



**REAL FOUNDERS
REAL CONNECTION
REAL IMPACT**



**Enterprise
Nation**

Partnership opportunities

Enterprise Nation is where small business becomes **BIG BUSINESS**

The UK's leading small business community

A vibrant network of real founders, corporate partners and government ministers

180,000 community members and rising

Founders, freelancers and small business owners across every sector, actively engaged in our community

Two decades of real impact

Launched in 2005 and founded by UK Small Business Commissioner Emma Jones CBE, Enterprise Nation has been a pillar of national business support

Trusted by government and corporates

Long-term delivery partner for Department of Business & Trade, Google, Mastercard, Amazon, Vodafone, JP Morgan and more

Multi-channel reach

Learning programmes, newsletters, podcasts, YouTube, events and research, connecting brands to small businesses through trusted, human-led channels

For 20 years, we've been the trusted home of small business owners, and every day we see the impact we have. Today, it's more important than ever that we, alongside our partners, create the support founders need.

We have a real connection to real founders, providing authentic access to those who have the same ambition as us: to power up Britain's business economy.



Aaron Asadi

CEO, Enterprise Nation

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PARTNERS

WHAT WE DO



Enterprise Nation delivers for the world's leading brands through:

Data and insights

The latest insight on small business sentiment and trends, plus bespoke consultancy for your brand, products and initiatives

Engagement and events

Delivering real reach and engagement via direct communications, engaging brand activations and connections to policy/government

Programme delivery

Impactful programmes that deliver tangible outcomes for cohorts of small business owners, delivering on your ESG and social impact aims

Brand and platform licensing

Bespoke technology built to support and connect small business owners with partners and each other



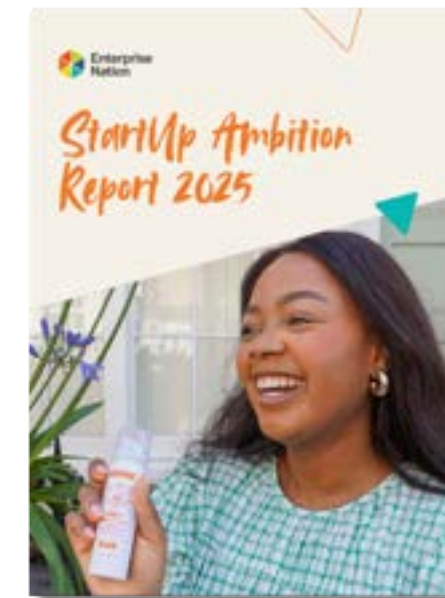
DATA & INSIGHT

Enterprise Nation's small business owners mean real insight into the founders you want to connect with.

- ▶ Proprietary research across all major interest points, from finance to marketing
- ▶ Exclusive in-person focus groups
- ▶ Original small business whitepapers
- ▶ Live conversations on the platform and across social media channels
- ▶ Input from government, senior policymakers and thinktanks

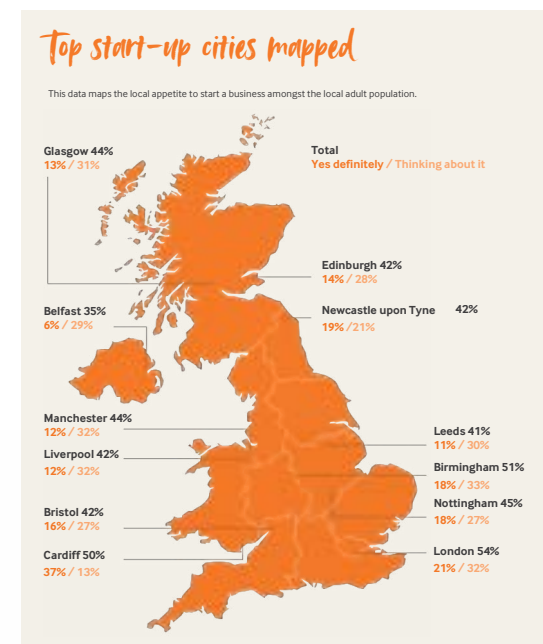


In action



47%

thinking about
starting a side-hustle



REAL FOUNDER ENGAGEMENT

Enterprise Nation excites its members with multi-platform content reaching hundreds of thousands of founders every week.

- Smart, targeted online content
- The Small Business Sessions podcast
- Lunch & Learn online sessions
- High-impact social media
- Proven lead generation
- Specialist email promotion
- Newsletter sponsorships
- High-quality video content





Enterprise Nation in action

Hear the story of a grant winner from an initiative in partnership with VistaPrint



seaside, back to the sea.

SHOWS & EVENTS

Enterprise Nation believes the best connections are made in-person. That's why we create a range of live experiences for our real founders and partners



Local meet-ups



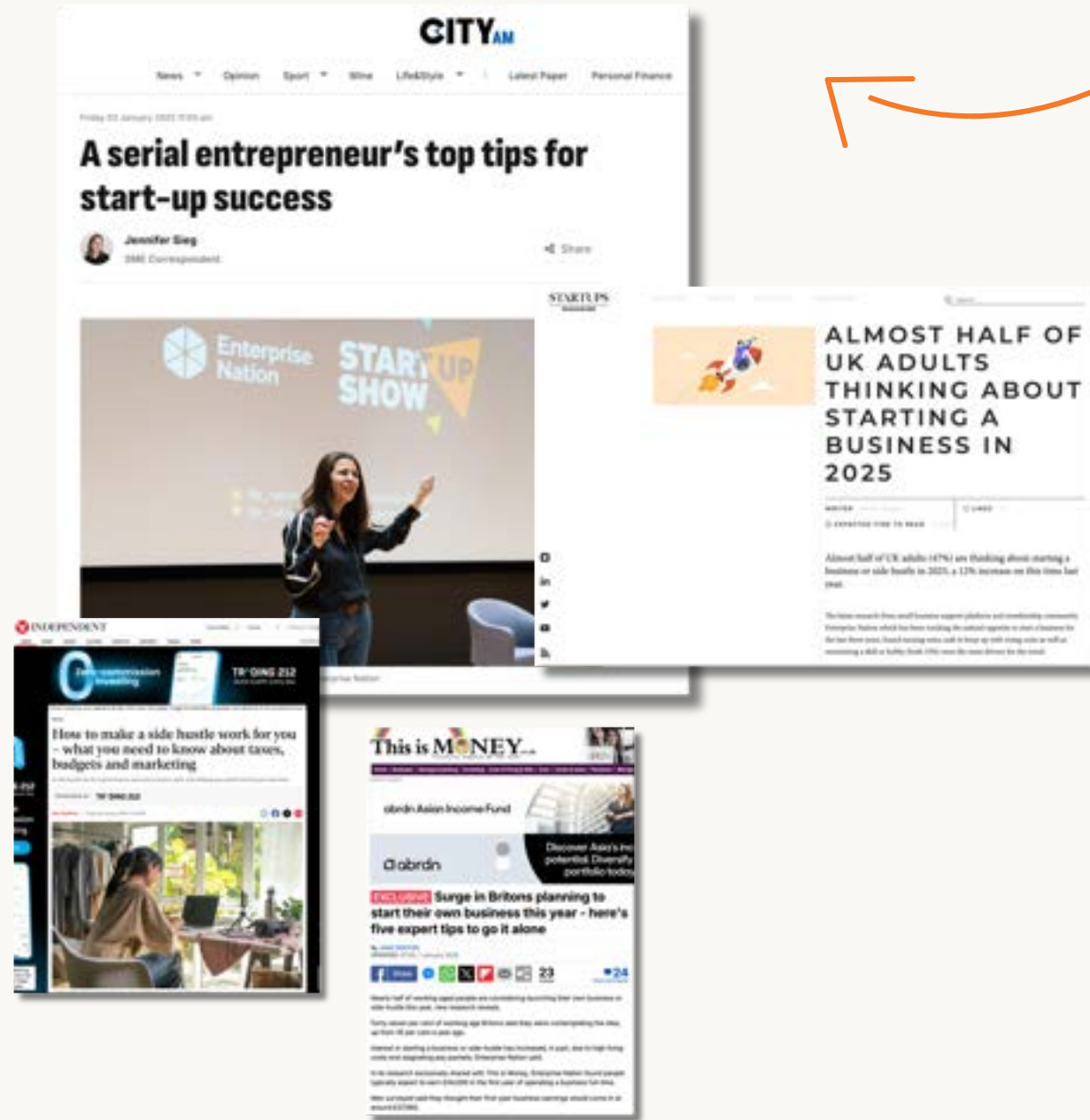
Awards + pitching



Events + festivals



Retail activations





EXPERT DELIVERY EVERY TIME

Enterprise Nation produces, markets and delivers the UK's best programmes for small businesses, hand-in-hand with partners and government.

- Educational programmes
- Small business workshops
- Funding grant delivery
- Procurement connectivity
- National and local campaigns
- Event management
- Retail pop-ups
- Roundtable and policy events
- Direct government involvement



Enterprise Nation in action

Delivering business and stakeholder engagement across the UK and Ireland for Google

Enterprise Nation has worked with Google for three years, helping it to scale its digital support initiatives.



Enterprise Nation
in action

Uber



Shammi Raichura

Social Impact Lead UK, Uber

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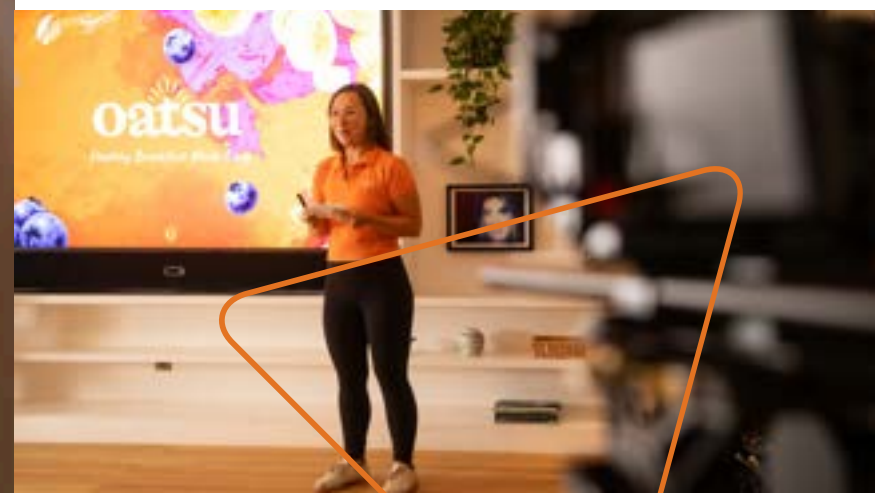
“We worked with Enterprise Nation on the delivery of Empowering Journeys. The team initially delivered three programmes, including Restaurant Hub, that were relevant and accessible.

“We enjoyed working with their team, who move at pace to get things done. Due to the success of the first programmes, we’ve engaged with Enterprise Nation again to scale the Restaurant Hub and to deliver our Black Business Fund (now in its fourth year). We rate them highly as an effective partner.”

A BRAND & PLATFORM FOR REAL FOUNDERS

Enterprise Nation licenses its brand, content and bespoke technology to partners looking to achieve real connection with small business owners.

- A highly customisable solution
- A fully managed service built and maintained by Enterprise Nation
- A secure platform hosted on Microsoft Azure
- Community support and management
- An existing community to tap into with opportunity to promote
- Platform integrations
- Scope for further support from marketing to programme delivery
- Time and cost savings avoiding the need to build a platform from scratch



DON'T ADVERTISE. CONNECT.

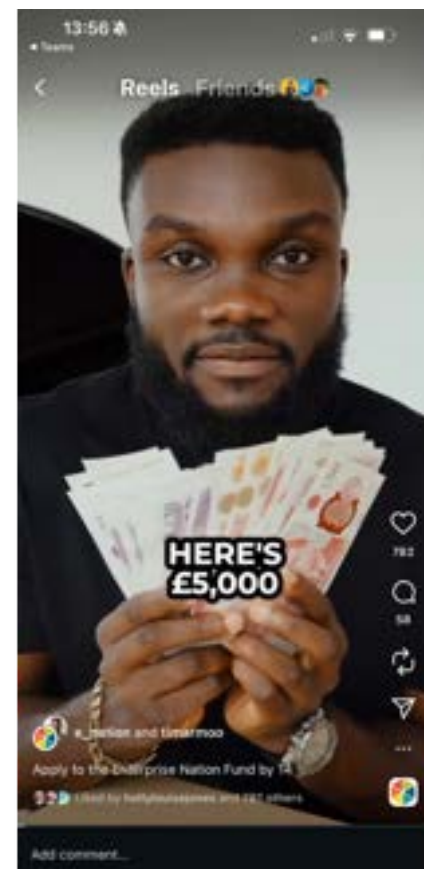
- ▶ Over £2.5 billion a year is wasted on spray-and-pray marketing to UK small businesses
- ▶ These channels deliver anonymous clicks, not real connections
- ▶ Three in four pounds of SME ad spend still goes to tactics with poor targeting and low trust
- ▶ The result? Wasted budget, disengaged founders and campaigns that don't convert

Francesca Harris, founder of 4 GOOD



CONNECTIONS. NOT CLICKS.

With a 20-year community of 148,000 verified, real founders, Enterprise Nation is the leading solution for connecting with small business owners.



- ▶ Every campaign is with **real founders** – not anonymous clicks
- ▶ Our proven channels are built on **trust and engagement**, not traffic volume
- ▶ Partners reach opted-in, known small business owners for **62% less per lead**



Batool Zaidi
BeReal Wear



Moyin Odeniran
Mr Desserts



Elizabeth Salih
The Kebab Club



Evanthia Samota
Piotis Naturals



Eniye Okah
BEAME



Stefania Biagini
So Immigrant

MEET THE MEMBERS





The team

Your partnership will be overseen by an energetic team, passionate about small business.



Aaron Asadi
Chief executive officer



Polly Dhaliwal
Chief operating officer



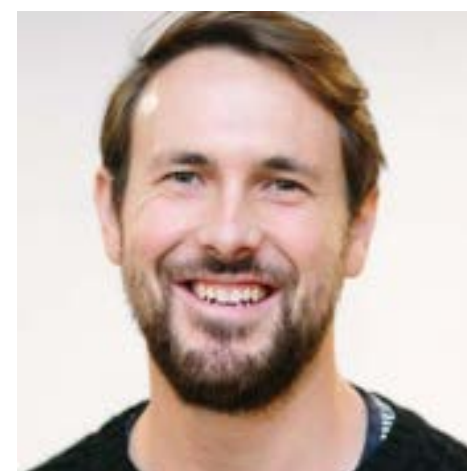
Billy Johal
Chief technology officer



Diane Mensah
Head of programme delivery



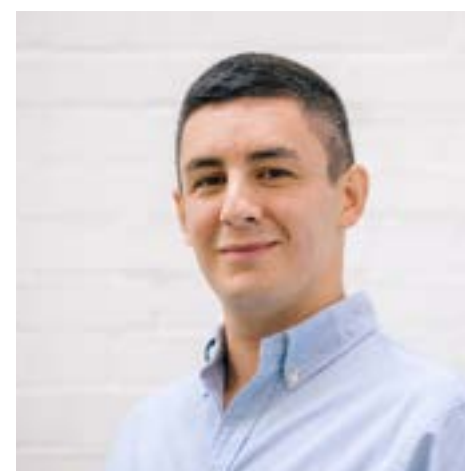
Holly Jones
Head of marketing



Kieran Bunting
Chief commercial officer



Liz Slee
Head of media



Daniel Woolf
Head of policy



Ryan Tindall
Head of community



Jai Kharbanda
Media sales executive

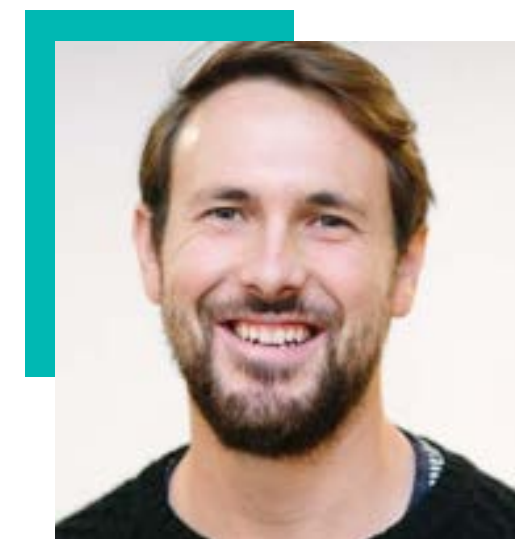




Want to connect, engage with, and support small business owners?

GET IN TOUCH

Partnership opportunities 2026



Kieran Bunting
Chief commercial officer

Kieran@enterprisenation.com
+44 20 3871 2922

