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Nation

# STARTUP 2021

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# 5 STEPS TO STARTING YOUR BUSINESS IN 2021!

## CONTENTS

### HELLO AND WELCOME TO STARTUP 2021!

Today – across 11 virtual zones, 60 electrifying sessions and 100 expert speakers – you'll discover how to successfully start and grow your own business. You'll also get to meet a fantastic group of like-minded people – everyone from fellow early-stage entrepreneurs to a network of trusted small business advisers, whose expertise will help take your enterprise to the next level.

To get things started, here are my 5 steps for becoming your own boss:

#### 1. COME UP WITH AN IDEA

If you don't yet have an idea, ask yourself three questions: 'Have I spotted a gap in the market?' 'Could I make a living from a passion, hobby or skill?' And 'Have I seen someone do something I can do better, faster or cheaper?' Your answers will help you source an idea. Once you have one, research the market and speak to potential customers to ensure there's a market in that gap

#### 2. WRITE A PLAN

A plan acts as your route map. Remember 'I'M OFF' when deciding what to include – I is your idea; M is the market you're going to serve; O is the operations you'll need to get started; F is for finances, inclusive of a cashflow forecast and whether you need to raise funds; the final F is for friends, or the support network you can call on to help in the areas that aren't your strong suit. Writing this down will guide you from start to growth.

#### 3. MAKE SOME SALES

After selling to friends and family, you need to identify potential clients. Make a personal pitch to them by spelling out key benefits, while also considering social media platforms, powerful trading marketplaces, and your own branded website as a route to reach your ideal customer in the UK – and potentially further afield.

#### 4. MAKE SOME NOISE

Let existing and potential customers know you're very much open for business by securing online, print and broadcast media coverage, producing content that positions you as an expert in your field, entering awards and hosting or speaking at events. The more people hear about you and your story, the likelier they are to buy from you.

#### 5. KEEP ON TOP OF ADMIN

Ensure more cash is coming in than going out through basic accounting. Consider hiring an accountant early on – what could take you hours may be a much more straightforward exercise for them. Consider your intellectual property and ensure you have business essentials in place such as insurance and any required certification. This good housekeeping will protect you as the business grows.

A final tip – one that will last your business lifetime – is to surround yourself with support. On Enterprise Nation you'll find thousands of trusted advisers – many of whom are here today – offering the help you need to turn your business dream into a reality.

If you're not yet a member, [join for free now!](#)



*Emma Jones*

**Emma Jones MBE**  
Founder, Enterprise Nation

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## Looking to grow your business in 2021?

### Become an Enterprise Nation Adviser

Join Enterprise Nation to share your expertise with the UK's most active small business community. We help people create great businesses by giving them the resources and connections needed to be successful.

-  Have you recently made the shift to self-employment?
-  Are you looking to grow your brand and customer base?
-  Do you like working with start-ups and small businesses?
-  Want to meet other entrepreneurs and hear their secrets to success?
-  Do you love sharing expertise and are looking for speaker opportunities?

### What's in it for you?

#### **Raise your profile**

Create a public profile where you can list and promote your business services on Enterprise Nation to connect with a community of over 70,000 potential clients, per month.

#### **Build relationships**

Grow your connections through your profile or Enterprise Nation's online Groups and use the easy messaging tools to build relationships with prospective clients and other like-minded businesses.

#### **Share expertise**

100s of opportunities to feature in high profile events and campaigns, be interviewed for blog posts, and submit ideas for content and events to be published on Enterprise Nation.

#### **Learn something**

From marketing and sales to PR and funding, Enterprise Nation publishes 1000s of pieces of content, eLearning, webinars and guides for small businesses and consultants at all stages.



Enterprise Nation is the one place where you can meet like-minded small business owners that love what they do and are keen on growing their business.”

**Nadia Hossen Mamode**  
Chartered Accountant, VCCA



“Enterprise Nation offers great opportunities to get in front of their engaged community. I was invited to speak on one of their daily webinars with over 300+ attendees.”

**Sam Onigbanjo**  
Founder, Great Business Platforms



“Enterprise Nation has everything under one roof. It's geared to entrepreneurs and provides the support that can give you a seamless entry to self-employment.”

**Bash Kehinde**  
Life coach, Stylelutions

## BECOME AN ADVISER TODAY

Sign up now and start connecting with 1000s of small businesses.  
[enterprisenation.com/become-an-adviser](https://enterprisenation.com/become-an-adviser)



# KEYNOTE STAGE

A stage of inspirational stories and advice from some amazing entrepreneurs

**10:00 – 10:10**

## Welcome to StartUp 2021

Emma Jones, founder of Enterprise Nation.

**10:20 – 10:35**

## Economic opportunities for start-ups in 2021 - Interview with Minister for small business, Paul Scully MP

The Minister shares his thoughts on what opportunities exist for anyone starting up a business this year.

**10:50 – 11:10**

## Bootstrapping a business to success – Julian Hearn, founder, Huel

Julian founded Huel in 2014 with the goal to create a brand that people would be proud to be associated with and a business that did the right thing for the planet, for its staff, and its customers.

Julian bootstrapped Huel to a £40m annual run rate and a valuation of £220m within four years of launch. The brand has just completed its 5th year in which it generated £72m revenue. Huel was recently named the seventh fastest growing company in the UK.

**11:30 – 12:00**

## Using technology to kickstart your start-up

In this session, our panellists will discuss how technology can help provide greater efficiency and versatility, to help boost your business!

Panellists include:

- Dave Brooke, vice president small business EMEA, Dell Technologies
- Nicola Paul, director, Yellow Bird Digital Ltd
- Kelly Goss, Chief Problem Solver at Solvaa
- Majida Burch, co-founder, Brennan and Burch

**12:15 – 12:45**

## Launching a socially conscious business – Tessa Clarke, co-founder & CEO, OLIO

Hear from the co-founder of the free app tackling the problem of food waste. OLIO has grown to over 2.5 million users in 4 years, and its impact has been widely recognised, most notably by the United Nations who highlighted OLIO as a “beacon” for the world, and by Vivatech who awarded OLIO “Next European Unicorn”.

**13:15 – 13:45**

## Lessons from launching in lockdown, Steve Folwell, founder, Muddy Trowel

During lockdown, Steve put his entrepreneurial hat on and set up Muddy Trowel to support growers and gardeners during the crisis. The business launched in April 2020, with a remarkable 14 days from concept to launch and has been delivering in-bloom plant kits to customers ever since.

**14:00 – 14:30**

## Starting a business during a recession, Juliet Barratt, co-founder, Grenade

Having co-founded Grenade during the recession in 2010, Juliet knows first-hand the challenges around running a business in challenging times. Since launching, the brand has grown at an accelerated rate & continues to go from strength to strength, now selling into 80 countries worldwide.

**14.45 – 15:15**

## Show me the money

A panel of experts share their top tips on raising and managing funds for your start-up.

Panellists include:

- Graeme Tennick, Partner, Graeme Tennick & Co
- Richard Bearman, managing director, Start Up Loans
- Jasper Martens, chief marketing officer, PensionBee
- Kirsty Waller, VP Marketing, Sage

**15:30 – 16:00**

## Adapting to survive – Jacob Wedderburn-Day and Anthony Collias, co-founders, Stasher

Jacob & Anthony had a ‘lightbulb moment’ for their business after graduating from University together. Hear the pair’s journey to date, from gaining investment off the back of a cold email, to changing plans to survive through a time when travelling was put on pause.

**16:00 – 16:30**

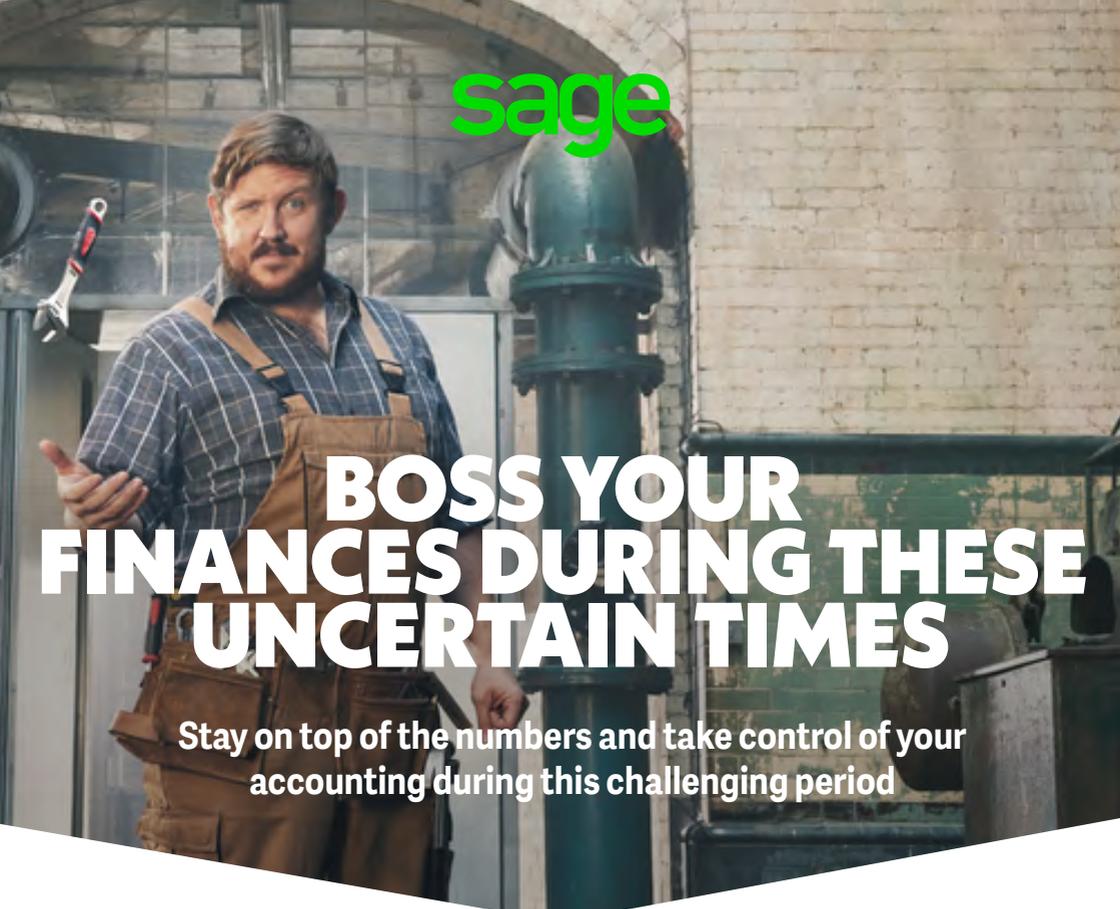
## How I built a unicorn - Johnny Boufarhat, Founder and CEO, Hopin

Hear this amazing growth story from the founder of Hopin - launching just over a year ago, the business already has a valuation of \$2 billion and over 3.5 million registered users.

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# BOSS YOUR FINANCES DURING THESE UNCERTAIN TIMES

Stay on top of the numbers and take control of your  
accounting during this challenging period

### ABOUT SAGE

Sage is the global market leader for technology that provides small and medium businesses with the visibility, flexibility, and efficiency to manage finances, operations, and accounting. With our partners, Sage is trusted by millions of customers worldwide to deliver the best cloud technology and support.

Our years of experience mean that our colleagues and partners understand how to serve our customers and communities through the good, and more challenging, times. We are here to help, with practical advice, solutions, expertise, and insight.

### KEY FUNCTIONALITY

- Send and track invoices
- Snap and capture receipts
- Take care of tax and compliance
- Forecast your cash flow
- Pay your people
- Share access with your accountant

*Sage is so seamless. I can use my iPad or phone. I can easily access my accounts and I know what's going on. I can check whether a customer actually paid me because it's connected to my bank account.* ”

**Janice B. Gordon**  
Owner

*Sage Accounting saves us 10 hours of manual time every week. We can focus on growing our small business, spending valuable time with our community, and speaking.* ”

**Roisin Culligan**  
Brew Box Coffee

FOR MORE INFO VISIT  
[sage.com/bossit](http://sage.com/bossit)



# BUILD A BRAND

Attend talks and workshops on branding, PR and much more

**10:00 – 10:45**

**Building your brand on the right foundations from the start**

Lorna Leaver, engagement manager (marketplaces), GS1 UK

**11:00 – 11:45**

**The importance of PR when growing and starting a business**

Louise Vaughan, managing director and co-founder, Definition

**12:00 – 12:45**

**Brand me: Why your personal branding is key**

Matt Davies, founder, Matt Davies Brand Consultancy

**13:00 – 13:45**

**Tell your story by podcasting like a pro**

Matt Callanan, podcaster and founder, We Make Good Happen

**14:00 – 14:45**

**Building a brand on a shoestring budget**

Jarmila Yu, founder, YUnique Marketing

**15:00 – 15:45**

**Realising the power of your data to grow your business**

Jacky Broomhead, senior engagement manager (brand engagement), GS1 UK



# FEMALE ENTREPRENEURSHIP

Female founders chat confidence, risk, and work life balance

**10:00 – 10:45**

**Female Founder Story**

Interview with Ceylan Boyce, founder of Academy For Women Entrepreneurs

**11:00 – 11:45**

**Stop under-selling yourself**

Sallee Poinsette-Nash, founder, Brandable & Co

**12:00 – 12:45**

**Female founder interview hosted by TSB**

**13:00 – 13:45**

**Finding your tribe as a woman in business**

Mel Bound, founder and CEO, This Mum Runs

**14:00 – 14:45**

**Overcoming fear as a business owner**

Scarlett V Clark, founder, Smart Girl Tribe

**15:00 – 15:45**

**Interview with Female Start-up of the Year 2020**

Jessica Heagren, CEO and founder, That Works For Me

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### Have any questions? Come to our sessions or visit our booth

Bring your questions to our informative sessions on the 'build a brand' virtual stage

- 10:00 Building your brand on the right foundations from the start
- 15:00 Realising the power of your data to grow your business



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# THE DIGITAL STAGE

Hear from experts on the best digital tips to help your business in 2021

**10:00 – 10:45**

## Technology to help your start-up succeed

- Andy Bone, solutions specialist, Dell Technologies
- Jason Crawford, solutions specialist, Dell Technologies

**11:00 – 11:45**

## SEO tips for start-ups

- Gill Wilson and Isla Wilson, partners, Buttered host

**12:00 – 12:45**

## Killer tips for digital marketing for businesses

- Lucy Norris, content strategist, Ecrubox Digital

**13:00 – 13:45**

## Adjusting and adapting in the post Brexit era for British Business

- Taimur Ghafoor, Senior Accountant, Osome

**14:00 – 14:45**

## Setting up and growing a business online – the legal aspects

- Stephen Thompson, managing partner, Darwin Gray

**15:00 – 15:45**

## A-Z of your buyer persona

- Fin Wycherley, founder and CEO, Supersize Media



# PLAN IT WITH PURPOSE

Guidance, tips and inspiration to help you build a more sustainable business

**10:00 – 10:45**

## Climate change and start-ups

- Jonathan Aslin, director, Intsilio Limited

**11:00 – 11:45**

## Diversity and inclusion strategies for start-ups

Panellists include:

- Emma Gregan, compute and networking specialist, Dell Technologies
- Sonya Barlow, global diversity, equity & inclusion consultant and Founder of Like Minded Females
- Sarah Guerra, director of equality, diversity and inclusion, King's College London
- Garry Connor, director of services, Diversiti UK Learning and Development CIC

**12:00 – 12:45**

## Sustainable business heroes:

- Josephine Phillips, founder and CEO, Sojo
- Chris Mjelde, founder and CEO, Verdn
- Adil Delwar, founder and CEO, PALM LIFE Ltd and Ask a Startup

**13:00 – 13:45**

## How to become a more sustainable start-up

- Sophie Segal, co-founder, Co-CREATE ImpACT

**14:00 – 14:45**

## Embedding a social purpose in your start-up

- Adele Aitcheson, co-founder, Grand Nanny
- Dan George, founder and CEO, StepEx
- Lucy Willoughby, founder, Good Things UK
- Comet Chukura, founder, GLOW

**15:00 – 15:45**

## Building a successful, sustainable start-up

- Max Smith, Co-Founder, Impactful.
- Rishi Gupta, Co-Founder, Zero Waste Club
- Fflur Lawton, head of public affairs, Smart Energy GB

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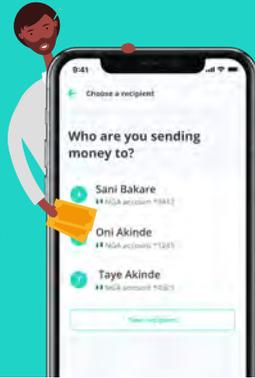
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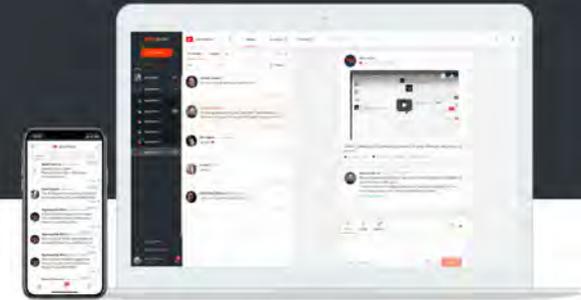
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# SHOW ME THE MONEY

Get advice on raising and managing funds in a series of workshops, talks and panel discussions

**10:00 – 10:45**

## How to manage your business finances like a boss

- Jonathan Dowden, small business product leader, Sage
- Carl Reader, serial entrepreneur, business adviser, and author of Boss It
- Sam Mitcham, founder, SJCM Accountancy

**11:00 – 11:45**

## What's a business programme? How to unlock free support and funding and why you should join one!

- Samantha Harland, programme Manager, BRITE
- Marc Convey, founder, 23Digital
- Gaby Jesson, marketing and communications director, Plus X
- Anneza Pitsialis, programme manager, Central Research Laboratory

**12:00 – 12:45**

## How to produce a successful application to Start Up Loans

- Gareth Price, director of customer experience, Start Up Loans

**13:00 – 13:45**

## How to do an effective crowdfund in 2021

- Anna Gordon, crowdfunder coach, Crowdfunder UK

**14:00 – 14:45**

## 5 traits every VC looks for to determine business success in 2021

- Leslie Uzan, head of alternative investments, St James's Place

**15:00 – 15:45**

## What angel investors are looking for in 2021

- Jurek Sikorski, founder, Henley Business Angels Ltd
- Sarah Turner, co-founder, Angel Academy
- Mark Brownridge, director general, EIS Association

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# START ME UP

Get industry specific advice from inspiring entrepreneurs and experts

**10:00 – 10:45**

## Getting ready for retail

- [Rebecca Saunders](#), founder, Seekology

**11:00 – 11:45**

## How to start a beauty or wellness business

- Moderated by [Rebecca Saunders](#), founder, Seekology
- Kati A Treble, founder and creative director, Kati Kaia
- Shiona Redmond, co-founder, Graces London
- Isobel Reid, Founder, Gloh. Ltd
- Dr Jahnavi Karia, co-founder Heyoo

**12:00 – 12:45**

## How to start a food business

- Paul Rostand, founder, Great British Biscotti Co Ltd
- Anushi Desai, co-founder, Plant Pops
- Nirali Mankodi, co-founder, Superfoodio
- Rachel Hugh, co-founder, The Vurger Co

**13:00 – 13:45**

## How to start a tech business

- Callum Coombes, co-founder and CEO, Safepoint
- [Caroline Syson](#), founder, Pocket PA
- Sam Dickie, lead product manager & programme lead, Spark Micro-Incubator at ucreate

**14:00 – 14:45**

## How to start a fashion business

- Panellists include:
- Jade Sammour, founder, Dainty London Ltd
- Alison Lewy, founder, Fashion Angel
- Mary Moran, CEO, Ilu Fitwear

**15:00 – 15:45**

## Running a business when it's not business as usual

- Kaushalya Somasundram, head of payments partnerships & industry relations at Square, UK
- Tim Rundle-Wood, founder, Twoodle Co
- Steve Wright, co-founder, Tiny Idea

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# BUSINESS ESSENTIALS

Get a handle on your business essentials in these insightful workshops, including legal considerations when setting up your start-up

**10:00 – 10:45**

### Starting up – legal basics

Mythri Reddy, associate, Edwin Coe LLP and Christophe Robert, associate, Edwin Coe LLP

**11:00 – 11:45**

### Moving to your first business premises – points to consider when negotiating your first lease

Harry Rudolf, associate, Edwin Coe LLP

**12:00 – 12:45**

### You are not alone – all the ways you can get other people and businesses to help you grow your start-up

Emma del Torto, managing director, Effective HRM

**13:00 – 13:45**

### Branding basics – how to protect your intellectual property

Selina Clifford, senior associate, Edwin Coe LLP and Yoon Hur, associate, Edwin Coe LLP

**14:00 – 14:45**

### Starting a business in uncertain times

- David Jackson, founder & director at Seven Hills Workspace Limited
- Dominique Woolf, founder, The Woolf's Kitchen
- Sophia Procter, CEO, Munchy Play
- Katrina Borissova, founder, Little Danube Ltd

**15:00 – 15:45**

### Business plan 101: creating a business plan that actually works

Kathy Ennis, founder, Little Piggy



# HEADS UP

Being a start-up founder is no mean feat. This zone focuses on how to look after yourself, as well as your business

**10:00 – 10:45**

### Keeping productive (and sane!) as a small business owner

Emma Mills-Sheffield, founder, Mindsetup Ltd

**11:00 – 11:45**

### Techniques to level up your entrepreneurial thinking

Rachel Stockey, head of entrepreneurial skills, Entrepreneurship Institute, King's College London and founder and coach, She Lives to Fly

**12:00 – 12:45**

### The importance of financial wellbeing

- Rachael Oku, head of brand and communications, PensionBee
- Emma Maslin, certified financial coach and founder of multi award-winning personal finance education website The Money Whisperer

- Peter Komolafe, founder of Moneytelligence and host of the Conversation of Money Podcast
- Clare Reilly, chief engagement officer, PensionBee

**13:00 – 13:45**

### Taking care of your mental health when running a business

Panellists include:

- Alex Wilding, co-founder, Vidicrew & founder, FounderTherapy.io
- Karolina Ba, CEO & Founder, THEENK TEA
- Paul Durrant, founder, PDT Sales Consultancy
- Fede Trimarchi, founder, The Mood Club

**14:00 – 14:45**

### Stress management for busy small business owners

Paul Durrant, founder, PDT Sales Consultancy

**15:00 – 15:45**

### How to thrive as an introverted business owner

Janice Chaka, founder, Introvert Media Lab Consulting

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# LET'S GET SOCIAL

Learn top tips on how to nail great social media activity for your start-up

**10:00 – 10:45**

**Building your community on LinkedIn**  
Jennifer Corcoran, founder, My Super Connector

**11:00 – 11:45**

**Utilising WhatsApp for your small business**  
Caroline Sumners, founder and director, Caroline Sumners

**12:00 – 12:45**

**Tell your business story using Instagram**  
Janet Bebb, managing director, Social Progress Ltd

**13:00 – 13:45**

**Understanding your Facebook ad results**  
Amanda Dixon, founder, North East Social Media

**14:00 – 14:45**

**How to use Instagram Shops for your small business**  
Lucy Hall, Co-Director, Avviso Media Ltd

**15:00 – 15:45**

**Connecting with your audience via Facebook groups**  
Deasha Waddup, founder, Social Treats

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# FREELANCE AND SIDE HUSTLES

Thinking of going freelance or growing a side hustle? This is the stage for you!

**10:00 – 10:45**

**Surviving freelance life**  
Sarah Townsend, freelance marketing copywriter and author of Survival Skills for Freelancers

**11:00 – 11:45**

**Avoiding burnout as a side-hustler /freelancer**  
Panellists include:  
– Sarah Townsend, freelance marketing copywriter  
– Sheetal Revis, owner, The Pakora Explorer  
– Tamsin Fox-Davies, founder, Smug Vegan  
– Waliyah Abiola, founder, Waliyah Productions

**12:00 – 12:45**

**How to set up a side-hustle**  
Egbe Manton, founder, Manton Legal Consultancy

**13:00 – 13:45**

**Top tips for marketing your freelance services**  
Minal Patel, founder, Marketing by Minal

**14:00 – 14:45**

**Finances for freelancers and side hustlers**  
Andrew Henderson, managing director, Henderson Accounting Consultants Ltd

**15:00 – 15:45**

**Turning your passion into profit – a journey from side-hustle to full time business**  
An interview with Tomasz Dyl, managing director at GottaBe! Marketing

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# HOW WILL STARTUP 2021 WORK ONLINE?

The virtual event platform we are using for StartUp 2021 is [Hopin](#). As an attendee, you'll be able to move in-between different stages, just like the in-person event, and enjoy the content and connections throughout.

## Demo Video

Please take a moment to watch the following brief Hopin demo video.

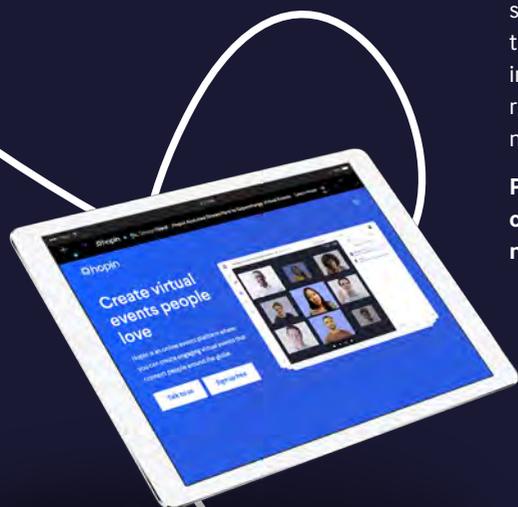
[Click here to view!](#)

## LET'S GET FAMILIAR WITH THE HOPIN PLATFORM!

### Which browsers work best?

We recommend you use the latest version of either Chrome or Firefox to guarantee the best experience. As an additional note, sometimes third-party extensions can affect the experience, blocking some of the Hopin interface elements. To avoid this, we also recommend opening the event in Incognito mode on Chrome or Private tab on Firefox.

**Please join the event using a laptop or computer – tablets / smartphones are not fully compatible.**



## THE SIX AREAS OF HOPIN

There are six main areas in the Hopin platform which you can visit. The left-hand side toolbar will help you quickly navigate between:

### 1. RECEPTION

The Reception area is the welcome page or “lobby” of the event. Here you can quickly find out what’s currently happening at the event through special announcements, important links, and event notifications.

### 2. STAGES

Click on ‘Stages’ within the event, to view content for the following zones:

<b>Keynote</b>	<b>Show me the Money</b>
<b>Build a Brand</b>	<b>Start Me Up</b>
<b>Female entrepreneurship</b>	<b>Business Essentials</b>
<b>Digital stage</b>	<b>Heads Up</b>
<b>Plan it with Purpose</b>	<b>Let’s get Social</b>

In the right-side chat area, there is a specific Stage Chat tab, where you can post your questions for the speakers.

### 3. FREELANCE AND SIDE-HUSTLES ZONE

Click here to view sessions taking place in the Freelance and side-hustles zone.

### 4. NETWORKING

Here you can connect with other event attendees with 1-1 video chats. Click on the “Ready” button and you will be randomly connected to another attendee and will be able to video chat. Click on ‘Connect’ to swap details with whoever you are speaking with - these will be saved in your Hopin account.

### 5. EXHIBITION

The exhibition area is where you can interact with all our event partners and learn more about the offers and tools they can provide to help boost your business. The Enterprise Nation booth is also here, so do visit us and say hello!

### 6. CHAT/ PEOPLE

There are multiple chat channels in a Hopin event. Each one serves a different purpose, including:

**Event chat** — This is the overall global event chat where all participants can post messages. Look here for special event-related messages from Enterprise Nation event organisers.

**Stage/session chat** — This is a dedicated chat forum specific to stage-related sessions. Use this to ask questions or make comments during a specific session.

**Exhibition booth chat** — Each partner has their own chat for group discussions and interaction about how their products and services can support small business owners.

**Meeting chat** — In Networking 1-1s, a private chat channel is available to the participants.

### OTHER LINKS TO HELP YOU

For further assistance and support, please [click here](#) to access Hopin’s help centre.

# EXHIBITION AREA



Enterprise Nation is the UK's most active small business network and we have helped thousands of people turn their good idea into a great business.

Pop over to the Enterprise Nation stand to meet the team and hear how we can help support your business journey.

**Don't forget to activate your free Enterprise Nation membership: [enterprisenation.com/join](https://enterprisenation.com/join)**



**Legal services for start-ups and new businesses**

**Proud to sponsor the StartUp 2021 Business Essential Zone**

We understand the challenges that face entrepreneurs starting a new business and we pride ourselves on our ability to provide high quality, timely and cost-effective start-up legal advice from structuring your company, to protecting your intellectual property, to appointing your first employee and acquiring your first property lease.

We have even designed legal packs specifically for start-ups and new businesses to help when navigate 'the legal stuff'. We understand it can be confusing.

Come visit our virtual stand to find out more about us and enter our free prize draw giving away 20 lots of £10 Amazon eGift cards. Find out more about our free legal surgeries taking place in February 2021 for established start-ups and new businesses. Talk to us – we're here to help you with your legal needs.



Not sure on what tech you need for your business?

People need brands they can trust, and people they can trust. Dell Technologies Advisors are here to offer you free, one-to-one advice on all of your tech requirements.

Whether it's storage, laptops, datacentre or the cloud, our Advisors offer the best technology solutions designed to keep your business productive.

Real people, offering real advice to keep your small business ready for what's next.

If you would like to discuss your small business tech requirements or if you are looking for professional support and advice, visit the Dell Technologies stand today. We're ready to help.



Do you pay invoices, suppliers or staff overseas?

Make sure to claim your free £50 international payment voucher at the Azimo Business stand. Azimo Business has been helping freelancers, sole traders and small businesses like yours save time and money since 2012.

You can also find out more about how to save up to 90% on international business payments.

Visit us and you'll get:

- A £50 voucher to spend on an international payment
- Help and advice from our account managers
- A full demo of Azimo Business



Smart Energy GB is a government backed organisation tasked with informing Great Britain about the benefits of the smart meter rollout.

A smart meter could help your business, by sending energy readings directly to your supplier and bringing an end of estimated bills, helping you manage your cash flow.



Sage is the global market leader for technology that provides small and medium businesses with the visibility, flexibility, and efficiency to manage finances, operations, and accounting. Our 40 years of experience mean that our colleagues and partners understand how to serve our customers and communities through the good, and more challenging, times.

Visit our stand today to speak to one of our Sage experts to find out more on how to Boss your business



Visit our stand and discover how you can save over 5 hours a week managing your social media marketing! We know how hard it is to juggle all the things in your business such as accounts, meetings, the never-ending inbox ....We totally get it! That is why with Agorapulse there are no complicated excel docs, long emails or millions of open tabs needed — Let us show you the simple way to manage your social media channels



It's our mission to make pensions simple, so everyone can look forward to a happy retirement.

With PensionBee's flexible pension for the self-employed you can manage your pension like your bank account via our website and app; view your live balance, make contributions and withdrawals and use a smart calculator to plan ahead.

We've made saving for the future as easy as possible. Pay into your pension according to your current income, from a personal or business bank account, with no minimum saving amounts. Plus, with PensionBee there's just one all-in annual fee.

Visit our stand to find out everything you need to know about pension saving, and learn how you can start a new pension in less than five minutes.

Don't forget to enter our StartUp2021 competition! Sign up for a self-employed pension via [pensionbee.com/e-nation](https://pensionbee.com/e-nation) before 12pm on 31 January to be in with a chance of winning a £1,000 pension contribution.

T&Cs: Only entrants who complete their sign up using the above link and set up a contribution will qualify. The prize is a £1,000 pension contribution (£800, plus £200 in tax relief). Competition closes at 12pm on 31 January 2021. One winner will be chosen at random and notified by 3 February 2021.

# EXHIBITION AREA CONTINUED



Start Up Loans has delivered over 78,000 loans, providing more than £663m of funding. Discover how you can get funding and free mentoring to help you start or grow your business.

Make your business dream a reality. Apply for funding at [Startuploans.co.uk](http://Startuploans.co.uk) or call for further information on 0344 264 2600.

Lines open from 9am to 6pm weekdays excluding Bank Holiday.



Square builds simple tools to help you run your business, even when it's not business as usual. If you need to reach more customers online, take your business remote, or sell a little more safely in-person, Square has solutions to help you adapt and sell anywhere. Visit our stand to sign up to Square for free today and get your first £1,000 of card sales processing fee-free AND a free card reader.



At TSB, we're committed to supporting smaller, independent businesses just like yours. That's why we've added so many useful benefits to our Business Plus Account to help your business start, run and grow.



## Need a barcode?

If you are planning on selling your products in a store or online you'll more than likely need a barcode, a product identifier, a GTIN or EAN number.

The numbers you see beneath barcodes are your products' unique identifiers – they're called GTINs (Global Trade Item Numbers). These numbers are licensed from us – we're part of the global GS1 organisation that manages the barcode standards and allocates the numbers.

Discover how to uniquely identify your products in order to grow sales in store and online, by joining our community.

StartUp 2021 attendees can benefit from a special GS1 UK membership offer of 10 GTINs and 10 barcode image credits for only £50 + VAT per year.

[Click here to get your barcodes](#)

## About GS1 UK

GS1 UK is just one of 115 neutral and independent GS1 organisations operating worldwide. From product barcodes to patient wristbands, GS1 standards have been transforming the way we work and live for more than 40 years.

Whether online, in store or in a hospital, the common language of GS1 global standards is helping our community of more than 47,000 organisations across the UK to uniquely identify, describe and track anything, creating greater trust in data for everyone.

# Enterprise Nation events in 2021

## Enjoyed StartUp 2021?

Join more events throughout the year!

### Choose from:

#### Exchange series

matching small businesses with buyers from major retailers in the food and drink, fashion, beauty and wellness sectors.

Next event:

**Beauty and Wellness Exchange,  
29 January**

#### Lunch and learn webinars

giving you a daily boost and offering advice from experts across a variety of fields.

**Browse upcoming webinars  
and sign up for free.**

#### Small business meet-ups

offering entrepreneurs around the UK to connect with other local founders, learn from and support each other in their start-up journeys.

**Find your local meet-up.**

#### Festival of Female Entrepreneurs

taking place in Bristol and Edinburgh in late 2021, these events offer a full day of information and inspiration

#### She Means Business

training sessions for female founders on how to boost your business online.

**View the campaign page**

#### Amazon Small Business Accelerator

a free, online educational programme for anyone who wants to start a new online business or grow an existing one. Access e-learning from experts, with modules on social media marketing, selling on Amazon, accounting, hiring and more.

**Sign up for free today.**

**Visit [enterprisenation.com/events](http://enterprisenation.com/events) to view all  
of our upcoming events**