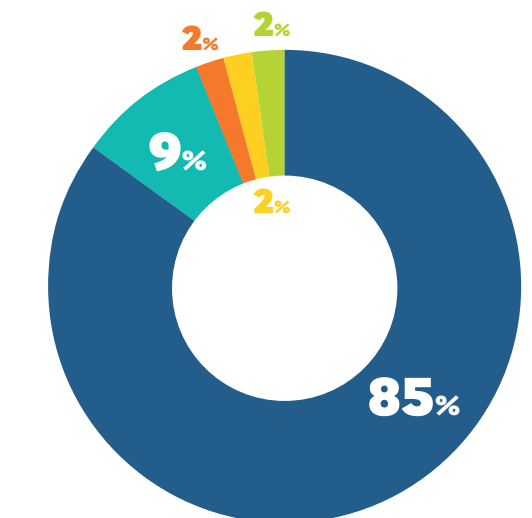
0-3 years

4-6 years

7-10 years

10+ years

No. of employees



0-5

6-10

11-15

16-20

20+

Key campaigns of 2019

In 2019, Enterprise Nation will be working on four key campaigns with topics sourced being those that matter most to small firms. Each campaign will involve commissioned research, practical support, and policy recommendations. The campaigns are:

The High Street

Enabling small businesses to test trade through opening up empty shops and filling them with online traders, whilst also delivering digital advice to existing retailers on the High Street. You can PopUp or PopIn! Looking at policy topic of business rates.

Next Generation

Supporting young people to start businesses via online learning and physical workshops hosted across the UK. We will connect young talent with more experienced entrepreneurs and also look at solutions for the Apprenticeship Levy, in the form of large corporates being able to pass this to small suppliers.

Value of the self employed

This community can be seen in a negative light by tax authorities who see the self employed as paying less tax than employees. We want to challenge this through research and insight showing the positive economic and social contribution of the self-employed and how they are smaller users of public and state services.

A life worth living

The topic of mental health is a common one in our monthly policy groups. We want to offer support in a practical and positive way by enabling small businesses owners to work at their maximum efficiency, so freeing up time to do other things. This will be tested through the HeadsUp! project which will run in four areas and test the ideal productivity model for small firms.

Events

Enterprise Nation runs over 200 events per year across the UK.

StartUp 2019

The UK's largest start-up show of the New Year connects thousands of early stage start-ups with successful entrepreneurs and practical experts. Hosted in London, it's a must-attend event for anyone becoming their own boss.

The Exchange series

Four sector based events matching small businesses with buyers from large retailers in the world of food, fashion, beauty and wellness.

She Means Business

Over the past 2 years, this series of nationwide and local meet-ups has trained over 20,000 female founders in how to boost their digital presence and skills.

Meet the Buyer

Connecting small businesses with buyers from large retailers. These events are hosted as part of a publicly funded programme with London Growth Hub.

Meet the Journalist

Popular across the UK, evening events to help entrepreneurs and founders get their story heard through connections with the press.

Festival of Female Entrepreneurs

Hosted in Edinburgh and Bristol in June and October respectively, this is a signature event on the women's enterprise calendar. 300+ delegates travel from across the UK, to each event, to be informed and inspired.

Amazon Academy

Large scale events hosted for hundreds of Amazon Marketplace sellers with education on how to grow sales and exports, and work more efficiently.

Member meet-ups

Monthly get-togethers for members, encouraging peer learning and support as well as intra-trading amongst this vibrant community.

“Attending Festival of Female Entrepreneurs was an absolute turning point for me that took me by surprise, but I know for certain that it's led me to here and I wanted you to know first-hand the power of what Enterprise Nation facilitates and the effects it has on real lives.”

Kate Foster, Badd Karma

Online

Enterprise Nation has invested in its technology to make it easier for small businesses to access advice, whether that's through engaging with an adviser or searching for content to self-learn.

Have your message appear across the new look Enterprise Nation platform and engage with small businesses and their advisers.

Enterprise Nation is a trusted brand and popular online destination for start-ups and growing businesses. We deliver sponsored content in a way that engages the small business community, on particular issues – or with a specific call to action.

The site attracts 48,000+ visitors per month, with content regularly shared in weekly newsletters, across the social media platforms and via partners.



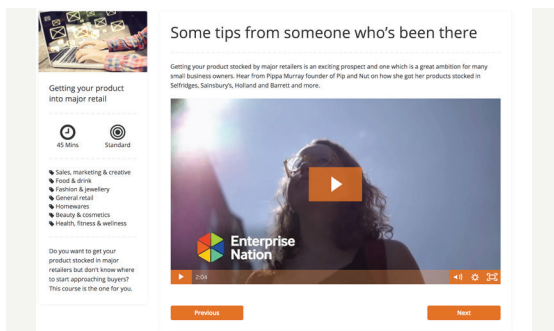
Podcast



Downloadable reports



Video content



Learning Journeys

Competitions

Have your brand seen by entrants and winners alike through support of a small business competition.



Female Start-up of the Year

The Female Start-up of the Year competition aims to showcase early stage female start-up entrepreneurs who are excelling in their industry. The competition sees hundreds of female founders enter, from across the UK.



Top 50 Advisers

A competition celebrating Britain's hard-working small business advisers. The Top 50 Advisers competition recognises the top advisers, professionals, coaches and mentors working behind the scenes to ensure Britain's businesses get the best start and growth potential.



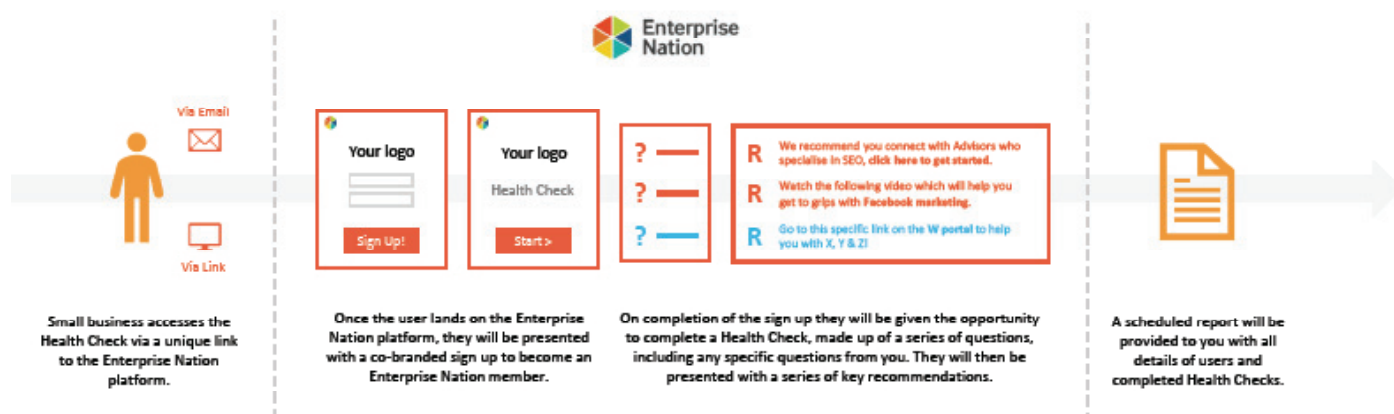
Next Generation Awards

The Next Generation Awards celebrates young entrepreneurs across the UK. With three categories of awards; Teen Start-up of the Year, Student Start-up of the Year, and Graduate Start-up of the Year. The competition receives hundreds of entries and thousands of votes for the winners in each category.

Membership

Enterprise Nation membership comes with a huge range of benefits. With access to a massive library of online content to discounts on all events and invitations to free member meet-ups. Members receive a personal dashboard showing their activity, the ability to interact with other members online, view what businesses like them are viewing, access consultation calls with advisers, online masterclasses and surround support.

If you have a network of small business customers or clients, we can offer a special membership rate for volume orders and ensure your small businesses benefit from the full breadth of support on offer from the UK's most active small business network. Not only that, we'll report back on what kind of support your small businesses are most interested in, how they're using their membership and pull out great member case studies.



Research and campaigning



Enterprise Nation represents the views of its members to government and lobbies for change to ensure the UK remains the best place in the world to start and grow a business.

Research and campaign topics have included:

- ▶ Small Business Barometer: a biannual review of small business sentiment. A survey asking small businesses about confidence levels and trading conditions.
- ▶ Home Business Report: shining a spotlight on what is a vibrant sector of home based and community driven entrepreneurs.
- ▶ Small business taskforce: maintaining secretariat for this group of 14 small business organisations that collectively represent 2 million+ small businesses.
- ▶ International trade: working with the government to introduce Export Vouchers and shift culture so businesses go global at speed.
- ▶ Tax and treatment of small business: providing a voice to government for the smallest of firms on digital tax data introduction, procurement and general policy-making.
- ▶ Top 50 Advisers: Understanding the need for small businesses to take advice, Enterprise Nation has run the Top 50 Adviser competition which has seen thousands of small businesses nominate their adviser to be crowned a UK Top 50 Adviser.

Campaigning and research often involves a survey, collation of data and recommendations, plus presentation to media and policy-makers. Partners benefit throughout.

Enterprise Nation head of media, Liz Slee, would work with you to ensure the campaign meets your objectives.

In the Press

Partnership with Enterprise Nation comes with the confidence of securing media coverage.

Enterprise Nation and its founder, Emma Jones, are regularly asked to appear online, on TV, in print and on the radio. Here are a few of the places we've been covered.

Head of media, Liz Slee, has a close relationship with key small business journalists and an active features schedule throughout 2019.

















www.enterprisenation.com/in-the-news

www.enterprisenation.com/press

Partners

Join other leading brands who have worked with Enterprise Nation to deliver content/events/messaging to their existing small business communities or commissioned activity to develop new contacts and customers.

For further details on partnerships, please contact:

Kieran Bunting

Enterprise Nation
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E1 7QA

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