



# Supporting small businesses

Partnership opportunities 2024



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**The number of small businesses and 'side hustles' is rising worldwide.**

This dynamic and entrepreneurial community has significant purchasing power and the ability to drive social and economic change.

Enterprise Nation is a small business support platform and provider, connecting over 800,000 founders each year with relevant resources, services and advisers.

For brands that champion small businesses, we deliver engaging programmes and technical platforms. I hope we get the opportunity to work with you.

**Small business** is big business

connecting

800,000

founders each year



**Emma Jones CBE**

Founder, Enterprise Nation



# Key numbers

800,000

small businesses visiting the Enterprise Nation platform each year

over 40

team members working daily to 'power' small business development by delivering programmes and improving our online platform

150,000

fans and followers on social media

2 million+ five

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

110,000

subscribers to the weekly Enterprise Nation newsletter

territories in which the platform and programmes operate

640,000

searches for support on the platform each year

120,000

connections, messages and service engagements via the platform

making  
thousands  
of connections, every day...

**In today's busy world,** we connect more than 800,000 time-starved small business owners to the support they need, including connections to:

- trusted advisers
- corporate brands
- foundations
- universities
- national and local government



# How we do it

Working to help partners engage with small business owners:

## Support programmes

We run programmes to engage your existing small business community or customers or the wider business population.

### Benefits include the following:

- Co-branded and engaging activity – including grant programmes, training, retail pop-ups and competitions
- Lead generation, marketing, PR and data tracking built in as standard
- Delivering education and business-boosting advice

## Support platforms

We provide a smart support platform to connect your customers or community to the right resources, tracking impact throughout.

### Benefits include the following:

- Fully branded, end-to-end platform and user journey
- Diagnostic tools and action plans to recommend the most relevant and suitable support and guidance
- Connecting small businesses to an AI-powered ‘personal business adviser’
- Real-time data and insight on platform use, engagement and support needs



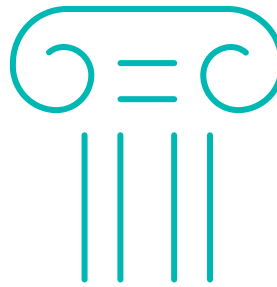


# How we deliver for our partner organisations



## Corporate brands

Working with global brands to deliver business engagement and support programmes



## Corporate foundations

Delivering ESG programmes that place small businesses at the heart of our activity



## Local government

On-the-ground training activity to give local businesses all the support they need to thrive



## Universities

Supporting entrepreneurial students to flourish and gain employment or start their own business



## National government

Partnering on government bids to recruit SMEs that are 'supplier ready' to sell to the public sector



## Other support organisations

Want to discuss a way of partnering that's not covered? Get in touch!



# Support programmes





# Support programmes

**For over 15 years, we've delivered business support programmes for the world's leading brands and national governments.**

Whether you're looking to support SMEs from a particular demographic, or educate business owners on wide-ranging topics such as starting up, winning contracts or expanding overseas, Enterprise Nation can deliver for your organisation.

With lead generation, marketing, PR and policy built in, activity can include the following:

- **Education:** Producing content and engaging the audience
- **Grants:** Assessing eligibility, and distribution
- **Competitions:** Handling recruitment and application processes
- **Events:** Running both online and in-person
- **Retail activations:** Allowing small businesses to test and trial
- **Accelerators:** Offering intensive, cohort-based training
- **Mentorship and advice:** From trusted professionals and voluntary mentors



# Training



Equipping founders with the essential entrepreneurial skills they need to succeed in today's world

- Round-the-clock training content is accessible on- demand, and covers the topics that matter most to small businesses, from finding funding to getting 'supplier ready'
- Content is available in a range of formats, including e-learning, podcasts, blog posts, webinars, workshops and more
- With thousands of advisers on the Enterprise Nation platform, we can deliver a train-the-trainer model to scale programmes to a larger audience
- Users have the choice to consume content via desktop or mobile, meaning they can tap into Enterprise Nation and partner programmes wherever and whenever they like!

The **business.connected programme**, delivered for Vodafone and in partnership with Sage and Builder.ai, sets out to improve the digital skills of 800,000 entrepreneurs through **e-learning, workshops, access to advisers and more.**



“

“Enterprise Nation is an incredible partner that has allowed us to scale our support for small businesses in the UK at dramatic pace. We have bold ambitions that Enterprise Nation makes possible by its knowledge, passion and expertise.”



**Benjamin Porteous**

Head of demand generation,  
Vodafone Business UK





# Grants and competitions

Having a vital impact  
by distributing  
much-needed funds  
and support

Uber

- Enterprise Nation is best placed to deliver grant distribution programmes and competitions from beginning to end, taking care of all aspects
- Grants may range from £/€5,000 to £/€100,000 or more and can be complemented with wrap-around support at every stage of the application process
- Prizes can come in the form of cash grants, through to advice vouchers, free technology, or opportunities such as out-of-home or TV advertising
- We've delivered cash grant programmes and competitions on behalf of global brands such as Uber, Adobe and Three, as well as national and local government

Now going into its third year, the **Black Business Fund**, powered by Uber and delivered by Enterprise Nation, will provide cash and support to Black-owned restaurants. **To date, over £500,000 has made its way to business owners.**



# Events and retail activations



“

“The journey with Enterprise Nation has been nothing short of amazing. Their unwavering support has been instrumental in our success.”



**Elizabeth Ola**  
Founder, Tru Skin



# Bringing the small business community together to recognise and celebrate their successes

- We host hundreds of events each year on the topics that matter most to business owners and entrepreneurs
- Enterprise Nation has delivered everything from bespoke flagship events to workshop series, for partners including Santander, Google and Adobe
- With retail partner Sook, we can operate small business pop-up shops, complete with events series and high-street activations
- By producing engaging case study content, we help partners sustain the impact of each campaign, showcasing positive stories of competition winners and entrants

# Google

To deliver impact on the ground in key target regions, Enterprise Nation has been delivering **Google Digital Garage workshops** across the UK through a network of recruited **expert trainers**.







# Accelerators



Intensive support for ambitious small firms seeking to step up their growth plans

- All Enterprise Nation accelerator programmes are delivered by a network of expert advisers and professional trainers
- Enterprise Nation offers a fully-managed service, from the point of application through to acceleration and 'graduation'
- We can build in grant-giving as part of any accelerator we deliver
- Accelerators can include specialist support on a range of topics such as e-commerce, sustainability, supplier-readiness and much more

**Next Generation** has provided an online support hub for **4,000 young entrepreneurs across three cities.**

Complemented by a 10-week training accelerator for hundreds of budding founders, the programme has **awarded £120,000 in cash grants to its graduates.**





# Mentorship and advice

**HELP TO GROW.**  
MANAGEMENT COURSE

“

“Working with Enterprise Nation to recruit thousands of volunteer mentors and match them with ambitious businesses on the government-funded Help to Grow: Management Course has been a pleasure.”



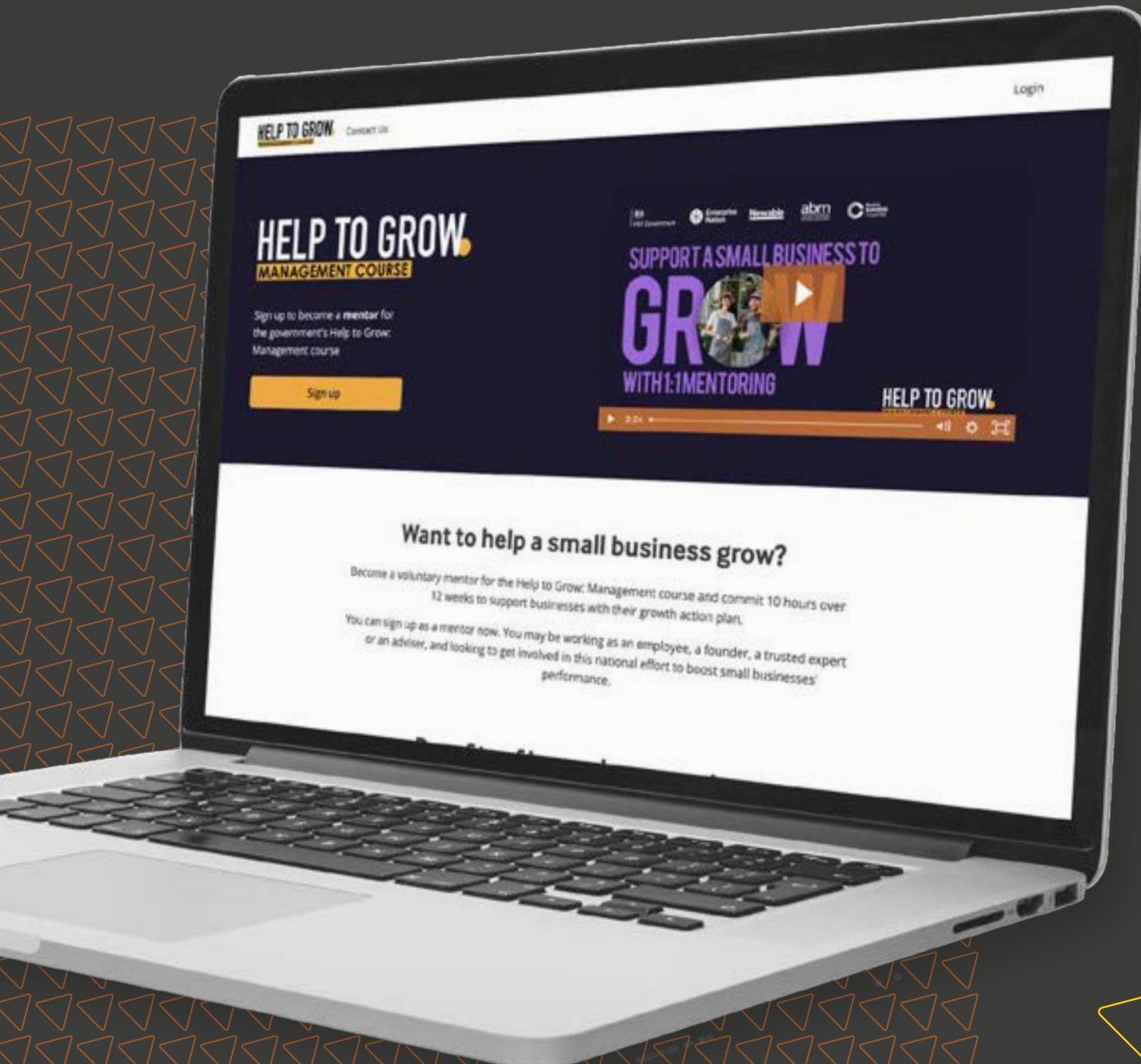
**Malcolm Cohen**

Managing director,  
Advice, Newable





## Personalised support from trusted professionals, experts and entrepreneurs



- Sophisticated diagnostic tools on the platform assess where a business could benefit from support, then use that insight to form the basis of a unique action plan
- Businesses are then matched to the most appropriate source of support based on their needs (for example, a mentor, a coach, an adviser etc.)
- On-platform service engagements are tracked via a personal business support dashboard
- Businesses can share their action plans directly with their support 'team' and rate and review interactions
- Enterprise Nation can deliver programmes exclusively for your customers/communities or for the wider small business audience

The Enterprise Nation platform is helping deliver the UK government's **Help to Grow: Management Course** by connecting businesses who join a course to a mentor.

Each business receives **10 hours of mentoring**, with all engagements and action plans tracked via the platform on their **personal business support dashboard**.



# Research, insights and public policy



## From focus groups to barometers, platform insight and policy reports

- Enterprise Nation is proud to represent founders' views on many topics ranging from tax to recruitment and everything in between
- We produce and distribute throughout our network carefully tailored surveys, which include full analysis and reporting
- We also include press activity and media outreach, including radio days, to publicly launch research reports
- We can share findings and recommendations with key government departments via roundtables and engagement with policymakers





Hear the story of  
one of the VistaPrint x  
Enterprise Nation  
grant winners.

**Toni Borella**

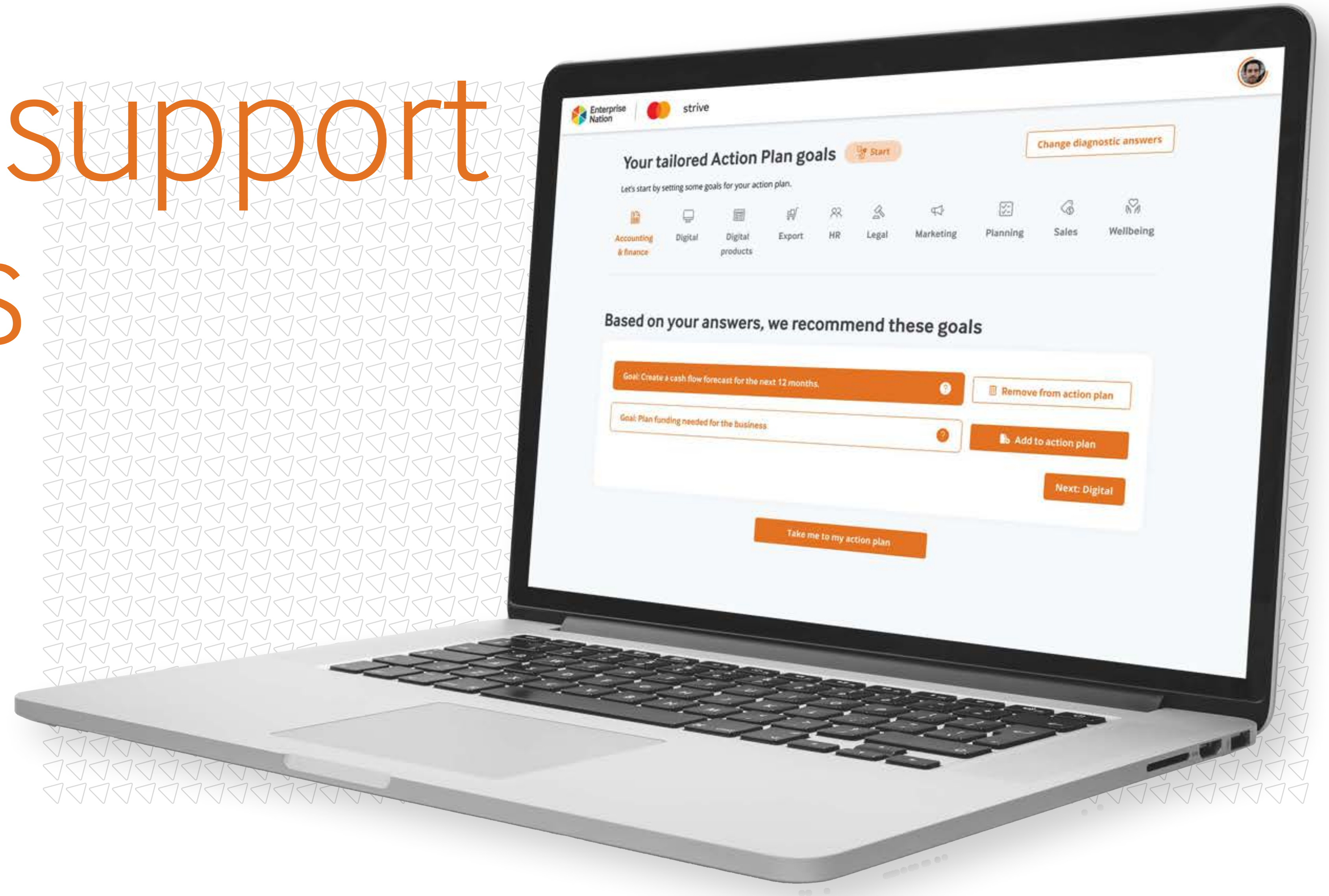
Green Up Farm



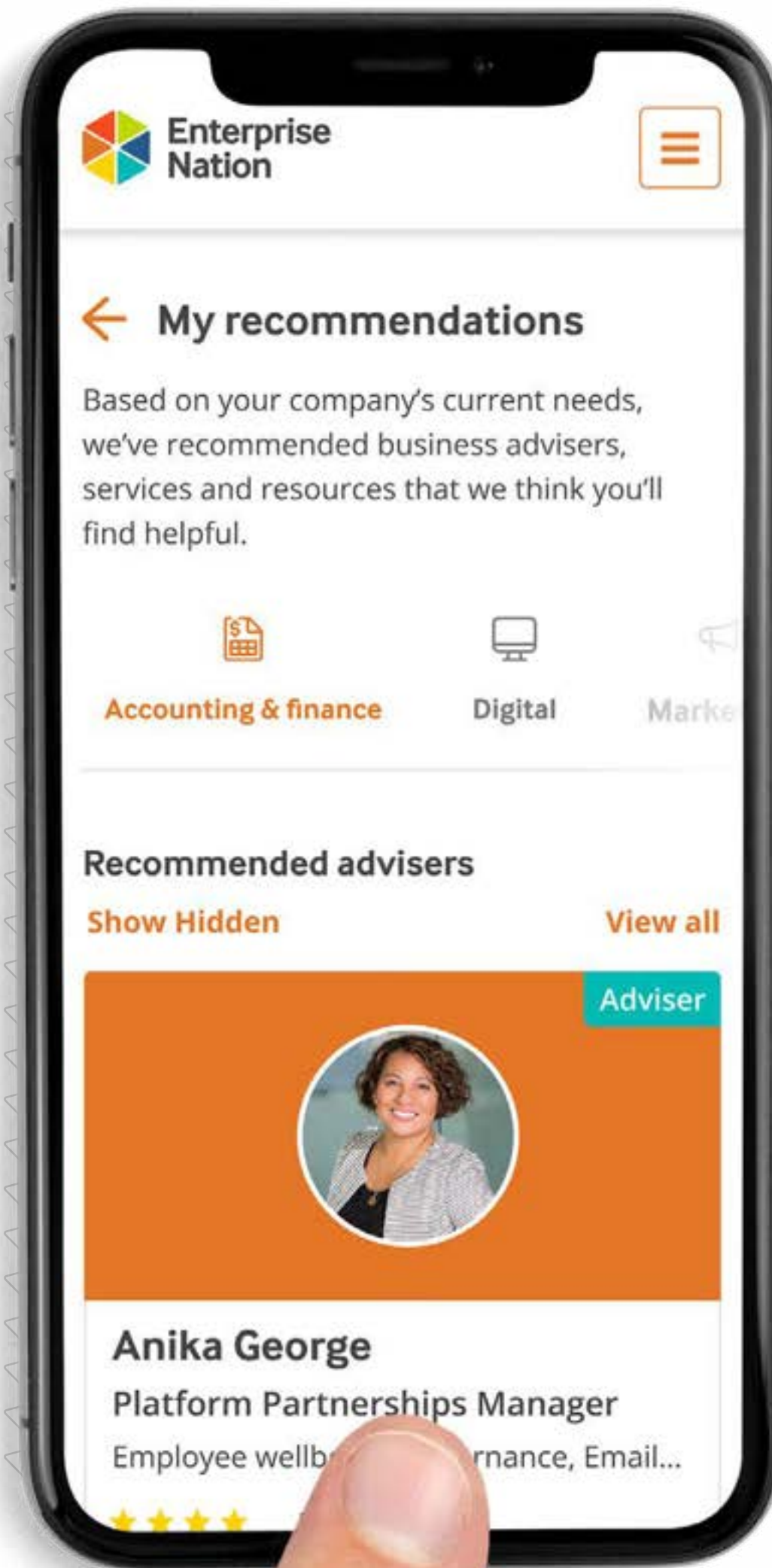


# Bespoke support platforms

Using our own technology, we can develop a dedicated business support and engagement platform for you.







Through this branded platform, entrepreneurs and business owners in your community will be able to access support to grow their business, including access to the following:

- **Diagnostic tools:** Providing personalised recommendations and action plans using AI and machine learning
- **Connections:** To funding, advisers, mentors, support programmes and new contracts
- **Support communications:** Including regular newsletters
- **Peer groups:** Linking founders to each other and their local area

Your organisation will have access to real-time data and insight into what support entrepreneurs in your community actually need. That can influence how you develop programmes and products, public policy activity, marketing strategies and more.





# Management and reporting

For each opportunity outlined here, a dedicated programme manager and support team will be on hand throughout the programme to provide updates on progress and metrics via dedicated dashboards and reports.





- Most popular content, events, services and groups
- Connections with advisers, funders and contracts
- Ratings and reviews on content, people and support programmes
- Grants given and applications received
- PR and media reach
- Price elasticity on payment for advisers' services and products
- Leads generated through opt-ins
- Social and economic impact on key outputs and outcomes
- And more!



Partnership opportunities 2024



# Our team

[enterprisenation.com](https://enterprisenation.com)



# Key contacts



**Emma Jones CBE**  
Founder



**Kieran Bunting**  
Head of partnerships and  
chief commercial officer



**Matt Williams**  
Senior partnerships  
manager



**Dina Tatak**  
Partnerships manager



**Liz Slee**  
Head of media



**Daniel Woolf**  
Head of policy and  
government affairs



**Polly Dhaliwal**  
Chief operating officer



**Lorna Bladen**  
Chief marketing officer



**Billy Johal**  
Chief technology officer



**Diane Mensah**  
Head of programme  
delivery



**Holly Jones**  
Head of marketing



# Next steps

If you would like to connect, engage with and support small businesses, please contact us:



**Kieran Bunting**

Head of partnerships and  
chief commercial officer

[Kieran@enterprisenation.com](mailto:Kieran@enterprisenation.com)



**Matt Williams**

Senior partnerships manager:  
local governments

[matt@enterprisenation.com](mailto:matt@enterprisenation.com)



**Dina Tatak**

Partnerships manager:  
corporate foundations

[dina@enterprisenation.com](mailto:dina@enterprisenation.com)



# Our partners





We're honoured to work with brands that champion small business, and alongside key public-sector departments, to make sure small businesses have access to the support they need to thrive.







# What our members have to say about us



“Enterprise Nation has been such a great community to get involved in. I was introduced through a founder friend and their resources, networking events and grants have provided amazing connections and opportunities to grow the business.”



**Jonny Cottom,**  
Breakbottle

“This support hub has transformed my business and my understanding in specific areas of business. It has afforded me opportunities and a raft of free training. I recommend Enterprise Nation to everyone!”



**Christina Saccoh,**  
The Tutor Boss