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Nation**

# STARTUP 2022

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#StartUp2022

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# 10 STEPS TO STARTING YOUR VERY OWN BUSINESS

## HELLO AND WELCOME TO STARTUP 2022

Following last year's online extravaganza, our flagship StartUp event returns for 2022, featuring eleven unique stages, over 100 expert speakers and upwards of 2,000 attendees expected to flood through the virtual doors.

To get things started, here are my 10 steps to starting your very own business:

### 1. COME UP WITH AN IDEA

Seems a sensible place to start, right? To get started, ask yourself these three questions: 'Have I spotted a gap in the market?', 'What is my passion, hobby or skill?' and 'Have I seen someone do something I can do faster, better and cheaper?' Answer these and you're well on your way.

### 2. REGISTER YOUR COMPANY

It's time to decide your company structure – a task often undertaken with the help of an accountant. Once you make your choice, it's important to inform Companies House, HMRC, your landlord or mortgage company, your local authority, your insurance provider and your bank.

### 3. START ON A BUDGET

Start-up costs needn't be too high and therefore it's fairly straightforward to build a budget. Starting your business as a side-hustle alongside an existing salary, basing yourself at home and embracing social media are huge cash-savers.

### 4. BUILD A BUSINESS PLAN

This will guide you from where you are now to where you want to be. It's easy to remember what to include, as it spells I'M OFF:

Idea: What is your business idea?

Market: What's the market you're going to serve?

Operations: What operations do you need to get going?

Finances: Draw up a basic cashflow forecast and ask yourself if you need funding.

Friends: Who will be part of your support network?

### 5. FUNDING

If, after your budgeting, you still need to raise some funds, you have plenty of options, including Start Up Loans, crowdfunding and friends and family. Just make sure those repayment terms are clear and in place.

### 6. START MAKING SALES

Obtain a target demographic, create a personal pitch, follow up leads, keep smiling and keep persevering! Ensuring you have a presence on marketplaces such as Amazon and Etsy can also turn browsers into buyers.

### 7. CREATE A KILLER WEBSITE

After securing a domain, you can launch your website with excellent template providers such as GoDaddy or Squarespace. Having a solid site gives you a base to blog from, and the more wonderful content you create, the more visible and attractive a proposition your business is to potential customers.

### 8. SOCIAL MEDIA

An increasingly cost-effective way to promote your business. Facebook, Twitter, Instagram, TikTok, LinkedIn and YouTube all require different styles of content and finesse, but get it right and doors will open quicker than you can imagine.

### 9. MARKETING & PR

You can step up your marketing efforts in three ways:

- Reach out to journalists to secure press attention.
- Connect with influential bloggers on social media for potential endorsements.
- Imagine yourself as a character in a story and decide how you want to be perceived. This can act as a template for your marketing.

### 10. GROW BY OUTSOURCING

Spend time on the activity that delivers the highest return to your business, and outsource other work to the experts! Finally, it's crucial to surround yourself with support. On Enterprise Nation, you'll find thousands of trusted business advisers offering the guidance you need. The connections you make today could last your business's lifetime.

**If you're not yet a member, [join for free now!](#)**



*Emma Jones*

**Emma Jones MBE**  
Founder, Enterprise Nation

## Looking to grow your consultancy business in 2022?

### Become an Enterprise Nation Adviser

Join Enterprise Nation to share your expertise with the UK's most active small business community. We help people create great businesses by giving them the resources and connections needed to be successful.



Have you recently made the shift to self-employment?



Are you looking to grow your brand and customer base?



Do you like working with start-ups and small businesses?



Want to meet other entrepreneurs and hear their secrets to success?



Do you love sharing expertise and are looking for speaker opportunities?

### Here's what you can look forward to

#### Raise your profile

Create a public profile on Enterprise Nation to promote your business services to a community of over 55,000 potential clients every month. With our new mobile app, small businesses will be able to browse your services on the move!

#### Share expertise

There are more opportunities than ever to showcase the support you offer. Increase your visibility across the platform by featuring in high-profile events and campaigns or using our new content upload feature to share expertise via blogs, videos and podcasts.

#### Build relationships

Make connections through your Enterprise Nation profile or the online groups. Use the easy messaging tools to build relationships with prospective clients and other like-minded businesses.

#### Small business insights

Discover what thousands of small businesses are searching for, and tailor your services so you can provide exactly what they need.

#### Learn something

From marketing and sales to PR and finance, Enterprise Nation publishes a wealth of content, e-learning, webinars and guides for small businesses and consultants.



"Enterprise Nation allows me to promote myself with ease and get in front of businesses that could become my next client. It's the first place I recommend to any business owner or aspiring entrepreneur. There genuinely is something for everyone within this community!"

**David Glenwright**



"Enterprise Nation is a amazing association to be a part of. Not only have I learned from fellow advisers but I've had the opportunity to be a part of some fantastic national campaigns. There are so many opportunities to promote your expertise. I can 100% recommend joining Enterprise Nation.

**Jennifer Corcoran**



"Enterprise Nation allows me to connect with my ideal customer, as well as promote my events and content directly to the people who will be interested in it."

**Catherine Erdly**

## BECOME AN ADVISER ON ENTERPRISE NATION TODAY FOR JUST £199 PER YEAR

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# KEYNOTE STAGE

A stage of inspirational stories and advice from amazing entrepreneurs

**9.30am**

## Welcome to Startup 2022 from Emma Jones and how to start a business in 2022

Emma Jones CBE, founder of Enterprise Nation, will kickstart this year's event and share her top small business insights to ensure you get the best out of your StartUp 2022 experience.

**9.35am**

## Welcome comments from Minister for small business, Paul Scully MP

Given the high number of people starting a business in 2021, hear from the Minister for small business on why 2022 will be a great year to start your own business as well as how the role of government is helping start-ups launch and grow.

**9.45am**

## Interview with Harry Thuillier, co-founder, Oppo

After getting rejected at Dragon's Den for being a 'too risky' product in 2016, Oppo's healthy ice cream is now stocked in every major supermarket in the UK and the business is valued at £86M. Richard Branson and Andy Murray are just two of the investors that did take a risk on them and are now reaping the rewards. Join this session to hear their story and how they've made it happen!

**10:20am**

## You can do it! With Simon Squibb, founder of Purposeful Project

Simon Squibb isn't your bog-standard entrepreneur. Going from sleeping on the streets to founding 19 of his own companies, Simon possesses the passionate view that anyone can be a successful entrepreneur, given the right tools. As a result, he's set himself the ambitious target of helping 10m people start and grow businesses of their own.

**10:50am**

## Startup UK: Why 2022 is the year to start a business

Britain is seeing a start-up boom, with many people turning to entrepreneurship out of necessity or opportunity. If there is any time to turn your business idea into a reality, it is now. With an abundance of support available, leaping into entrepreneurship doesn't have to be scary.

Join this panel to hear about a brand new campaign, StartUp UK, that will educate, celebrate, and represent people that want to become their own boss.

- Erdi Karaca, Product Director, HSBC Kinetic
- Faith Wheller, Marketing Director, Intuit QuickBooks UK
- Tolga Yildiz, Omni-Channel Customer Development Manager, Curry's Business

**11:30am**

## Designing my journey with Nick Telson, founder of Design My Night and Angel investor

In 2010, Nick and his best friend decided to embark on the Design My Night journey. They both kept their jobs while side-hustling on it for a year; deciding to go full time a year later.

Seven years later, they were acquired by The Access Group for over £25m, with over 8 million views a month on their platform and over 5,000 B2B clients.

Nick is now an active angel investor, mentor and startup studio founder with many stories and success hacks to share.

**12:15pm**

## How to become a retail superstar

A panel of experts and entrepreneurs share key tips and tricks for excelling as a retail entrepreneur

- Matthew Hopkins, founder, Great British Exchange
- Nancy Cullen, founder, Space & People
- Warren Richmond, founder, Situ Live
- Nicole Compen, Raye the store
- John Hoyle, Sook

**1pm**

## Lunch break - enjoy the talks in other zones or visit the exhibition area

**1:30pm**

## Growing an international business

Marcelo Distefano is the Managing Director of family-run group of award-winning Italian restaurants San Carlo, with over 23 locations across the UK and internationally. Employing over 1,000 staff members, expanding internationally, and staying true to their core values, the San Carlo group has gone from strength to strength. Marcelo will be joining us to share their story on how they turned a work permit and £12 of savings into an internationally recognised brand.

POWERED BY:



**2pm**

**How I did it: Growing a business valued at £180m and raising money from Kris Jenner**

Ed Beccle is a 22-year-old serial entrepreneur and co-founder of GraspHR, Glorify and Yessspad. His latest venture, London-based Glorify, has successfully raised capital from a string of Silicon Valley and Hollywood A-listers such as Kris Jenner, Michael Bublé and Jason Derulo, in a deal valuing the business at £180m. Listen to his inspiring story on the Keynote stage!

**3pm**

**Meet the man on a mission**

Cemal Ezel is the founder of Change Please, a social enterprise that uses coffee as a way out of homelessness. It trains homeless people to become baristas and provides a London-living wage job, housing and bank account and therapy support to its beneficiaries.

Cemal is also the founder of Old Spike Roastery, a social enterprise coffee roastery in south London that supports homeless people, and Spike + Earl, a social-enterprise restaurant in London.

**3:30pm**

**How we grew a successful brand from just £600**

Rimi and Manav Thapar, husband and wife team and founders of LoveRaw, are on a mission to continue making legendary vegan chocolate that tastes great whilst maintaining their honest, transparent and no artificial nonsense roots.

Whilst the business launched from Rimi's in-law's home kitchen in Manchester with a budget of only £600, the business has now raised investment, won industry awards and have a team of full-time employees.

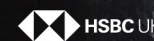
# BE THE PERSON WHO DECIDED TO GO WITH IT

Join the StartUp UK programme for events, downloadable guides and bitesize e-learning that will help turn your idea into a reality.

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**STARTUP  
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# HOW WILL STARTUP 2022 WORK ONLINE?

The virtual event platform we are using for StartUp 2022 is [Balloon](#). As an attendee, you'll be able to move in-between different stages, just like the in-person event, and enjoy the content and connections throughout.

## Demo Video

If you need support on using the Balloon platform, head to their YouTube channel and [watch this video](#).

## Which browsers work best?

We recommend using the latest version of either Chrome or Firefox on desktop to guarantee the best experience. As an additional note, sometimes third-party extensions can affect the experience, blocking some of the interface elements. To avoid this, we also recommend opening the event in Incognito mode on Chrome or Private tab on Firefox.

**Please join the event using a laptop or computer – tablets / smartphones are not fully compatible.**

## NEED EXTRA HELP?

For further assistance and support, please [click here](#) to access Balloon's help centre.



## THE SIX AREAS OF BALLOON

There are six main areas of the event which you can visit. Use the toolbars to help you quickly navigate between:

### 1. RECEPTION

The Reception area is the welcome "lobby". Find out what's happening through special announcements, important links and event notifications.

### 2. STAGES

Click on 'Stages' within the event, to view content for the following zones:

<b>Keynote</b>	<b>Show Me the Money</b>
<b>Start Me Up</b>	<b>Businesses with</b>
<b>Business Essentials</b>	<b>Purpose</b>
<b>The Digital Zone</b>	<b>The Freelance Zone</b>
<b>Let's Get Social</b>	<b>Build a Business</b>
	<b>Amazon</b>

### 3. NETWORKING

Sponsored by Cisco

Here, you can connect with other attendees, experts and like-minded founders. Join private 1-2-1 video chats or small group sessions to meet several entrepreneurs at once!

### 4. EXHIBITION

Meet all the StartUp 2022 partners and learn what support they can provide. Get money-saving offers, speak to experts and gain tools to help boost your business. We have an Enterprise Nation booth, so do visit us and say hello!

### 5. ADVISER ZONE

Book FREE 1-2-1 consultation calls with business advisers in branding, legal, SEO, finance and more. Share your goals and challenges, and our experts will be happy to provide solutions.

[Meet the advisers and find out how to book a consultation.](#)

### 6. CONNECTING

There are a number of chat channels, including:

**Event chat:** General chat about the event. Expect special event-related announcements from Enterprise Nation.

**Stage chat:** A dedicated chat specific to on-stage sessions. Use this to ask questions or make comments during a talk.

**Exhibition booth chat:** Each partner has their own chat for group discussions and fielding questions about how their products and services can support you.

**Meeting chat:** In Networking 1-1s, a private chat channel is available to the participants.



# START ME UP

Get industry specific advice from inspiring entrepreneurs and experts

**10am**

## How to start a food business

- Amy Moring, Hunter & Gather
- Elisha Rai, Drink Folc
- Andy Adenegan, Candi Donut
- Bastien Eymery, Lilk

**11am**

## How to start a fashion business

- Nick Crook, Boardies Apparel
- Claire Turpin, Contur
- Alison Lewy, Fashion Angel

**12am**

## How to start a wellness business

- Kay Suppamas, Leafage
- Sohn Supradya, Jin Jin
- Rachel Mason, Our Remedy

**1pm**

## How to start a beauty business

- Lorraine Dallmeier, Formula Botanica
- Naz Bashir, Solo Skincare
- Roshane Dorsett, The Glowcery
- Liha Okunniwa, Liha Beauty

**2pm**

## Getting Ready for Retail & Pitching to buyers

- Wizz Selvey, Retail Expert

**3pm**

## How to start a tech business

- Tom Oswald, ClickASnap
- Amman Ahmed, RelaxMyDog
- Olly Culverhouse, Signable



# BUSINESS ESSENTIALS

Get a handle on your business essentials in these insightful workshops, including legal considerations when setting up your start-up

**10am**

## Moving to your first premises: legal considerations

Harry Rudolf, property lawyer, Edwin Coe

**11am**

## Meet the experts

- Sharon Pocock, accountant, Kinder Pocock
- Elliot Francis, employment lawyer, Edwin Coe
- Aine Rogers, director of small business, Cisco
- Gerry Donnachie, head of underwriting, AXA Business Insurance

**12pm**

## First job of the entrepreneur - business planning! What, why how?

Ceylan Boyce, Academy for Women Entrepreneurs

**1pm**

## The legalities of setting up a business

Christophe Robert and Mythri Reddy, corporate lawyers, Edwin Coe

**2pm**

## Tips & tricks to increase your productivity

Nikki Wheeldon, Jam Pot & Hive52

**3pm**

## Looking after your business IP

Marianna Ryan and Eleanor Showering, IP lawyers, Edwin Coe

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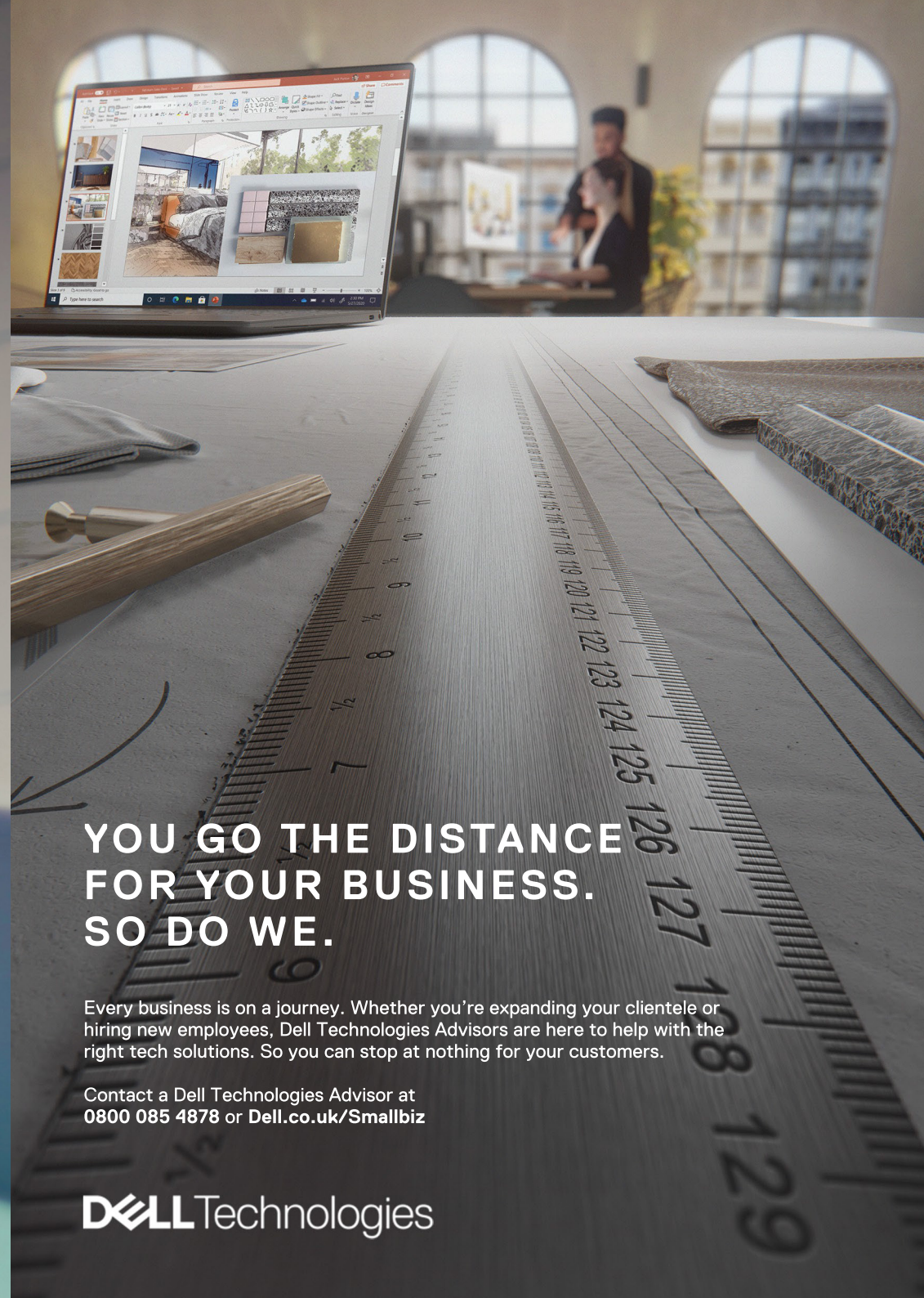

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## THE DIGITAL ZONE

Hear from experts on the best digital tips to help your business in 2022

**10am**

### **Killer tips for digital marketing**

Sam Onigbanjo, Great Business Platforms

**11am**

### **New Year, New Tech – how technology will help you succeed in business**

Andy Bone and Jason Crawford, Dell Technologies

**12pm**

### **SEO 101**

Emma Goode, 24 Fingers

**1pm**

### **How to build your own website**

Ruby Lee, Studio 77

**2pm**

### **Cyber Security: Protecting your online presence**

Paul Fenwick, Avast Business

**3pm**

### **How to use video to rocket power your start-up**

Jeremy Mason, MP Video Production

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**DELL**Technologies



## LET'S GET SOCIAL

Want to nail your social media strategy for 2022? Join this stage for practical tips and advice

**10am**

### **Your buyer persona**

Lucy Hall, Avviso Media

**11am**

### **3 R's of social proof: Why recommendations, reviews and referrals are critical to driving your business**

Karen Green, The Food Mentor

**12pm**

### **How to get more customers on a shoe-string budget**

Ben Law, GoDaddy

**1pm**

### **Measuring success on social media**

Emma Haslam, Borago Insights

**2pm**

### **The power of paid social ads**

Katherine George, Oh So Social Marketing

**3pm**

### **Growing a personal brand and becoming a 'Bizfluencer'**

Lucy Hitchcock, founder, Partner in Wine and Sassy Digital

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\*GS1 UK is a membership organisation and our barcode numbers are licensed annually through membership plans.

### Find us in the 'build a brand' zone

If you have any questions we'd love to talk to you. Visit our virtual booth and join our sessions.

**11:00am** How to build a D2C business

**13:00pm** Panel discussion: The first year of running a business



## DREAMING OF STARTING YOUR OWN BUSINESS? WE HAVE THE TOOLS & ADVICE TO MAKE IT HAPPEN

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The security you need.  
The peace of mind  
you deserve

LEARN MORE



## Miss a talk at StartUp 2022?

To access all the speaker video recordings, simply sign-up for a free Enterprise Nation membership. You will also benefit from networking opportunities, discovery calls with advisers and access to a supportive community.

Join for free.



# SHOW ME THE MONEY

Get advice on raising and managing funds in a series of workshops, talks and panel discussions

**10am**

## **How to build a pitch deck to raise money**

Clive Bonny, Strategic Management Partners

**11am**

## **Ensuring the funding landscape is accessible and inclusive**

Richard Bearman, Start Up Loans

**12pm**

## **Producing a successful Start Up Loan application**

Gillian McLaren, Start Up Loans

**1pm**

## **Funding panel: How to raise money for your business**

- Sunna Van Kampen, Tonic Health
- Greg Caiger, HSBC UK
- Oliver Cummings, Capitalise UK

**2pm**

## **Managing your business finances 101**

- Jenni Adams, regional director of small business banking, HSBC UK
- Erdi Karaca, product director, HSBC Kinetic
- Stefan Johnson, business development manager, HSBC UK
- Neil Mackinnon, Arm in Arm Accounting

**3pm**

## **Intro to sales: How to get your first 20 customers**

Paul Durrant, PDT Sales Consultancy



# BUSINESSES WITH PURPOSE

Guidance, tips and inspiration to help you build a sustainable business with a mission at its core

**10am**

## **Diversity and inclusion: why it's important for your business**

- Jasmine-Leann Gaterell, No Comment Required
- Adele Atchinson, founder, Grandnanny
- Kasey Clarke, Sweet Cakey Thing

**11am**

## **Future-proofing your mind-body health for a thriving business**

Ann McCluskey, Coach Practitioner and Change Specialist

**12pm**

## **Building a business which balances profit and purpose**

Danielle Thompson, Sustainablee

**1pm**

## **The importance of being online safely**

Paul Fenwick, Avast Business

**2pm**

## **Sustainability heroes: how every business should have sustainability at its core**

- Ben Keene, Raaise
- Clive Bonny, Strategic Management Partners
- Katie Barber, Hutch Community
- Josh Clarke, Jacked Fruits

**3pm**

## **Why empowerment matters in business: How SMEs can make huge changes in their community**

Abdul R Shiil, Sahan Cares

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## We want you to lift off. Legal services for your start-up and new business

**YOU HAVE THE BRILLIANT IDEA** and we have the legal expertise. Together we can turn your dreams into reality making sure you have all the legal advice that you need to succeed. Your journey starts today with **Edwin Coe LLP**.

Call us today for more details or visit:  
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Start Up Loans

## Turn your passion into business success in 2022

Join us on the 'Show Me the Money' stage at 11.00 to discover how we can support you.

Visit [www.startuploans.co.uk](http://www.startuploans.co.uk) to find out more and get started today.



Government backed scheme. Fixed interest rate 6% p.a. Loans are strictly for 18s and over. Personal loans for business use only. Finance is subject to status. Terms and conditions apply.

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## Empowering Small Business Recovery

Small businesses are the backbone of our communities. When they're strong, we're all stronger.

Cisco can help as small businesses work to recover from the economic impact of COVID-19.



[cisco.com/c/en\\_uk/solutions/small-business/small-business-recovery.html](https://cisco.com/c/en_uk/solutions/small-business/small-business-recovery.html)



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# THE FREELANCE ZONE

Thinking of going freelance or growing a side hustle?  
This is the stage for you!

**10am**

## Going freelance 101

Steve Folland, Being Freelance Podcast

**11am**

## A guide to starting a business while you're still employed

Paulomi Debnath, Handmade by Tinni

**12pm**

## Marketing your freelance services

Kathy Ennis, Little Piggy

**1pm**

## Building a personal brand for your business

Hadrien Chatelet, The Wern

**2pm**

## The top 10 things we've learned from the Mind Your Small Business podcast

Gordon Rutherford, Marketing Director, AXA Business Insurance

**3pm**

## How to manage a successful freelance business

— Julia Broughton, Letters by Julia  
— Cel Amade, freelancer and results strategist



# BUILD A BUSINESS

Learn the foundations of building a strong brand and business that can sustain long-term growth

**10am**

## The foundations of an authentic and meaningful brand

Aarti Parmar, Brand Strategist and Performance Coach

**11am**

## How to build a Direct to Consumer (D2C) business

Lorna Leaver, GS1 UK

**12pm**

## The art of brand storytelling

Tim Elliot, Brand Strategist

**1pm**

## Panel discussion: The first year of running a business

— Sarah Atkins, GS1 UK  
— Jennifer Mo, Pura Collagen  
— James Martin, Super8  
— Charlie Knockton, Happy Inside Drinks

**2pm**

## Four ways to grow your sales

Catherine Erdly, Resilient Retail Club

**3pm**

## 3 steps to secure game-changing press coverage with DIY PR

Amanda Fitzgerald, PR Expert

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# STARTUP RESILIENCE

Learn the top tips and tricks to grow your business online from the experts at Amazon

**10am**

**Grow like Amazon: Breaking down Amazon's key principles for success**

To be announced!

**11am**

**How I did it: Amazon sellers fireside chat**

To be announced!

**12pm**

**How to start a business on Amazon**

Mariana Moraes, Amazon UK

**1pm**

**The importance of omnichannel: online vs physical space**

To be announced!

**2pm**

**How to start a business on Amazon**

Mariana Moraes, Amazon UK

**3pm**

**Scale like Amazon: building a global business**

To be announced!

POWERED BY:



# NETWORKING ZONE

Sessions will take place throughout the day so you can meet and connect with other small business owners in a casual way.

We would really recommend joining the Networking Zone multiple times throughout the day - and be prepared to turn your camera on (if you wish!) in order to connect with others face-to-face!

**Access post-event networking!**

Head to [enterprisenation.com/groups](https://enterprisenation.com/groups) to continue the conversation with your fellow StartUp 2022 attendees.

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# EXHIBITION AREA



## Enterprise Nation

Enterprise Nation is the UK's most active small business network and we have helped thousands of people turn their good idea into a great business.

Pop over to the Enterprise Nation stand to meet the team and hear how we can help support your business journey.

**Don't forget to activate your free Enterprise Nation membership:** [enterprisenation.com/join](https://enterprisenation.com/join)



## Currys's Business

At Currys Business We're Here to support you and make technology simple.

Whether you're a start-up business or a large organisation, we know that time and budgets can be tight. We offer help, advice, support to local businesses with our exclusive services, an extensive product range and after sales-support, so you can leave the technology solutions to us, while you look after your business.

Our Business Experts can help you discover our wide range of Apple products, making it simple to find the right solutions for your business.

Contact us now at our Specialist Business Centre on 0344 561 6789 or go to our website [business.currys.co.uk](https://business.currys.co.uk). You can also visit one of our 50 Business Hubs across the UK, use our store locator to find the one closest to you here: [business.currys.co.uk/storelocator/](https://business.currys.co.uk/storelocator/)



## HSBC UK

HSBC is one of the world's largest banking and financial services organisations, supporting 1 million business customers in the UK. We are committed to working with UK SMEs to help them realise their ambitions and over the past seven years have committed £75bn in lending to enterprises in the sector. As well as supporting the ambitions of internationally-minded businesses through a global network that covers 64 countries and territories. We're here to use our unique expertise, capabilities, breadth, and perspectives to open up new kinds of opportunities for our customers.

**Find out more here:** [www.business.hsbc.uk](https://www.business.hsbc.uk)



## Intuit QuickBooks

Whether you're a sole trader, small business, bookkeeper, or accountant, QuickBooks is committed to helping your business thrive. Effortlessly manage your finances in real-time with our simple, smart accounting software. Automate your books, always know where you stand financially, submit your taxes, get paid, and manage your employees. Our award-winning UK-based support team is always on hand 7 days a week. You'll always get help from a real person. Live chat, screen sharing, and phone support are all available free of charge. With QuickBooks you'll spend less time on admin, so you can focus on running your business. From Self-Assessment to Making Tax Digital, we've got you covered.

**Find out more:** [quickbooks.intuit.com/uk](https://quickbooks.intuit.com/uk)



## Amazon

Amazon is currently working with Enterprise Nation on the Amazon Small Business Accelerator as a free, online educational programme for anyone who wants to start a new online business or grow an existing one. The online learning is tailored to your experience level, with a comprehensive curriculum covering website building, selling online, social media, marketing, managing cashflow, selling on Amazon, and identifying growth opportunities.



## Dell Technologies

You go the distance for your business. So do we.

Wherever you are on your business journey, Dell Technologies Advisors are here to help every step of the way by offering free, one-to-one advice on all of your tech requirements. From laptops to the cloud, Dell Technologies Advisors have the right tech solutions to help you go the distance for your customers.

If you would like to discuss your small business tech requirements or if you are looking for professional support and advice, call a Dell Technologies Advisor today on 0800 085 4878 or visit [www.dell.co.uk/smallbiz](https://www.dell.co.uk/smallbiz)



## Avast Business

Avast Business provides simple yet powerful security solutions for SMBs and IT service providers. Backed by one of the largest, most globally dispersed threat detection networks, the Avast Business security portfolio makes it easy and affordable to secure, manage, and monitor business devices. The result is superior protection that businesses can count on. For more information about our managed services and cybersecurity solutions, visit [www.avast.com/business](https://www.avast.com/business)

Get a free 30-day trial here: [www.enterprisenation.com/find-something/smb-cybersecurity-solutions-from-avast/](https://www.enterprisenation.com/find-something/smb-cybersecurity-solutions-from-avast/)



## Axa Business Insurance

At AXA Business Insurance, we know that running any small business is tough, but starting a new business and building it from the ground up takes real hard work.

Almost half\* of our customers are startups, and we understand how challenging those first years can be. That's why it's our mission to make business insurance easy through tailorable cover to suit your business and a 24-hour legal and tax helpline.

And while we're making insurance easier, you can focus on what matters – making your new business a success.

Work hard, insure easy. Visit AXA's Business Guardian Angel for more startup help and support.

\*45.3% of AXA Business Insurance policies in 2021 were bought by customers in their first year of trading

# EXHIBITION AREA CONTINUED



## CISCO

Cisco is the worldwide leader in technology that powers the internet. Cisco inspires new possibilities by reimagining your applications, securing your data, transforming your infrastructure, and empowering your teams for global and inclusive future.

For simple and secure solutions for your business visit [www.cisco.com/c/en\\_uk/solutions/small-business/small-business-recovery.html](http://www.cisco.com/c/en_uk/solutions/small-business/small-business-recovery.html)



## Start Up Loans, part of the British Business Bank

Since 2012, the Start Up Loans programme has delivered over 89,000 loans, providing more than £800m of funding. We lend money to people in every part of the country and from all backgrounds. The proportion of our loans which go to under-served groups is far higher than their proportion of the business population:

- 40% of our loan recipients are women
- 20% of our loan recipients are from Black, Asian and other Minority Ethnic backgrounds (excluding White minorities)

You can find free guides related to starting a business on our website: <https://www.startuploans.co.uk/free-start-up-guides/>

Or for further information, visit us at [www.startuploans.co.uk](http://www.startuploans.co.uk) or call us on 0344 264 2600.



## GS1

Ready to sell your product? You'll need a barcode.

GS1 UK is the only authorised provider of unique GTINs - the number that powers the barcode and trusted by over two million businesses. Our barcodes provide the foundation for trading between brands and retailers across the world, be that in store, online or through a marketplace such as Amazon. They are as important to the start of your business as a website domain or bank account.

We are here to make it easy for you sell your products to any customer, anywhere. All our barcodes are licensed annually and to get yours you need to become a GS1 UK member.

Get 20% off your barcode package with the code EXCHANGE20 on [www.gs1uk.org](http://www.gs1uk.org)



## Edwin Coe

You have the brilliant idea, and we have the legal expertise. Together we can turn your dreams into reality making sure you have all the legal advice that you need to succeed.

We understand the challenges that face entrepreneurs starting out and we pride ourselves on providing high quality, timely and cost-effective start-up legal advice from structuring your company, to protecting your intellectual property, to appointing your first employee and taking a lease out on your first property.

We have created three legal packs containing all the legal requirements necessary to help your new business or start-up.

Contact us today for more details: 020 7691 4000 / [Edwincoe.com/start-up](http://Edwincoe.com/start-up)



## GoDaddy

GoDaddy is the world's largest services platform for entrepreneurs around the globe. We're on a mission to empower our worldwide community of 20+ million customers — and entrepreneurs everywhere — by giving them all the help and tools they need to grow online. GoDaddy is the place people come to name their idea, create a compelling brand and a great looking website, attract customers with digital and social marketing, and manage their work. Where no tool alone will do, we give direct one-on-one guidance with a human connection.

**Get your .co.uk domain for £0.01 (first year)**

**Free 1 month Website Builder**

# Enterprise Nation programmes in 2022

## Enjoyed StartUp 2022?

Take part in more events and programmes throughout the year!

**Choose from:**

### Lunch and learn webinars

Giving you a daily boost and offering advice from experts across a variety of fields.

**Browse upcoming webinars and sign up for free.**

### Small business meet-ups

Offering a ready-made support network for entrepreneurs to connect with like-minded founders in their area. Collaborate, share ideas and discuss challenges in a relaxed, informal environment.

**Find your local meet-up.**

### Next Generation

If you're 18 to 24 and based in London, access start-up training and up to £10,000 to begin your entrepreneurial journey.

**Tell me more**

### StartUp UK

Looking to become your own boss in 2022? Access inspiring and educational e-learning, practical guides and events that will support you on your new venture.

**Get started**

### Festival of Female Entrepreneurs

Taking place in late 2022, these events offer a full day of advice and inspiration for female founders.

**Become a member to be the first to hear about it**

### Amazon Small Business Accelerator

Access free and intensive bootcamps and e-learning training, to help your existing business start trading online quickly.

**Find out more and sign up for free**

### Exchange series

Matching small businesses with buyers from major retailers in the food and drink, fashion, beauty and wellness sectors. Upcoming events include:

- The Fashion Exchange, 25 February
- The Food Exchange, 24 April
- The Beauty Exchange, 10 June
- The Wellness Exchange, 22 July

**Visit [enterprisenation.com/events](https://enterprisenation.com/events) to view all our upcoming events**