

## Small Business Support Example

Each business receives a free 30 minute introductory call to discuss needs and identify the most suitable support option or package. Businesses can choose from the following support packages, with time allocations tailored to specific outcomes. For those who prefer a bespoke one-to-one approach, this is also available.

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### BRAND & MARKETING

#### Brand Rehab: Your Path to a Stronger Brand

A focused, transformative session with a brand consultant designed to uncover the heart of your brand and provide recommendations to tackle your biggest brand challenges.

**Ideal for:** Any business feeling unclear, unfocused, or in need of a refresh

**Sectors:** All

**Maturity:** Start-up or pivoting businesses

#### Brand Sprint: Understanding Your Audience, Differentiator and Proposition

An immersive sprint designed to cut through the noise and lay the foundation for a compelling brand proposition.

**Ideal for:** Founders who are confident in their offer but need stronger messaging

**Sectors:** All

**Maturity:** Early-stage or businesses entering new markets

#### Brand Sprint: Personifying Your Brand

Bring your brand to life with tone, personality and human touch. Designed for brands who already know who they serve and what they stand for.

**Ideal for:** Established businesses ready to deepen their customer connection

**Sectors:** All

**Maturity:** Growing or established

#### Campaign Ideation

Generate a powerful, creative campaign concept to support a launch, milestone, or promotional push.

**Ideal for:** Brands with clarity on audience and identity who want standout campaigns

**Sectors:** All

**Maturity:** Mid-size, scale-up or brand-ready small businesses

## Content Ideas Intensive

Craft a library of strategic, brand-aligned content ideas. Perfect for businesses who know their story but need help bringing it to life across content touchpoints.

**Ideal for:** Any business creating regular content or managing multiple platforms

**Sectors:** All

**Maturity:** Any

## Content Planning & Promotional Calendar Sprint

We'll co-create a practical, strategic content and promotion plan to keep your business visible, relevant and aligned with key trading periods.

**Ideal for:** Businesses juggling content creation or planning seasonal pushes

**Sectors:** All

**Maturity:** Any

## Visual Identity Refresh

A deep dive into modernising your logo, graphic elements and brand guidelines — with visual content tailored for both digital and physical use.

**Ideal for:** Businesses ready to evolve and look more polished and professional

**Sectors:** All

**Maturity:** Established businesses, rebrands or scale-ups

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## DIGITAL PRESENCE & ECOMMERCE

### Google Business Profile Review & Support

Audit, optimise and implement improvements to your Google profile — including search visibility, service details, reviews and imagery. Follow-up support included.

**Ideal for:** Service-based or local businesses wanting better local reach

**Sectors:** Services, retail, food, wellness

**Maturity:** All

### Website & Ecommerce Review

Audit your website or ecommerce store for performance, clarity, user experience and conversions. Includes recommendations and light-touch support to implement fixes.

**Ideal for:** Any business with an underperforming website or online store

**Sectors:** All

**Maturity:** All

### Social Media Audit & Strategy

Deep-dive into what's working, what's not, and where your social strategy could go next. Includes tailored recommendations, walkthroughs and light support to take action.

**Ideal for:** Businesses who want better ROI or direction on social

**Sectors:** All

**Maturity:** All

## **Pinterest for Business Kickstart**

Get started with Pinterest as a visual search engine to drive long-term, evergreen traffic.

**Ideal for:** Product-based businesses or blogs

**Sectors:** Retail, lifestyle, creative industries

**Maturity:** Start-ups or early growth

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## **FINANCE & BUSINESS PLANNING**

### **Bookkeeping & Accounts Reset**

Get back in control of your finances with support on day-to-day bookkeeping, cash flow, and the systems to make finance easier.

**Ideal for:** Businesses overwhelmed by financial admin or inconsistent record-keeping

**Sectors:** All

**Maturity:** Start-up to early growth

### **Business Planning Session**

Work through a practical and strategic planning session that results in a simple, clear business plan to guide the next 12 months.

**Ideal for:** Businesses seeking direction, funding or clarity

**Sectors:** All

**Maturity:** Start-up, pivot, or scaling

### **Support with Funding, Grants, Awards and Public Sector Tenders**

Includes idea development, application narrative support, proofreading, and understanding criteria.

**Ideal for:** Businesses applying for opportunities with external funding or awards

**Sectors:** All

**Maturity:** All

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## **OPERATIONS & PRODUCTIVITY**

## Time, Leadership & Delegation Reset

Tackle overwhelm with practical strategies for managing time, stress, people, and productivity.

**Ideal for:** Business owners doing too much alone or leading small teams

**Sectors:** All

**Maturity:** Any

## Supplier Management & Negotiation Sprint

Audit your suppliers, assess margins, product performance and create an action plan to strengthen supplier relationships and negotiations.

**Ideal for:** Product-based businesses looking to cut costs or scale smart

**Sectors:** Retail, food & drink, wholesale, lifestyle

**Maturity:** Growing or established

## Product Management Sprint

Refine your range strategy, pricing, promotional activity, lifecycle approach and future product development.

**Ideal for:** Retailers or product businesses ready to get more strategic

**Sectors:** Retail, ecommerce, wholesale

**Maturity:** All

## Custom Process Review (On-Site or Remote)

We'll review your key processes (sales, fulfillment, stock handling, customer experience etc.) to ensure they are clear, efficient and scalable. Part of this time is spent on site.

**Ideal for:** Growing businesses needing to standardise ways of working

**Sectors:** Retail, visitor economy, services

**Maturity:** Mid-size or scaling businesses

## Systems Review & Audit

Full audit of your current systems to ensure efficiency, scalability, risk reduction, cost management and data integration.

**Ideal for:** Businesses that have grown quickly and need a tech tidy-up

**Sectors:** All

**Maturity:** Established or growing

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## CUSTOMER EXPERIENCE & SALES STRATEGY

### Customer Experience & Journey Mapping

Map your customer's journey to identify friction points and elevate experience. Helps drive repeat business, satisfaction and brand loyalty.

**Ideal for:** Businesses looking to improve service or repeat sales

**Sectors:** Visitor economy, retail, hospitality, services

**Maturity:** All

## Pricing Strategy Check

Check whether your pricing supports profit, competitiveness and value perception.

**Ideal for:** Businesses unsure if they're charging enough (or too much)

**Sectors:** All

**Maturity:** All