

Serious About Start Up

A value-adding support package for ambitious entrepreneurs.

What is it?

At Eriskay Associates we understand business start up as both a personal and technical process and that the needs of entrepreneurs are different from those of others. Therefore our associates provide the best support possible for you and your business. This includes creating a real, sustainable business model, going through the key stages of planning and preparation and getting the best ideas and resources possible for your business. Basically, it is about getting you and your business on the right track and staying there.

Who should use it?

It is our belief that all businesses and all business people need the right support behind them to help them get the most out of their business and achieve long-term, sustainable success. Serious About Start Up is for people who are exactly that. The programme is suitable for any ambitious entrepreneur in the pre-start or early start up phase; we believe the sooner you start thinking strategically, the stronger your business model will be.

What does it involve?

The Serious About Start Up programme involves a number of key stages that will help you get your business model right and prepare you and your business for a successful start up. You will be provided with a dedicated business advisor who will work with you through all the key stages of the programme:

- **Making Strategy (Express)**
A detailed intervention to create a robust business model that will help you achieve a real and sustainable competitive advantage.
- **Business Planning**
We will work with you to prepare a detailed business plan that will:
 - Help you raise the funding you require for your business;
 - Provide a blueprint for the business including the people plan, the operating model, a comprehensive and innovative marketing plan and accurate financial assumptions;
 - Identify the key training and development needs of the owner(s).
- **Financial Projections and Management Reporting System**
The Serious About Start Up programme will help you prepare detailed financial projections including:
 - Cashflow forecast
 - Profit and Loss Account
 - Balance Sheet
 - Key Ratios

These projections form the basis of the Management Reporting System that will help you manage business performance and growth.

- **Access to Key Resources**

The Serious About Start Up programme also helps you access the key people and resources you need to ensure your business is compliant, competitive and up-to-date with the right information, systems and procedures.

- **On Call Support**

In addition to providing regular 1-2-1 review meetings, your advisor will be available to provide on call support during normal business hours. And we undertake to have a helpline available between 8.00am and 10.00pm for any urgent questions or general enquiries you may have. Equally, you can e-mail sas@eriskay-associates.co.uk for non-urgent enquiries.

What are the outcomes?

Our experience of delivering these services to new entrepreneurs is that they are significantly more confident and better prepared during business start up and the early stages of trading than they would otherwise have been. And whilst, ultimately, no one can guarantee business success, we aim to create maximum value for our clients businesses and help them achieve the satisfaction and reward that comes with running a business:

"Our participation in Serious About Start Up has produced real results for our company. The strategic insight of our advisor and his ability to make us focus and plan in a meaningful manner has helped us achieve far beyond what we thought possible."

Bill Drew

www.tweedguide.com

About Our Business Advisors

Our Business Advisors are all trained to the highest technical standards and are usually MBA qualified with significant experience in business start up and growth. They are equally qualified in either business advising or coaching (or both!) and are committed to meeting the needs of you and your business.

Costs

Packages are available from £249 per month (excl VAT).
Minimum programme duration is six months.