

FEMALE FOUNDER TOOLKIT



Enterprise
Nation



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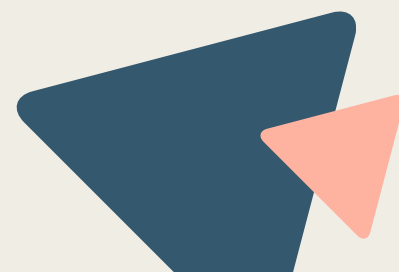
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“When I started Enterprise Nation, like most female entrepreneurs, I didn't give a thought to the barriers I might face because of my gender, I just went out there and did it.

But that is not to say those barriers do not exist.

It's been almost 20 years since I launched Enterprise Nation and since that time, key barriers, such as accessing growth funding for female founders have made little progress.

According to the [Female Founders Forum run by The Entrepreneurs Network](#), just 3.5% of equity investment went to female-founded start-ups in the first half of 2023. [A report into venture capital \(VC\) prepared by the Treasury Select Committee](#) found evidence to suggest under 5% of VC funding goes to female-founded firms.

From wherever you are sitting that is not OK.

And that's one of the reasons Enterprise Nation proudly supports female founders on International Women's Day and has produced this toolkit aimed at the women who are striving – but often have to swim in the face of a much stronger oncoming current than their male counterparts.

While the 115,000-strong [Enterprise Nation community](#) is made up of entrepreneurs from every background, geographic corner of the UK and Ireland, as well as gender identity, interestingly our membership has always seen female entrepreneurs in the majority.

This is unusual for a broad-based business representative body in the UK that is not 100% female-focused. I like to think it is because of our inclusive and friendly approach to business, but perhaps it's a sixth sense that attending a business event with us does not involve being confronted by an overwhelming sea of suits. Or that we more often than not feature talented female experts.

Our own research has found that while women are looking for funding, they are seeking lower sums and paying themselves less. Enterprise Nation's Small Business Barometer, a quarterly survey of our members, found while women sought funding in similar proportion to male founders (53% vs 55%), they were 20% more likely to seek under £10,000. Why?

The women we spoke to about this said it was because they were 'driven by freedom', or that 'women aren't treated equally' by mainly male investors or that women didn't want anyone to 'think they were too big for their boots'.

All this must change.

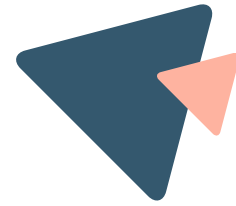
One really positive result from our research was that women leading start-ups and early-stage businesses are more likely than men to reach out for support (49% vs 44%).

We'll take that and run with it. I remain convinced that if female founders can get comfortable with their business finances and forecasts, they will feel more confident about raising and managing money. This toolkit offers support, connections and inspiration and has been put together with the deepest respect for the women powering dynamic businesses.”

EMMA JONES
CEO AND FOUNDER OF
ENTERPRISE NATION



FEMALE FOUNDER INSIGHTS



20%

of UK businesses are founded by women¹

3.5%

of equity funding goes to female entrepreneurs²

< 5%

of venture capital funding goes to female-founded firms³

£116 BN

gross value contributed to the UK economy from women-led firms⁴



1 [Alison Rose Review of Female Entrepreneurship 2022](#)

2 [The Entrepreneurs Network](#)

3 [Venture Capital Report 2022–23 Treasury Select Committee](#)

4 [FSB and University of Portsmouth research](#)

34.5% RISE

in female-founded firms that have crossed the £10.2 million turnover and/or £5.1 million in assets threshold since 2020⁵

1/2 AS LIKELY

Female entrepreneurs are half as likely as male-led firms to close a business⁶

59%

of women said they would start their business as a side hustle alongside a full- or part-time job or caring responsibilities⁷

49%

of female entrepreneurs more likely to reach out for help and support than male-led firms (49% vs 44%)⁸

5 [Scale Up Institute Female Founders Index](#)

6 [Enterprise Nation's Small Business Barometer](#)

7 [Enterprise Nation: More than a third of Brits are thinking about starting a business in 2024](#)

8 [Enterprise Nation's Small Business Barometer](#)

COMMUNITIES TO JOIN

As an aspiring or existing female founder, you're not alone! Building a business requires a strong support system.

Thankfully, the UK and Ireland boasts a vibrant network of communities specifically designed to empower and inspire women like you. These communities offer a wealth of resources, connection opportunities and invaluable insights to help you navigate the exciting yet challenging world of entrepreneurship.

From mentorship opportunities to fundraising connections, these communities provide the tools and support you need to turn your vision into reality.

So, dive into the following list and discover the community that perfectly complements your unique journey:

ACCELERATEHER

On a global mission to rebalance gender in technology through events and mentorship. accelerateher.co.uk

ALLBRIGHT

An inclusive community that connects women worldwide, offering courses and networking events. allbrightcollective.com

BOXED COMMUNITY

Supportive community for business leaders navigating challenges and achieving growth. boxedcommunity.com

BUY WOMEN BUILT

Showcase of brands built by women, curated by entrepreneur Sahar Hashemi. buywomenbuilt.com

CITY GIRL NETWORK

Community supporting women to feel connected and empowered locally. citygirlnetwork.com

CODE FIRST: GIRLS

Social enterprise working on closing the gender gap in tech by teaching women to code. codefirstgirls.com

DIGITAL WOMEN

Resource for inspiration, education and empowerment in the ever-evolving digital landscape. linkedin.com/company/digitalwomen



ENTERPRISE NATION

Whether you're launching a new business or developing an existing one, Enterprise Nation connects you to the resources and expertise to help you succeed. enterprisenation.com

“Making connections with people who believe in and understand my project has been very important because what I am developing in the UK is very well established in my country of France, but it's a new concept here.”

NATACHA SULLIVAN
THE BEAUTY OF CARING



COMMUNITIES TO JOIN CONT...

EVERYWOMAN

Membership organisation that provides personal development resources and awards to female business owners.

everywoman.com

EY ENTREPRENEURIAL WINNING WOMEN

Supporting ambitious women entrepreneurs with advice, resources and access to unlock their full potential.

ey.com/entrepreneurial-winning-women

FEMALE FOUNDERS FORUM

Set up by The Entrepreneurs Network to encourage, support and promote female entrepreneurship.

tenentrepreneurs.org/aboutfff

FEMALE FOUNDERS RISE

Community and resources for female and non-binary founders building growth businesses.

femalefoundersrise.com

FEMALE INVEST

Global community closing the financial gender gap.

femaleinvest.com

FOUND & FLOURISH

A friendly network for women and non-binary people braving the world of entrepreneurship.

foundflourish.co.uk

FUTURE GIRL CORP

Helping female leaders think 10x bigger about their businesses.

futuregirlcorp.com

HUCKLETREE

Community and office space provider with facilities for working parents.

huckletree.com

INVEST IN WOMEN HUB

The finance guide for women-led businesses.

iiwhub.com

MAMA MADE BUSINESS

A support network for mums in business.

mamamadebusiness.com

PARENE

Mentoring and accountability hub exclusive to parents.

parenehub.com

PROWESS

Online hub supporting women in business to flourish.

prowess.org.uk

SANTANDER BREAKTHROUGH WOMEN BUSINESS LEADER'S MENTORING PROGRAMME

A programme for the next generation of fast-growth ambitious female founders and business owners. Access free mentoring and an active network of female founders.

santander.co.uk/breakthrough-women

STARTUP SCHOOL FOR SENIORS

Helping older people to be able to manifest the life they desire in whatever way they choose.

startupschoolforseniors.com

STRIVE UK

Empowering 650,000 British entrepreneurs to succeed in the digital economy.

strivecommunity.org/programs/strive-uk

WEARETECHWOMEN

Helping women in technology to maximise their potential.

wearetechwomen.com

THE WOMEN'S ORGANISATION

A major developer and deliverer of training and support for women in the UK.

thewomensorganisation.org.uk

THRIVE IN BUSINESS

Impact-driven business community in Sussex supporting female founders and freelancers.

thriveinbusiness.co.uk

WOMEN MEAN BIZ

Empowering women's network, facilitating monthly meetings and partnerships.

womenmeanbiz.co.uk

WOMEN OF WEARABLES

A community for female founders and innovators in wearable, health and femtech.

womenofwearables.com

COMMUNITIES TO JOIN IN IRELAND

BUSINESS IN THE COMMUNITY

Its purpose is to inspire and enable businesses to bring about a sustainable, low-carbon economy and a more inclusive society where everyone thrives.

bitc.ie

ENTERPRISE IRELAND

Supports Irish companies at every stage of their journey to develop, grow, scale and achieve their global ambition.

enterprise-ireland.com

ENTERPRISE NATION

Whether you're launching a new business or developing an existing one, Enterprise Nation connects you to the resources and expertise to help you succeed.

enterprisenation.com

GOING FOR GROWTH

Going for Growth is for ambitious female entrepreneurs across all sectors who are located in the Republic of Ireland.

goingforgrowth.com

HUCKLETREE

Community and office space provider with facilities for working parents.

huckletree.com

MICRO BUSINESS AWARDS

Celebrating the leaders of Ireland's small business community.

irishmicrobusinessawards.ie

LOCAL ENTERPRISE OFFICES

There are 31 Local Enterprise offices located in Ireland. Each are available to provide support for small businesses.

localenterprise.ie

PARENE

Mentoring and accountability hub exclusive to parents.

parenehub.com

SOCIAL ENTREPRENEURS IRELAND

Their mission is to harness the cumulative power of people to accelerate social change. SEI's model of support is social entrepreneur-led and community powered.

socialentrepreneurs.ie

ATTEND A MEET-UP



EMER CARR - CONNACHT AND ULSTER

CONNECT WITH EMER AND ATTEND AN UPCOMING MEET-UP



NOEL LOURDES - LEINSTER

CONNECT WITH NOEL AND ATTEND AN UPCOMING MEET-UP



TARA ELZINGRE - MUNSTER

CONNECT WITH TARA AND ATTEND AN UPCOMING MEET-UP

UK AND IRELAND MEET-UPS

Enterprise Nation small business meet-ups offer a relaxed, informal environment for small business owners to connect with fellow founders, form collaborations, find opportunities and solve business challenges.

FIND YOUR LOCAL MEET-UP

INSPIRATION INSPIRATION



“
WHENEVER YOU DOUBT
YOURSELF OR FEEL TOTALLY
LOST AT SEA, REMEMBER
YOUR PASSION IS
YOUR LIGHTHOUSE.



“
YOU HAVE TO DO THINGS
THAT SCARE YOU.
I THINK THAT'S SO
IMPORTANT FOR GROWTH.



“
ENSURE TO LEARN FROM
ADVISERS AND MENTORS
THAT PUSH YOU TO BE
YOUR BEST.



“
LOOK AT THE OPPORTUNITIES
THAT COME YOUR WAY AND
ASK WHETHER THEY'RE
ADDING TO YOU OR TAKING
FROM YOU.

MENTORING MENTORING



HELP TO GROW

The UK Government's Help to Grow: Management Course is designed and delivered by entrepreneurs and industry experts at world-class business schools. Run over 12 weeks, the course includes online and face-to-face sessions, one-to-one mentoring and peer networking.

helptogrow.campaign.gov.uk



WOMEN'S ENTERPRISE SCOTLAND

In research undertaken by Women's Enterprise Scotland in early 2017, mentoring was highly valued by 84% of women-led businesses who had accessed it. Women's Enterprise Scotland is piloting and measuring the impact of mentoring specifically aimed at women-led businesses.

wescotland.co.uk/mentoring-networking



STRIVE AND BE THE BUSINESS

Running your own business can be a lonely experience. The Be The Business mentoring programme pairs business owners with experienced professionals with a diverse background. Mentors work with programme participants to address some of their key challenges and assess possible solutions.

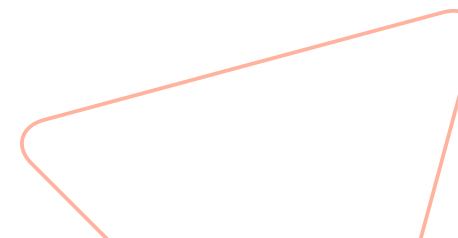
[Register your interest](#)



CHERIE BLAIR FOUNDATION FOR WOMEN

The foundation matches women entrepreneurs from low and middle-income countries with professional business mentors across the globe. Both mentor and mentee work together for a year to establish bespoke business goals and produce a development plan based on those goals.

[Register your interest](#)



FUNDING SOURCES FOR UK FEMALE FOUNDERS

STARTUP LOANS

This government start-up funding scheme provides loans of up to £25,000 for a fixed interest rate of 6% per annum. [As of September 2023](#), 40% of loans had been provided to female entrepreneurs. startuploans.co.uk.

BANK LOANS

Several banks have a focus on funding for female entrepreneurs. They include Barclays, NatWest, HSBC and Metro Bank.

CROWDFUNDING

Research by [Beauhurst](#) in 2019 said crowdfunding is the most gender-equitable investor type, with 24% of deals going to female-founded companies while [Crowdfunder research](#) showed 43% of projects listed on the platform are female-led.

Crowdfunding platforms include [Seedrs](#), [Crowdcube](#), [Crowdfunder](#), [Kickstarter](#), [Indiegogo](#) and [Fundsurfer](#).

BUSINESS ANGELS AND VENTURE CAPITALISTS

Business angels and venture capital firms invest in start-ups and small businesses. Many are focused on closing the big gap between the amount of funding received by male compared to female entrepreneurs.

Female-focused business angel networks and venture capital firms include:

- [Ada Ventures](#)
- [Alma Angels](#)
- [Angels Academe](#)
- [BBG Ventures](#)
- [Diversity VC](#)
- [Female Founders Fund](#)
- [Fund Her North](#)
- [HERmesa](#)
- [Investing Women](#)
- [January Ventures](#)
- [Lifted Ventures](#)
- [Mint Ventures](#)
- [Pink Salt Ventures](#)
- [Sie Ventures](#)
- [Women Angels of Wales](#)



[VIEW A LIST OF FEMALE ANGEL INVESTORS](#)

GRANTS

There are several grant schemes run by various organisations. Find a regularly updated list of public sector schemes on [gov.uk](#), [Business Wales](#), [Scottish government](#), and [Invest Northern Ireland](#).

Innovate UK, the UK's national innovation agency, [offers grants and loans](#) and the government also has the '[Find a grant](#)' service.

Other providers of grants include:

- [UnLtd](#)
- [Prince's Trust](#)
- [Arts Council England](#)
- [Arts Council of Wales](#)
- [Arts Council of Northern Ireland](#)
- [Creative Scotland](#)
- [National Lottery Community Fund](#).

FREDERICKS FOUNDATION

This organisation provides funding to social enterprises, charities and B Corps. It says it has "a strong track record in supporting female entrepreneurs and focus on organisations that are led by or support excluded groups". fredericksfoundation.org

ABIE AWARDS

A global award scheme that celebrates the achievements of women and non-binary technologists. Winners receive cash prizes. anitab.org

HATCH ENTERPRISE

Support for underrepresented entrepreneurs via in-person and online programmes. Graduates from the three schemes can apply for £1,000, £5,000 and £10,000. Eight in 10 founders of the programmes are women or identify as women. hatchenterprise.org

GLOBAL FUND FOR WOMEN

Provides grants to women-led organisations that promote the economic security, health, safety, education and leadership of women and girls. globalfundforwomen.org

ADVICE FOR FEMALE ENTREPRENEURS ON ACCESSING FUNDING

- [Five steps to fundraising for female founders](#)
- [How female founders can find funding for their businesses](#)
- [How Kiddiwhizz founder Zoe Chapman landed a deal on Dragons' Den](#)
- [How to choose the right type of small business funding for you](#)
- [How to find and apply for government grants](#)



[VISIT THE ENTERPRISE NATION FUNDING HUB TO GET PERSONALISED FINANCE OPTIONS.](#)

HOW TO SECURE FUNDING AS A FEMALE FOUNDER

“Female founders are 11% less likely to fail, they generate 10% more revenue and they deliver double the return on investment for investors, yet get only 1% of venture funding.”

Raising investment for growth is something many female founders consider as they move out of the launch phase of their business and prepare to scale. But it can feel like a daunting challenge, particularly if you've never raised finance before.

Julia Elliott Brown, CEO and founder of Enter The Arena, who raised £2 million for her last business, explains how to speak the language of investors.

JULIA ELLIOTT BROWN
CEO AND FOUNDER OF
ENTER THE ARENA



1. HAVE AN INVESTABLE COMPANY

You'll need to show investors you've got an investable business with huge potential to scale, a strong plan for growth and a team which can execute. To be successful, you must be able to articulate your business plan, know how investors will assess the opportunity and learn how to strengthen your proposal.

2. BUILD A COMMERCIAL STRUCTURE

Ensure you've got strong financial forecasts that are robust and show how your business is going to grow over the next three to five years. This means valuing your company correctly while thinking about how much you want to raise and when you want to raise it.

3. COMMUNICATE EFFECTIVELY

When fundraising, you'll have to explain the opportunity to investors clearly and succinctly. That means learning to speak the language of investors, building a compelling investment narrative, developing your pitch deck and communicating your true value.

4. CONNECT WITH INVESTORS

You'll need to attract the right investors who'll add real value to your business. So, you'll need to first determine which investors are right for you, then learn how to find and reach out to them and of course, make sure you run your investment campaign effectively.

Remember, it's harder to get out of having the wrong investors on board than it's to get out of a marriage.

5. GETTING INVESTOR COMMITMENT

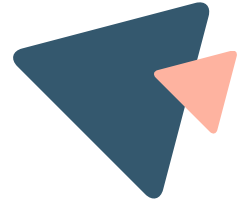
This is about how to have a great meeting with an investor, how to deal with their questions and how to negotiate and get your investment deal over the line.

The deal isn't done until you've got the money in the bank!

FUNDRAISING MINDSET

Your fundraising mindset underpins all these steps, as you need to keep that strong throughout the whole fundraising journey.

It's the extra factor that makes the difference between failure and success on your journey, providing you with bulletproof confidence. You'll need to discover how to keep your mindset strong, stay focused, build resilience and remain authentic through the fundraising process.



“I tried to go to VCs and angel investors and was really surprised at the reaction I got as a woman.

“It's a sad fact that only 1% of investment in the UK goes to women and I saw why firsthand when I was pitching. The condescending nature towards women who have a business idea is shocking.

“One infamous conversation was when I was pitching and the investor said: ‘At your age, I wouldn't suggest doing this business now.’ Can you imagine them saying that to a man?!

“I found the process difficult and so in the end, we decided to crowdfund. We were thrilled to hit our target in less than 24 hours with the strength of our community and the support from Enterprise Nation.”

MARTHA KEITH
FOUNDER OF
MARTHA BROOK LONDON



SMALL BUSINESS JOURNALISTS TO FOLLOW X



ANGHARAD CARRICK
THIS IS MONEY
[@ANGHARADCARRICK](#)



ANNABEL DENHAM
TELEGRAPH
[@ANNABELDENHAM1](#)



HANNAH BAKER
SOUTH WEST BUSINESS EDITOR
BUSINESS LIVE
[@HANNAHJBAKER](#)



HANNAH PREVETT
TIMES ENTERPRISE NETWORK
[@HANNAHPREVETT](#)



JANE HAMILTON
THE SUN + THE TIMES
[@JJHAMILTON](#)



JAMES HURLEY
THE TIMES
[@JAMESHURLEY](#)



JENNIFER SIEGG
CITY AM
[@JENNIFERSIEGG](#)



JOHN KENNEDY
EDITOR, THINKBUSINESS.IE
[@MRJOHNFKENNEDY](#)



KATIE PRESCOTT
THE TIMES
[@KPRESCOTT](#)



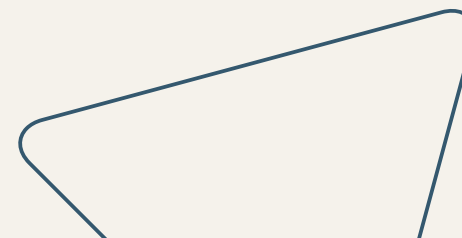
KRISTY DORSEY
SCOTLAND BUSINESS EDITOR
THE HERALD
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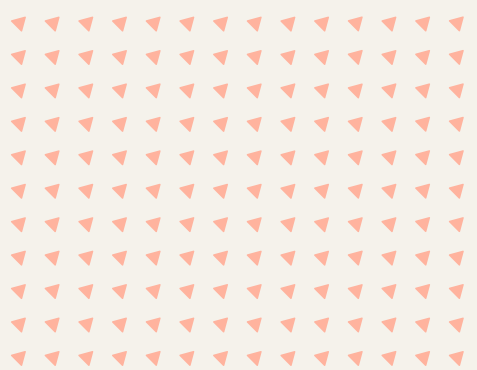


LUCY TOBIN
EVENING STANDARD
[@LUCYTOBIN](#)



RICHARD TYLER
THE TIMES
[@RICHARDTYLER](#)





TIPS FOR GETTING MEDIA COVERAGE

To find journalists relevant to your business, X (formerly Twitter) is a good place to look. Many journalists use the hashtag, #journorequest, when searching for people to interview. Follow the hashtag and get featured!

Enterprise Nation has lots of PR experts as members who can help you get press coverage.

[**FIND THEM HERE**](#)



On the Enterprise Nation platform, you can also find lots of helpful tips to securing press coverage.

[**WATCH THIS WEBINAR**](#)

MEET ENTERPRISE NATION'S MOST-ACTIVE ADVISERS

Who better to help you on your entrepreneurial journey than someone who has not only taken that leap but done it successfully?

Whether it's through services or one-to-one discovery calls, these six Enterprise Nation advisers have done a particularly brilliant job of supporting business owners.

Let's get started!

ANNE-SOPHIE MARTIN KUKAH EXPERTISE: MARKETING AND RETAIL



Anne-Sophie is the visionary founder of The Ascents Group, bringing over 15 years of global strategy and marketing expertise.

“My discovery call with Anne-Sophie was eye-opening. I wish I had done a consultation as such earlier in the business.”

[CONNECT WITH ANNE-SOPHIE](#)

EMMA GOODE EXPERTISE: MARKETING



Emma is the founder of the digital marketing agency, 24 fingers. She helps founders grow their businesses through online marketing, including social media, SEO, content marketing and lead generation. Emma is also Enterprise Nation's [Local Leader for Essex](#).

“Emma is one of the most down-to-earth and genuine people I've met on my small business journey so far! She's very friendly, welcoming and calming (which is a very unique quality!).”

[CONNECT WITH EMMA](#)

**ENTERPRISE NATION
MEMBERS CAN BOOK
FREE DISCOVERY CALLS
WITH ADVISERS!**

KRYSTLE MCGILVERY EXPERTISE: FINANCE



Krystle is the founder of Mind Over Money, which helps people improve their financial decision-making and wellbeing. She also provides private finance mentoring and business support for a range of organisations.

[CONNECT WITH KRYSTLE](#)

NATALIE BINNS EXPERTISE: SUSTAINABLE FASHION



Natalie started her career in the buying offices of some of the UK's most recognisable brands. Seeing first-hand how wasteful and damaging the fashion industry could be, drove her to start her own consultancy, helping independent fashion brands become the best version of themselves, driving sales and sustainability.

[CONNECT WITH NATALIE](#)

TARA ELZINGRE EXPERTISE: DIGITAL



During her 14-year career in retail management and recruitment, [Tara set up](#) a coaching side hustle. While on maternity leave with her second child, she decided to take a leap of faith and jump into starting her own business. Parene offers career and life coaching for parents. Tara is also [Enterprise Nation's Local Leader for Munster](#).

[CONNECT WITH TARA](#)

VICTORIA BROWN EXPERTISE: BRANDING



With more than 15 years of experience in communications and as a jewellery designer, Victoria knows exactly how to help creative business owners find and sell to customers online. She specialises in brand, email marketing, Instagram and Pinterest strategies and is also an experienced journalist, writer and [Enterprise Nation's Local Leader for West Midlands](#).

“Victoria was wonderful and the quality of her advice was great.”

[CONNECT WITH VICTORIA](#)

THE SMALL BUSINESS SESSIONS

Powered by **business.
connected**

Enterprise Nation’s podcast, The Small Business Sessions, is jam-packed with advice and inspiration from some of the UK’s best entrepreneurs and business experts.

In the latest season, eight of the 10 guests are female founders.

They include:

AILIS TOPLEY, POTT CANDLES

FROM LOCKDOWN HOBBY TO £1M BUSINESS



“I think naivety is a superpower. I was so naive about candle-making and refills. Every big brand we approached said it wasn't possible. I went away, figured it out and made it happen. Our blind naivety has allowed us to break barriers and surpass competitors.”

[▶ LISTEN TO THE EPISODE](#)

To hear all the episodes across six seasons, tune in on Spotify, Apple Podcasts or wherever you get your podcasts.



KAY SUPPAMAS, LEAFAGE

THE FOUNDER EMBRACING THE MENTAL HEALTH POWER OF PLANTS



“I think starting a business on the side while still having a full-time job works really well. You don't have the financial pressure and you can test your product and business without any risk. It also helps shape who you are before getting into the full-time founder journey.”

[▶ LISTEN TO THE EPISODE](#)

ALICE BENHAM

WHY FOUNDERS SHOULD TAKE MESSY ACTIONS



“One of the most limiting mindsets we can have in business is expecting a level of perfection that isn't realistic. My biggest encouragement to all business owners at any stage is adopting the mindset of messy action because the sooner you take action, the sooner you learn and grow. I think all of the best things happen when we adopt that mindset.”

[▶ LISTEN TO THE EPISODE](#)

CYNTHIA V DAVIS, DIVERSIFYING GROUP

WHY BUSINESS OWNERS SHOULD EMBRACE DIVERSITY AND INCLUSION



“It's really important that diversity and inclusion go hand in hand. It's not just bringing people in who look different. You've got to create the right environment and atmosphere so people can really be true authentic them.”

[▶ LISTEN TO THE EPISODE](#)

SARAH DE-VERE DRUMMOND

THE TRAVEL BRAND THAT GREW DURING THE PANDEMIC



“Success is about waking up and making a living out of something that you really love. It is about finding something that you are truly passionate about regardless of how much money you're making.”

[▶ LISTEN TO THE EPISODE](#)

DAISY MORRIS, THE SELFHOOD

HOW TO BUILD AN ENGAGED AND MEANINGFUL ONLINE COMMUNITY



“I would rather have a strong team of advocates who recommend my work and can vouch for me behind the scenes and essentially market my business for me for free, than spend loads and loads of money on advertising constantly.”

[▶ LISTEN TO THE EPISODE](#)

BECOME AN ENTERPRISE NATION MEMBER

EXPERT ADVICE

Free discovery calls with trusted advisers

COMMUNITY SUPPORT

Join Groups to meet likeminded founders

EVENTS ACCESS

From daily webinars to flagship festivals

DASHBOARD

Relevant support to help you easily plan for success

JOIN FOR FREE TODAY
[ENTERPRISE.NATION.COM/JOIN](https://www.entreprisenation.com/join)



ELIZABETH OLA
TRU SKIN



DEWI AND GOVINDA CORTIER
OH LILY!



DOMINIQUE WOOLF
WOOLF'S KITCHEN

ON A FINAL NOTE...

“ I hope this toolkit has provided you with useful links, resources and knowledge.

For the past 20 years, I have started, grown and sold businesses of my own and supported thousands more through Enterprise Nation. From this experience, I wanted to offer ‘top tips’ that I hope will help you:

DO WHAT YOU LOVE

Build a business based on something you love. This will mean the hours you put into the company will not feel like a ‘chore’, more like being on a ‘mission.’ As you communicate the passion you feel for your business, this will attract customers and supporters, building an effective community around your brand. Loving what you do also maintains accountability of delivering a quality service or product.

FEED YOUR TEAM

This sounds like an odd one! Whether you take on full-time employees or build a trusted network of advisers, nourish them with communication and updates on business progress and personal development opportunities. Bring your tribe together to strengthen culture – shared food, drink and conversation are also important!

KNOW YOUR NUMBERS

From the outset, a founder has a responsibility to be in charge of the numbers as without sufficient funds coming in and being managed, you don’t have a viable business. This is an area that does not come easy to many but does need to be mastered. As the business grows, you will likely hire accountants, bookkeepers, financial controllers and directors but ultimately the financial running of the business remains with the owner.

ACCESS SUPPORT

From start-up to scaling, times can get tough. It’s at these times you need access to a support network of mentors and coaches (those who can hear you out and help you come up with the answers), as well as practical/tactical experts who can help with specific challenges.

TREAT OTHERS AS YOU WOULD EXPECT TO BE TREATED





In my 20 years of entrepreneurship, I’ve only (fortunately) come across a couple of people who did not practice this, and we soon parted ways. Business is personal and is done better if people treat each other with kindness and respect.

Wishing you well on your business journey and I hope you gain value from the Enterprise Nation community and resources on offer.

EMMA JONES
CEO AND FOUNDER OF
ENTERPRISE NATION



CONNECT WITH US

 [@e_nation](#)
 [Enterprise Nation](#)
 [@e_nation](#)
 [enterprisenation](#)