

Building a nation of small businesses

Partnership Opportunities
2021

www.enterprisenation.com

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State of the small business nation

“2021 is the year when small businesses will re-emerge.

Due to the shock of the pandemic and lockdowns, small businesses spent the past 12 months pivoting, learning, adapting and doing whatever it took to keep trading. They have been amazing.

No-one would have wished or wanted a global crisis but some positives have come from this experience for small firms; there has been massive digital adoption, founders have a more acute view on their finances, and many business owners I know say if they’ve managed to get through this episode, they can trade through anything. This has created a steely resilience in the small business sector that will bode well for the future.

Our job now at Enterprise Nation is to ensure small businesses get the support they need to re-open and build trade; at a local and global level. We will do that through the campaigns outlined in this document and through an online platform that is attracting half a million small business visitors each year seeking connections and support.

I hope we can work with you on this mission.”



Emma Jones CBE
Founder and CEO of Enterprise Nation

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.

The Enterprise Nation community

60,000+

small businesses visiting the Enterprise Nation platform each month

30,000+

Event attendees each year

120,000+

Fans and followers on social media

12,000+

Small business advisers on the platform with hundreds of thousands of clients

+ 320%

In businesses connecting and messaging on the platform

50

Local leaders delivering meet-ups and activity in their region

2,000,000+

reach via Enterprise Nation partners including corporates, workspaces, trade bodies and local government

£000s

Of coverage in local and national media each year

100,000+

Subscribers to the weekly Enterprise Nation newsletter

+ 150%

In service engagements as businesses seek expert advice from advisers

What does an Enterprise Nation member look like?

0-10 employees

Majority starting and growing from home

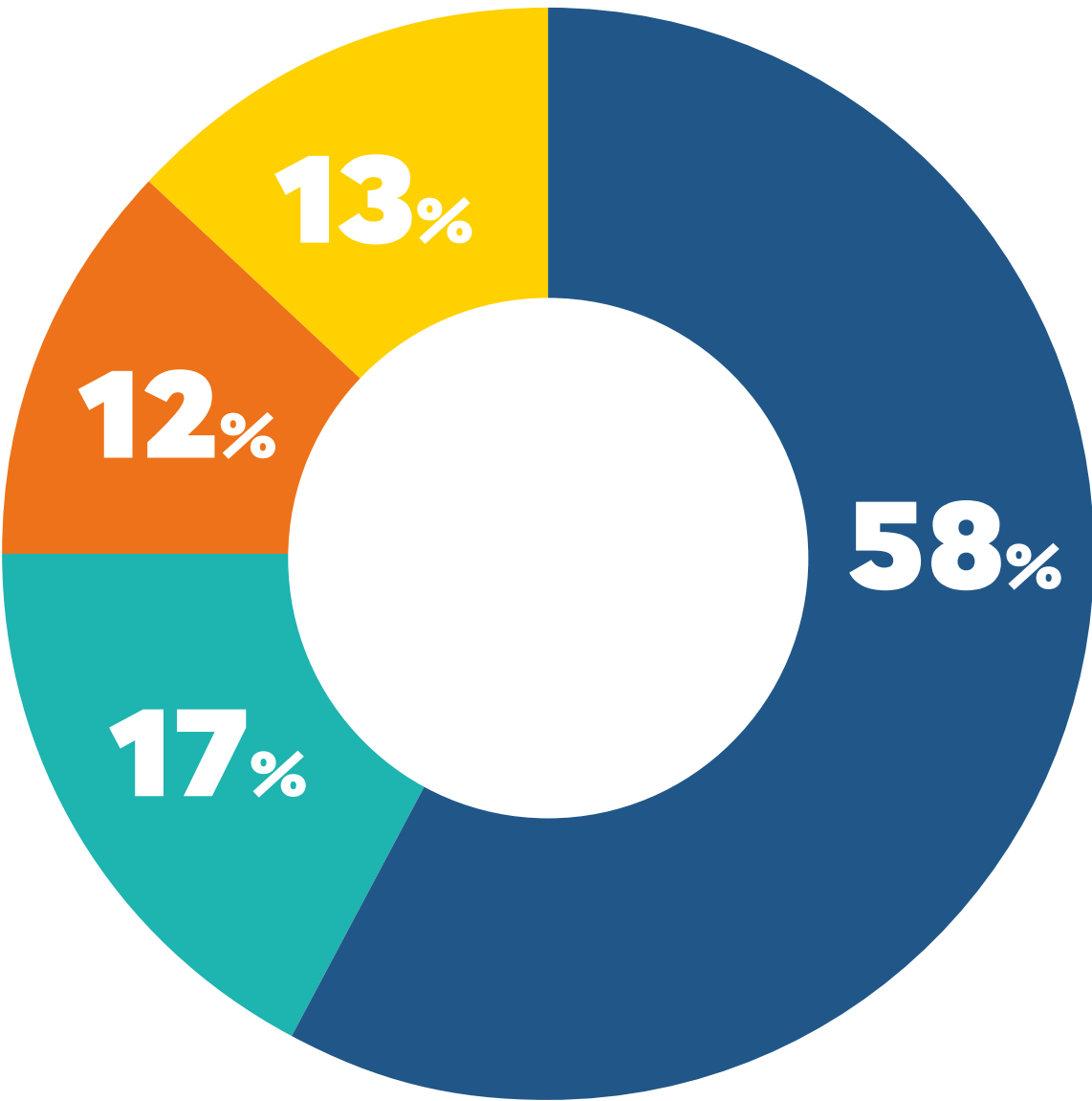
Small business, big on ambition!

Looking to buy from trusted providers who understand their needs and aspiration

Watch the Enterprise Nation Revolution video [here](#).

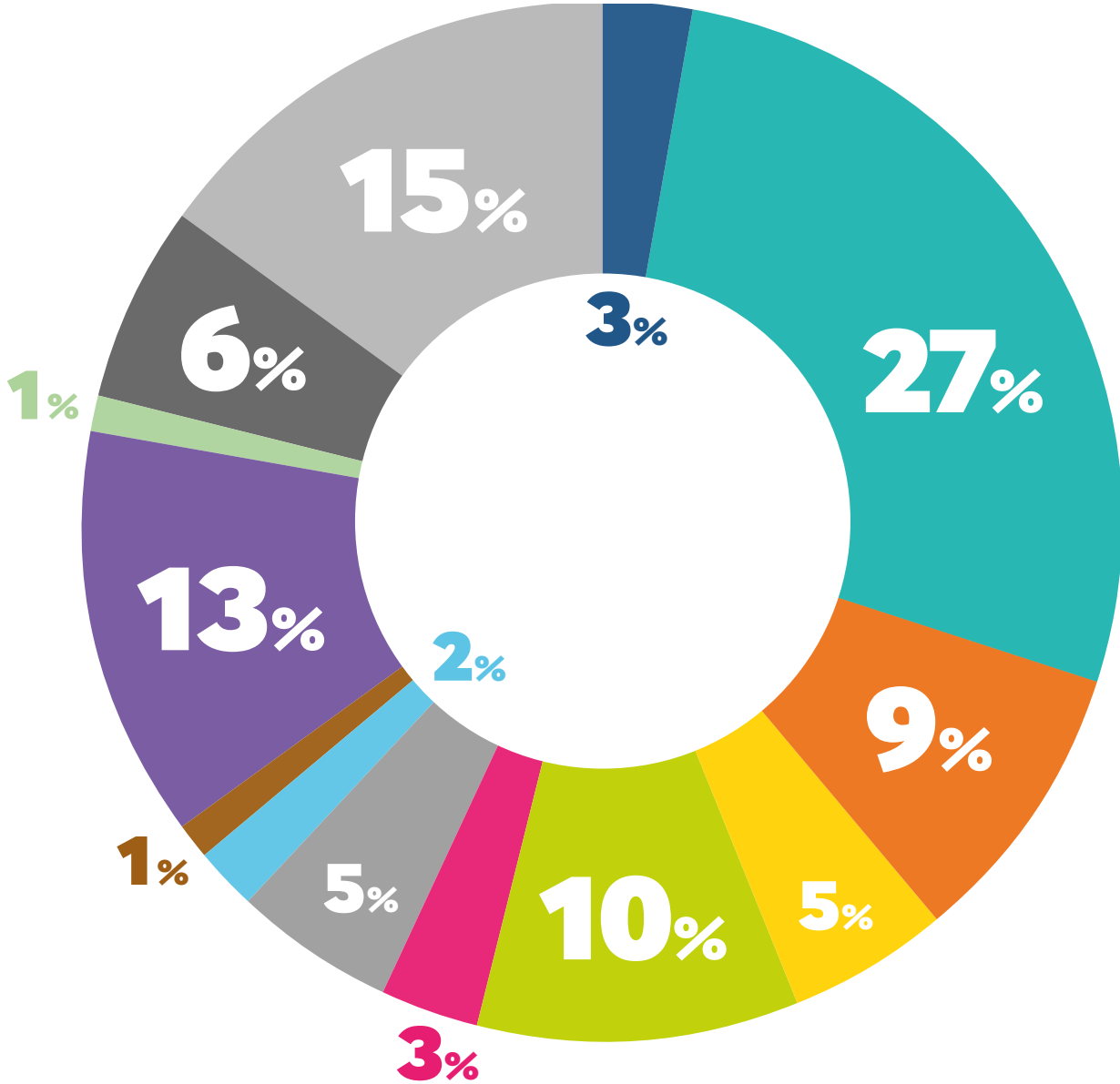


What does an Enterprise Nation member look like?



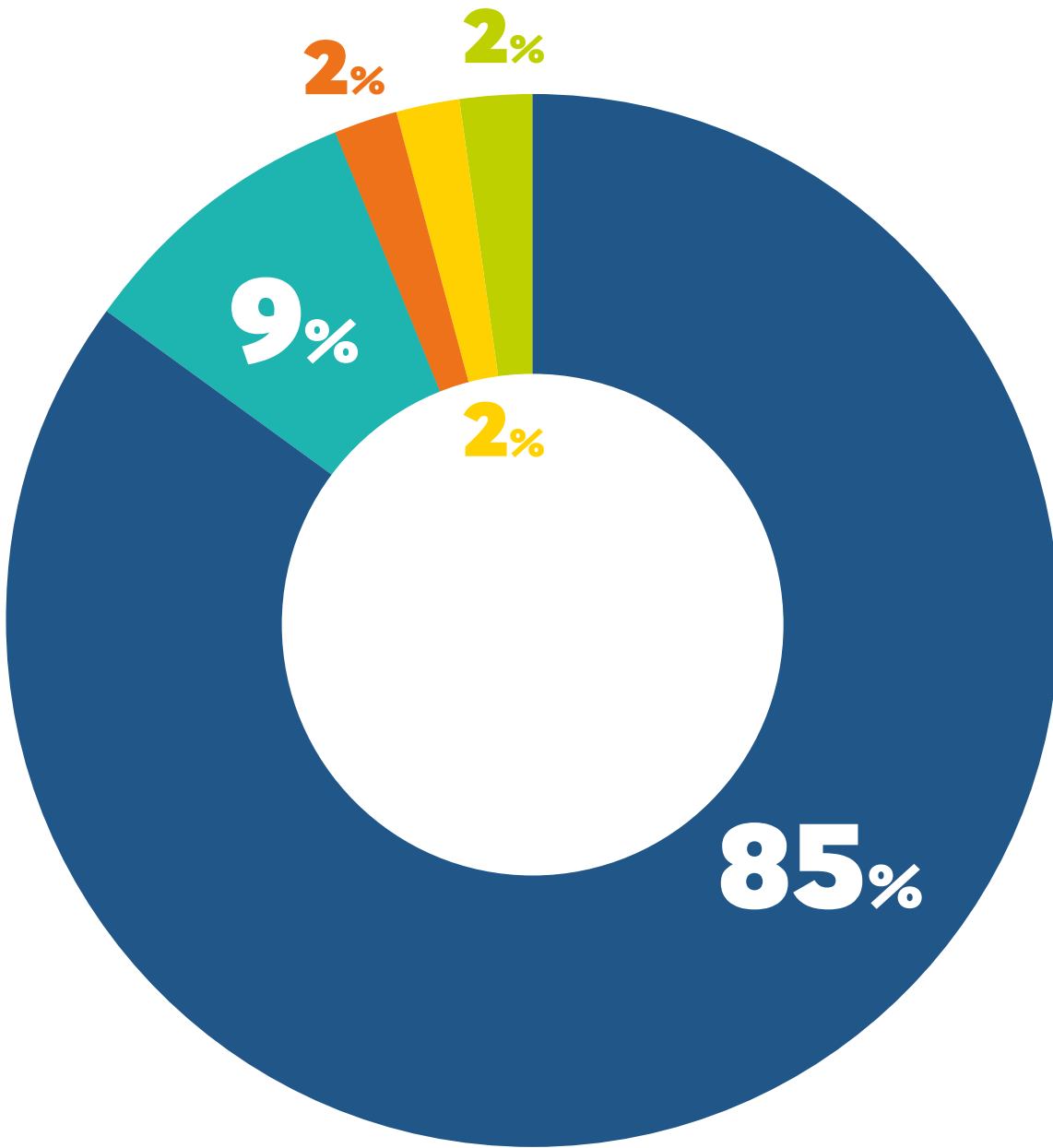
Years established

- 0-3 years
- 4-6 years
- 7-10 years
- 10+ years



Business Sector

- Beauty and cosmetics
- Business services
- Creative and media
- Fashion and jewellery
- Food and drink
- General retail
- Health, fitness and wellness
- Homewares
- Manufacturing
- Professional consultant
- Scientific and research
- Tech and apps
- Other



No. of employees

- 0-5
- 6-10
- 11-15
- 16-20
- 20+



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.

Receiving this grant has helped us with covering overheads, maintaining salaries, commissioning workshop leaders and so much more!"

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

Sponsored campaigns

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

In 2021 flagship campaigns include:

Entrepreneurial WOMXN

Entrepreneurial Womxn
empowering female founders to grow

see Appendix 1

NEXT GENERATION

Next Generation
enabling youth entrepreneurship in the UK

see Appendix 2

Local Leaders

Local Leaders
building peer networks across the UK

see Appendix 3

Plan it with Purpose

Plan It with Purpose
building profitable businesses whilst looking after the planet

see Appendix 4

cLICKS AND MORTAR

Clicks and Mortar
building enterprise into the Great British High Street

see Appendix 5

Events and competitions

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



StartUp 2021

The biggest start-up show of the New Year. Enterprise Nation's biggest event!



Festival of Female Entrepreneurs

Flagship event for the ambitious female founders. It's 10th birthday in 2021!

THE EXCHANGE SERIES

Exchange Series

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

Lunch and Learn

Lunch and Learn

Daily lunchtime webinars attracting 1,500+ small businesses per week

NEXT GEN -FEST-

Next Gen Fest

Exciting festival celebrating and championing youth entrepreneurship



UK Top 50 Advisers

Celebrating those advising Britain's great small businesses

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.

eLearning



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

Research unit

The world and how we do business is changing. The fall out from the coronavirus pandemic, climate change and Brexit brings huge challenges but also opportunities for existing and new small businesses.

Enterprise Nation has launched a research unit to deep dive into trending topics and what this means for small businesses.

Sponsor one of the below quarterly reports or chat to us about bespoke research:

- Sectors and regions that have prospered in 2020
- Global Britain: will small businesses power the economic recovery through international trade?
- Female entrepreneurship: women are starting businesses in force but what will it take for them to scale?
- Environment: how are entrepreneurs embracing sustainability and is this benefiting business and the planet?

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:

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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Appendix 1 **Entrepreneurial Womxn**

An industry leading movement supporting and empowering **20,000** womxn to start, run and grow successful businesses.

“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

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

- Monthly workshops and networking
- 2 x Festival of Female Entrepreneurs
- Female Start-up of the Year
- Access to mentors and advisers
- Entrepreneurial Womxn hub hosting eLearning and downloadable resources
- Online content, case studies and PR

Become a sponsor of Entrepreneurial Womxn to empower 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.



Appendix 4 **Plan It with Purpose**

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