



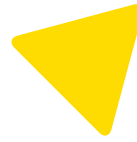
Enterprise  
Nation



# 2020 Campaigns

Partner opportunities





Enterprise Nation is the UK's most active small business community. We exist to help people start and grow their own successful business. This happens through a dynamic online platform, lively events, and representing founders on the issues that matter to them most.

**Based on what we're hearing from small businesses and observing economic trends, in 2020 the company will focus on four key campaigns. They are:**

**CLICKS  
AND MORTAR**

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**Clicks and Mortar**

reviving the High Street  
through enterprise

**NEXT  
GENERATION**

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**Next Generation**

ensuring the entrepreneurial  
future of Britain

**She's got  
this**

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**She's got this**

economic empowerment for  
women through trade

**HEADS UP!**

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**HeadsUp!**

promoting wellbeing for  
business owners and the  
planet

Brief details of each campaign are set out. In our experience, campaigns operate best when supported by global brands, central and local government, and small businesses themselves.

If you're interested in any of these topics, we would be delighted to have a conversation with regard to your support for the campaigns.

Each come with reach to 100,000+ founders, sole traders, and side hustlers. As a partner, you will be involved, promoted, and profiled throughout. All campaigns represent an ideal opportunity to attract more customers and maintain the loyalty of your existing base.

**To discuss next steps, please contact  
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## Clicks & Mortar Vision



2020 will see an increase in Clicks and Mortar shops to enable more businesses to test physical retail whilst delivering digital advice to existing retailers.

Since the programme launched on 3 June, we have received hundreds of applications from small businesses looking to pop-up, from landlords wanting us to open in their spaces, and Councils who want this activity brought to their towns and High Streets. 2019 campaign results will see:

- 10 shops opening across the UK
- 200+ online retailers testing physical trade
- Hundreds of local retailers receiving digital training
- Millions worth of press (already achieved)
- A model tested and refined to scale to towns all over the UK in 2020 and beyond

**The Clicks and Mortar campaign has been covered in 150+ press articles and TV since launch on 3 June 2019.**

## Next Generation Vision



After a successful pilot in 2018 and strong first half of 2019, the Next Generation campaign will grow in 2020.

The campaign features several touch points where brands can engage with young entrepreneurs, as 2019 sees 10,000+ young people trained via:

- A 6-week workshop course across 11 locations in the UK
- Online training, developed from the workshop content
- Next Generation Festival
- Next generation Awards
- Online content in the form of blogs, webinar and video

2020 will see an increase in the above activity to reach more young people, with the addition of a dedicated research house evaluating the effectiveness of the campaign.

**68% of 16-24 year olds, when questioned, said they want to start a business – securing the next generation of entrepreneurs.**



## She's Got This Vision



### A campaign delivering education in digital skills, confidence and risk.

After three years of running She Means Business in partnership with Facebook, and training over 30,000 female founders, the campaign will grow in 2020 to bring on new partners, to cover more activity and topics in the campaign. 2020 will see:

- Training delivered across numerous topics including; digital, finance, people, pr and confidence in business
- Research into the risk profile of women in business
- Online content to educate and celebrate female founders
- Connections made through local female founder groups

**The proportion of working-age women that went into business rose by 45% in the three-year period between 2013 and 2016, compared with 2003 to 2006, according to a report by Aston University.**

## HeadsUp! Vision



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**A brand new campaign for 2020 that will educate small businesses on how to look after themselves and sustainable best practices to look after the planet.**

This campaign will focus on developing your own mental health/resilience plus looking after the planet, with lobbying for government to support sustainable small business. the campaign will feature:

- Lobbying for tax reliefs for sustainable small businesses
- Sustainable Start-up of the Year competition
- Productivity based online learning allowing small business owners to free up more of their time for themselves
- Online content focussed around mental health and wellbeing
- Sector focused activity on how small businesses can operate in a more sustainable manner
- small business meet-ups