



Enterprise
Nation

Partnership Opportunities

2018

Enterprise Nation is the UK's most active small business network. We help people turn their good ideas into great businesses. This happens through a daily blog, lively events, adviser marketplace and e-learning platform. We also represent the views of small business to government.

Key facts and figures on the Enterprise Nation community:

70,000+

Membership of 70,000+ small businesses

9,000+

Advisers on the Enterprise Nation marketplace

95,000+

social media following

Nationwide

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

1,000+

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

100+

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 2018. To discuss opportunities to partner, please contact:

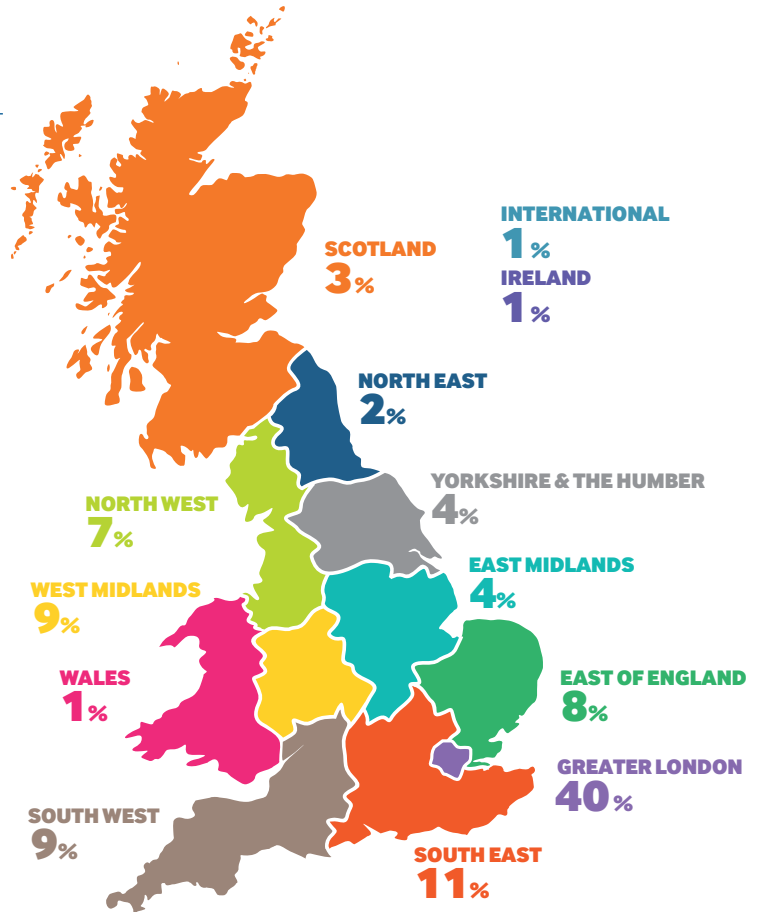
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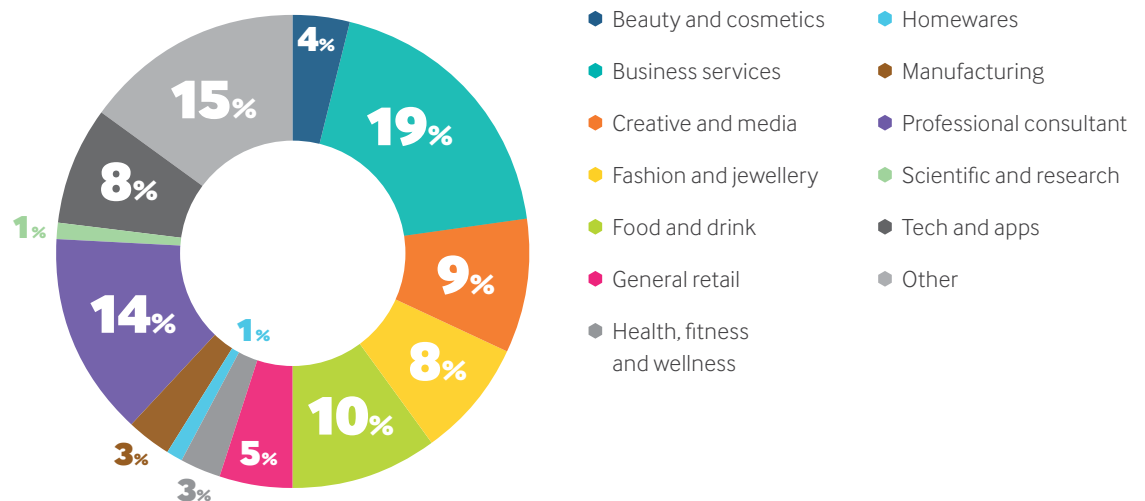
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What does an Enterprise Nation member look like?

Geographical spread

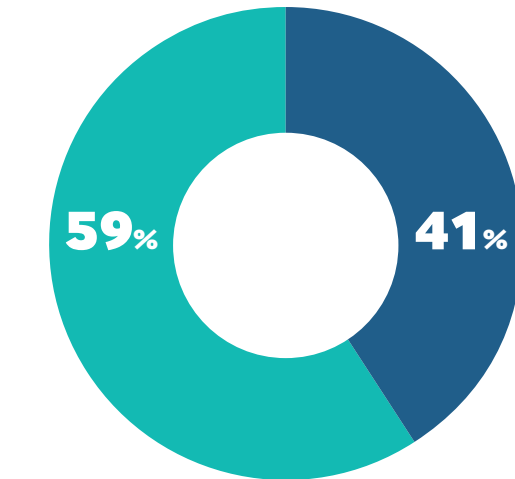


Business Sector



What does an Enterprise Nation member look like?

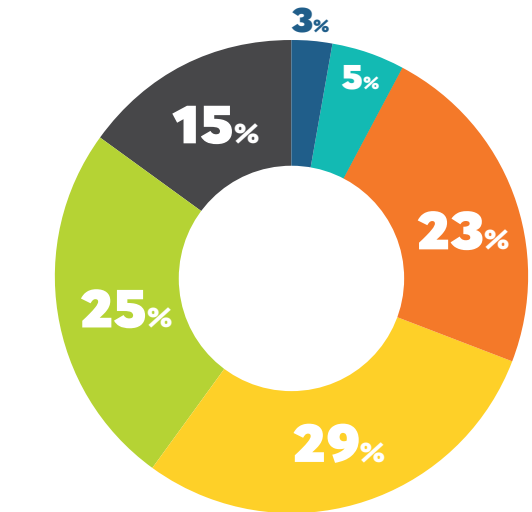
Sex



Female

Male

Age



Under 25

26-35

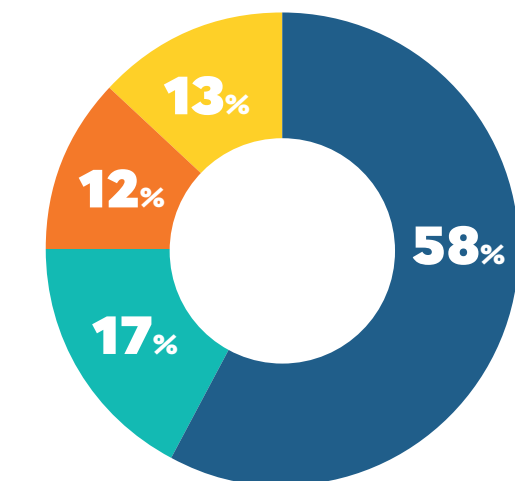
36-45

46-55

56-65

65+

Years established



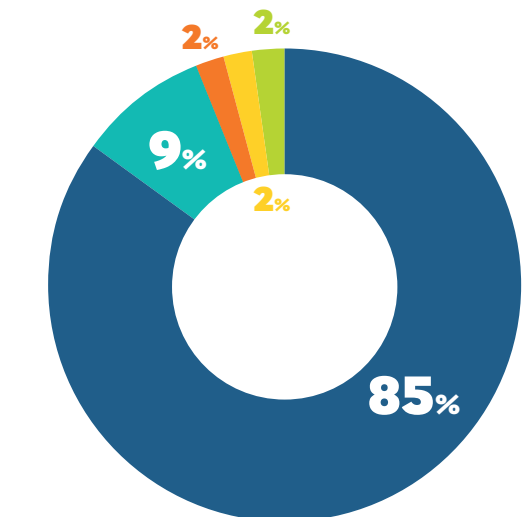
0-3 years

4-6 years

7-10 years

10+ years

No. of employees



0-5

6-10

11-15

16-20

20+

Events

Enterprise Nation runs over 100 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.

Festival of Female Entrepreneurs

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

Go Global

As small businesses look to export and enter new markets, Enterprise Nation is there to support them. Four events hosted in London will introduce small businesses to different territories across the globe and offer advice on how to do business there.

Show me the money!

With four events across the UK (London, Birmingham, Manchester and Edinburgh) and monthly online content, this series aims at connecting small businesses with different funders as well as offering support and advice on managing their finances.

Go and Grow Online

A year-round series of events aims to close the digital gap for small businesses, delivering expert panels and online training on topics from social media to building a website and turning browsers into buyers.

Member meet-ups

Monthly get-togethers for members encourage 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+ unique visitors per month, with the weekly newsletter distributed to 70,000+ and a high level of social sharing of blog posts, infographics, video content and competitions.



Podcast



Downloadable reports



Video content

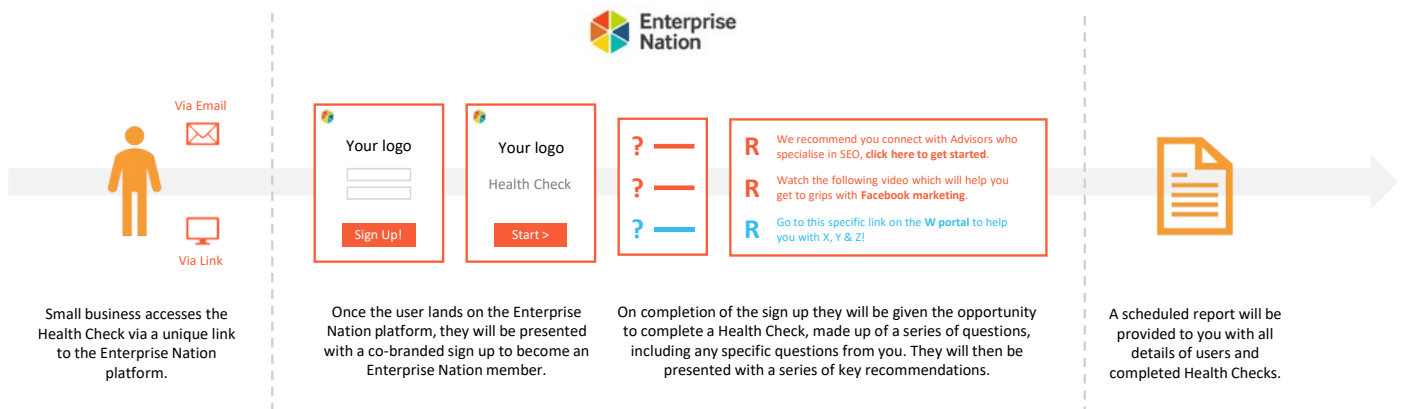


Competitions

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 2018.

www.enterprisenation.com/in-the-news

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.

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For further details on partnerships, please contact:

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