Building a nation of small businesses

Partnership Opportunities 2020/21

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“2020 has been a turbulent year for small businesses. Many have had to shut up shop, furlough staff, and secure loans. Almost all have pivoted their business to do more online and keep sales coming in.

Small business owners are resilient and optimistic, and they are emerging from COVID19 with the intention to build fitter and stronger businesses.

Much has changed. Teams are productively working from home and digital adoption has accelerated more in the past five months, than in the preceding five years.

Enterprise Nation has been active every day to support the small business community.

In mid-March we rapidly built a Coronavirus support hub that has become one of the most visited places on the web for founders wanting advice and guidance.

We have delivered national cash grant programmes, a digital accelerator, and the government’s Recovery Advice for Business programme.

At this critical time, I hope you will join us in the mission to support small businesses—and the record numbers of new ones starting up. Together we can create a true Enterprise Nation.”

Emma Jones MBE
Founder and CEO of Enterprise Nation

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About Enterprise Nation

Launched in 2005, Enterprise Nation is the UK’s most active small business support network and exists to help people start and grow their own business.

Supporting **500,000** small businesses each year, through:

**Community Platform**
Connecting businesses to all the support they need in one place.
Thousands of pieces of content/offers/training and events. Connections to peers and trusted advisers

**Sponsored Campaigns**
Delivering national campaigns on the topics that matter most to small business; female entrepreneurship, mental wellbeing, student start-ups and sustainability

**Data + Insight**
Measuring what works in business support.
Insight on small business confidence delivered by sector and/or region. Plus intelligence for advisers supporting the small business base.

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## The Enterprise Nation community

<table>
<thead>
<tr>
<th><strong>50,000+</strong></th>
<th><strong>30,000+</strong></th>
<th><strong>120,000+</strong></th>
<th><strong>12,000+</strong></th>
<th><strong>+ 320%</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>small businesses visiting the Enterprise Nation platform each month</td>
<td>Event attendees each year</td>
<td>Fans and followers on social media</td>
<td>Small business advisers on the platform with hundreds of thousands of clients</td>
<td>In businesses connecting and messaging on the platform</td>
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<table>
<thead>
<tr>
<th><strong>50</strong></th>
<th><strong>2,000,000+</strong></th>
<th><strong>£000s</strong></th>
<th><strong>50,000+</strong></th>
<th><strong>+ 150%</strong></th>
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<tbody>
<tr>
<td>Local leaders delivering meet-ups and activity in their region</td>
<td>reach via Enterprise Nation partners including corporates, workspaces, trade bodies and local government</td>
<td>Of coverage in local and national media each year</td>
<td>Subscribers to the weekly Enterprise Nation newsletter</td>
<td>In service engagements as businesses seek expert advice from advisers</td>
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What does an Enterprise Nation member look like?

- 0-10 employees
- Majority starting and growing from home
- Small business, big on ambition!
- Looking to buy from trusted providers who understand their needs and aspiration

Watch the Enterprise Nation Revolution video here.
What does an Enterprise Nation member look like?

### Years established
- **0-3 years**: 58%
- **4-6 years**: 17%
- **7-10 years**: 12%
- **10+ years**: 13%

### Business Sector
- **Beauty and cosmetics**: 15%
- **Business services**: 27%
- **Creative and media**: 9%
- **Fashion and jewellery**: 6%
- **Food and drink**: 10%
- **General retail**: 3%
- **Health, fitness and wellness**: 10%
- **Homewares**: 5%
- **Manufacturing**: 5%
- **Professional consultant**: 9%
- **Scientific and research**: 2%
- **Tech and apps**: 2%
- **Other**: 9%

### No. of employees
- **0-5**: 85%
- **6-10**: 2%
- **11-15**: 2%
- **16-20**: 6%
- **20+**: 2%
Case study **Twoodle Co.**

"Enterprise Nation has been an invaluable source of information, allowing me to access training, workshops and seminars, mentoring and support, plus access to discounts and offers on business services all in one place. I have also been able to take part in Enterprise Nation projects such as Clicks and Mortar, which have helped me test business strategies (like high street retailing) that I wouldn’t otherwise have been able to test, which have ultimately helped me grow my business in the most efficient and cost-effective way."

**Tim Rundle-Wood, founder, Twoodle Co.**

1. Signed up to Clicks and Mortar campaign to test a pop-up
2. Became a member, attended events, accessed online content and calls with advisers
3. Opened first permanent shop in Spitalfields, London
4. Home page hero!
Work with us!

Enterprise Nation works with top global brands and the public sector to build a nation of small businesses. Work with us on:

**Sponsored campaigns:** that come with branded training/events and profile in-built

**Events + competitions:** to celebrate and showcase the work of entrepreneurs and their supporters

**Grant programmes:** distributing funds and advice to pre-identified groups

**Online engagement:** from eLearning to live data, we can offer you multiple ways to engage with your existing small business community
Case study Salesforce

Salesforce approached Enterprise Nation in April 2020 to help deliver its small business grants programme, offering vital funds to businesses in the UK struggling with the effects of the Coronavirus pandemic.

Enterprise Nation advised Salesforce on suggested eligibility criteria, programme delivery method and promotion, with the application process quickly built on the Enterprise Nation platform ready for a May launch.

Enterprise Nation was responsible for the full programme deliverables including: marketing, applicant enquiries, hosting, shortlisting finalists, communications with judges and distribution of funds.

The programme delivered:
- 134 grant winners from over 3,000 applicants
- 120,000+ visitors to the programme landing page
- Coverage in 30+ local and national media outlets
- 100m+ social impressions
- Extremely positive feedback from applicants and grant recipients

*The work we do with our community is very important especially during times like this.*

Ikenna Mokwe, Dope Black Art

*Winning a Salesforce grant has significantly increased our chances of survivability throughout this difficult period and we are extremely grateful to have been awarded this.*

Robert Scott-Branton, Kids Gone Wild

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Sponsored campaigns

Enterprise Nation delivers national campaigns for sponsor brands on the topics that matter most.

In 2021 there are five flagship campaigns:

**She’s got this**

*She’s Got This* empowering female founders to grow
see Appendix 1

**Plan it with Purpose**

*Plan It with Purpose* building profitable businesses whilst looking after the planet
see Appendix 4

**Next Generation**

*Next Generation* enabling youth entrepreneurship in the UK
see Appendix 2

**Clicks and Mortar**

*Clicks and Mortar* building enterprise into the Great British High Street
see Appendix 5

**Local Leaders**

*Local Leaders* building peer networks across the UK
see Appendix 3

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Events and competitions

Engage with business owners and have your brand present at competitions, events and awards.

**StartUp 2021**
- **StartUp 2021**
  - The biggest start-up show of the New Year. Enterprise Nation’s biggest event!

**Exchange Series**
- **Exchange Series**
  - Event series connecting small businesses with big brand buyers across food, fashion, beauty and wellness sectors

**Next Gen Fest**
- **Next Gen Fest**
  - Exciting festival celebrating and championing youth entrepreneurship

**Festival of Female Entrepreneurs**
- **Festival of Female Entrepreneurs**
  - Flagship event for the ambitious female founders. It’s 10th birthday in 2021!

**Lunch and Learn**
- **Lunch and Learn**
  - Daily lunchtime webinars attracting 1,500+ small businesses per week

**UK Top 50 Advisers**
- **UK Top 50 Advisers**
  - Celebrating those advising Britain’s great small businesses

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Grant programmes

Deliver grant programmes and distribute funding to eligible small businesses via the Enterprise Nation platform.

Enterprise Nation has built a robust grant application and eligibility checker on its platform, with the legal and financial infrastructure to confidently deliver grant and support programmes that can change lives.

Ability to deliver full programme management including: marketing, applicant enquiries, hosting, shortlisting finalists, communications with judges and distribution of funds.
Brands that are supporting small businesses to grow will be those that receive their custom and loyalty in the future.

Whether you’re looking to help businesses manage their finances, get online, expand overseas or thrive on the High Street, delivering bitesize eLearning allows business owners the time and flexibility to upskill, whilst keeping track on progress.

Deliver an eLearning programme via Enterprise Nation and benefit from:

– Your brand associated with a support programme upskilling the nation’s entrepreneurs

– Access to new customers as they learn how your product can help them run and grow their business

– Data and insight as learner progress is tracked and ongoing support managed
Data and insight

Access small business insight on how businesses are using the Enterprise Nation platform and what’s on their minds.

Enterprise Nation can offer quarterly reports and real time data on what support businesses are accessing, the content they are viewing, events attending, and advisers engaged.

Key data points include:
– Region/sector/turnover/gender & age of founder(s)
– The most popular days for and categories of support
– Price elasticity when paying for support & services
– Future support requirements

Access this insight to support new content and product development and ways to communicate with customers that will resonate.
White-label support

Offer this complete set of features via your own platform.

It is proven that businesses that access support grow better and stronger than businesses that don’t. Serve trusted business support to your customers to ensure business survival and build a sense of community around your brand.

Through APIs we can white label the full support solution or distinct features.

**Benefit from:**
- Time and cost savings: by utilising a business support platform that already exists
- Customer retention and growth: as businesses access support to grow, they will remain your customers for longer
- Insight and data: on what matters most to your small business customers, contributing to new product/content development
In the press

Partnering 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. Below are a few of the places we’ve been covered:

- BBC
- Sky News
- Country Living
- The Huffington Post
- City A.M.
- The Sunday Times
- BBC Radio 4
- The Sun
- The Times
- The Guardian
- The Mail
- Reuters
- Business Zone
- Time Out London
- LBC
- Financial Times

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The team

Activity is delivered and managed by an energetic team, passionate about small business.

Key contacts include:

Emma Jones  
Founder

Kieran Bunting  
Head of partnerships

Henry Barton  
Partnerships manager

Polly Dhaliwal  
Head of platform

Lorna Bladen  
Head of marketing

Danielle Murphy  
Head of events and campaigns
Next steps

Support small businesses and become part of a dynamic community of champion brands through partnering with Enterprise Nation.

To discuss and for further details, please contact:

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T. 07788 966 274

**Henry Barton**
HenryB@enterprisenation.com
T. 07343 869 178
Appendix 1 **She’s Got This campaign**

An industry leading movement supporting and empowering **50,000** women to start, run and grow successful businesses.

The campaign provides inspiration and education on the topics of finance, sales, digital and wellbeing. Activity includes:

– She’s Got This podcast
– 3 x Festival of Female Entrepreneurs
– Female Start-up of the Year
– Access to 200 She’s Got This advisers
– She’s Got This hub hosting eLearning and downloadable resources
– Online content, case studies and PR

**“Coming out of lockdown, over 80% of female founders are looking for advice on accessing funding and adopting digital technologies”**

*She’s Got This research, Aug 2020*

**Become a sponsor of She’s Got This to empower female founders and help boost the economy**
Appendix 2  **Next Generation campaign**

Next Generation will help **15,000** young people start their own business and think in a more entrepreneurial way in the workplace. It does so by providing knowledge, confidence and community via:

- A 6-week workshop course across 10 regions
- eLearning, developed from workshop content
- Facilitated peer networks and meet-ups
- Next Generation Awards
- Next Gen Fest
- Connections to experienced entrepreneurs for mentoring
- Online content, case studies and PR

“51% of British young people have thought about starting (or have already started) a business”

Become a Next Generation sponsor to improve the lives of thousands of young people.
Appendix 3 **Local Leaders**

Enterprise Nation’s army of 50 Local Leaders are the eyes and ears on the ground in regions across the UK, from Brighton to Edinburgh. Small business owners in their own right, and well connected in their local areas, they run monthly meet-ups as well as take part in monthly polls and calls, offering insight into regional small business sentiment.

There is opportunity for your brand to tap into this network and connect with small businesses on a local level at over 500 events.
Small businesses are telling us they want advice and education on how to build a more sustainable business. This is in the context of environmental and social sustainability.

Plan It with Purpose campaign will help 10,000 business owners implement better practices that look after the planet, improve social mobility and help build a sustainable business. Activity will include:

- Diagnostic tool delivering an action plan on positive changes business owners can make to their business
- Sector specific guides e.g. Growing a sustainable food brand
- Online content and eLearning
- Presence at Enterprise Nation flagship events including StartUp 2021 and Festival of Female Entrepreneurs
- Sustainable Start-up of the year competition

Become a sponsor to deliver a positive impact on the planet through collective change.
Appendix 5 Clicks and Mortar campaign

Clicks and Mortar offers online sellers an opportunity to test physical trade whilst delivering digital education to High Street retailers.

In 2021 the campaign will see:
– One permanent store presence with rotating brands
– eLearning for today’s omnichannel retailer
– Partnership with High Street Taskforce to inform policy
– Business support events and advice plugged into store

Support Clicks and Mortar to support online sellers looking to go physical and existing retailers who want to do more online.

“Clicks and Mortar has been a great way to test how the products I usually sell online translate in real life. Having the opportunity to get feedback from customers has been invaluable and has already helped me create new product and design ideas. The exposure the brand has gained through local media has been great and has given me the confidence to move forward and participate in my first Christmas market!”

Nicola Ogle, Kelham Prints

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