



Mike Lunch

Business Coach

vitalsix

accelerating business growth

Business Support in SE England



- Big economy – but smallest UK support budget (Robin Hood)!
- How to make good use of £££?



provides excellent web based
rsal support...

- Concentrate on high growth opportunities – lower cost & greater return...

Who to support?

6% of businesses in UK grow at >20% & create >50% of new jobs

Bravo-Biosca, A. and Westlake, S. (2009) 'The vital 6 per cent: How high-growth innovative businesses generate prosperity and jobs' London: NESTA

In one sub region within SE of UK:

Sales Turnover	No of VAT Registered Businesses	%	Targeted Business Support	%
€1.2m - €12M	3,155	6.7%	85	2.7%
€0 - €1.2M	30,380	65%	130	0.4%
Total	47,000	100%		

How to structure support?

- Set up “not for profit” companies
- Managed by Experienced Business people
- Supported by Grants and Sponsorship
- Allow them freedom to deliver support innovatively – using their skills & experience
- Typical Stakeholders / Sponsors:
 - Universities, Business Link, Skills Agency, Incubator landlord,

Build local Business Support Network

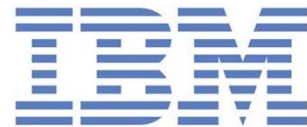


How to deliver support?

- Recruit small team of part time experienced coaches and pro bono mentors - grey hair!
- Team with locals who can deliver specialist support as needed (low cost or pro-bono)
 - IP & Contract lawyers; Investment Readiness; Business Angel Network
- “Partners” to provide referrals:
 - Business Link, Training Agencies, Municipality
 - Banks, Accountants, Lawyers...

Typical Coach / Mentor

- Bachelor of Science degree
- Chartered Engineer & Chartered Marketeer
- Executive Management – multi nationals



- Small & Medium Enterprises –
 - Founded business & floated on Stock Exchange - €3M
 - Interim Chief Executive – GSM telemetry & music industry
- Business Coach & Mentor – last 5 years
- Non Exec Director & Chairman, running own business

Recruitment and offerings

Recruit ambitious SMEs as Members of the Network

- Monthly Network events - Breakfast briefings / networking
- Web activity – updates, hints & tips, blogs, LinkedIn group, Twitter

Select High Growth Potential SMEs as “Portfolio” clients for intensive support:

- Intensive Business Coaching & Mentoring
 - Business review, action plan with goals & timescale
 - Business plan development, skills assessment & actions
 - Regular sessions, update & review – specialist interventions
- High quality support events
 - Specialist 1 on 1 clinics – IP, Contracts, Business Plan review
 - Workshops – Elevator pitch, Marketing & Selling, Raising Finance, Social networking
- Management School - Start Up & High Growth Accelerator courses
- Peer groups

High Growth Potential?



Network Client profile:

- Established larger SMEs - growing at >5% pa
- High growth potential start-ups - the potential to grow turnover to £500,000 pa in first 18 to 24 months

Portfolio Client profile:

- High growth - potential to grow at 20% pa over a 3 year period
- A high degree of innovation in product, services & process development
- Large addressable market, ideally international
- Scalable product or services offering
- Founders & CEOs with ambition & aspiration to grow & willingness to accept external advice & guidance

Henley Accelerator



Designed for the leaders of businesses that have the ambition and potential for high growth

- Practical tools & methodologies to capitalise on opportunities and overcome barriers to growth
 - **Business Accelerator** – for ambitious early stage businesses to have a better understanding of their business environment & greater clarity of their aims & goals.
3 days, subsidised to €600
 - **High Growth Accelerator** – for the leaders of established SMEs seeking to make the next step change for growth. Practical input from experienced leaders who use their own experience to inform participants' thinking to develop considered realistic plans for growth.
5 days, subsidised to €2k



What have we achieved?



During the past four years our team has:

- Delivered tailored business advice, guidance & coaching to over **350 high growth potential businesses**.
- Our broad client base has secured over **£14million of growth funding**. Over 50% of our clients have secured grant, debt or investment funding during the time we've worked with them.
- 75 clients from 55 businesses attended Henley's Accelerator courses
- A wide **network of over 700 ambitious businesses** has received lighter touch support through our Community of Innovation activities. Input comprises regular business briefings, training workshops, client peer groups, expert clinics & on-line delivery of business information.

Aims & Focus



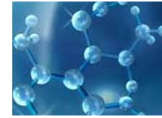
Accelerate Profitable Growth

- Work with business leaders who start & build high growth, innovation led businesses



Develop & Hone Skills

- Essential knowledge & practical tools for leaders of businesses with products & services that lead the field



Build Value in Your Business

- Develop robust plans with key milestones & strong financial strategies to underpin repeatable success



Intelligent Connections

- Make intelligent connections & access proven expertise, partners & like minded people



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