



Steps to starting a business

Age range: 16-19 and 19+

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Being enterprising and being an entrepreneur

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Business owner



Small business owners tend to make carefully calculated decisions and want to be more certain of the outcomes involved. The vision and/or scale of their business may be small, and in some cases there will be a community link to their business.

Entrepreneur



Entrepreneurs are also business owners, but often have ideas which are unique. They might not even know if their ideas are possible or will be successful – so there is a high amount of risk involved.

Think of an entrepreneur

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Everyone can be an entrepreneur

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Shalom Lloyd
Naturally Tribal



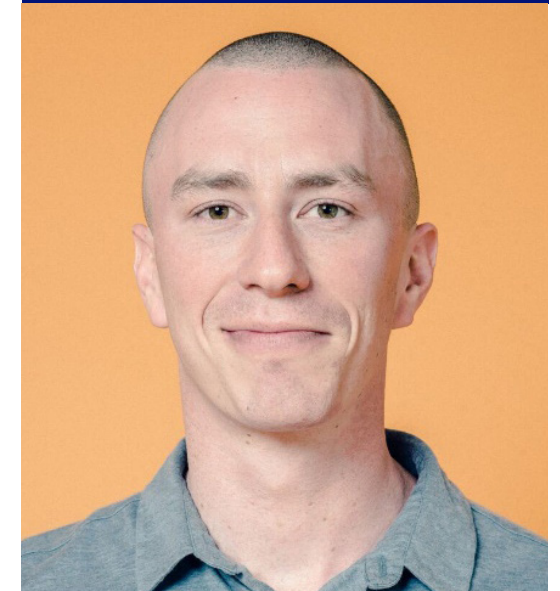
Mahiben Maruthappu
Cera Care



Connie Nam
Astrid and Miyu



Dan Garrett
Farewill



And you don't have to wait

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Many young people have already begun their entrepreneurial journey – some as young as 8 years old



Omari McQueen was eight years old when he started a vegan cooking channel on YouTube. From there he created Dipalicious, a range of vegan dips, and became CEO of a restaurant of the same name at 11 years old.

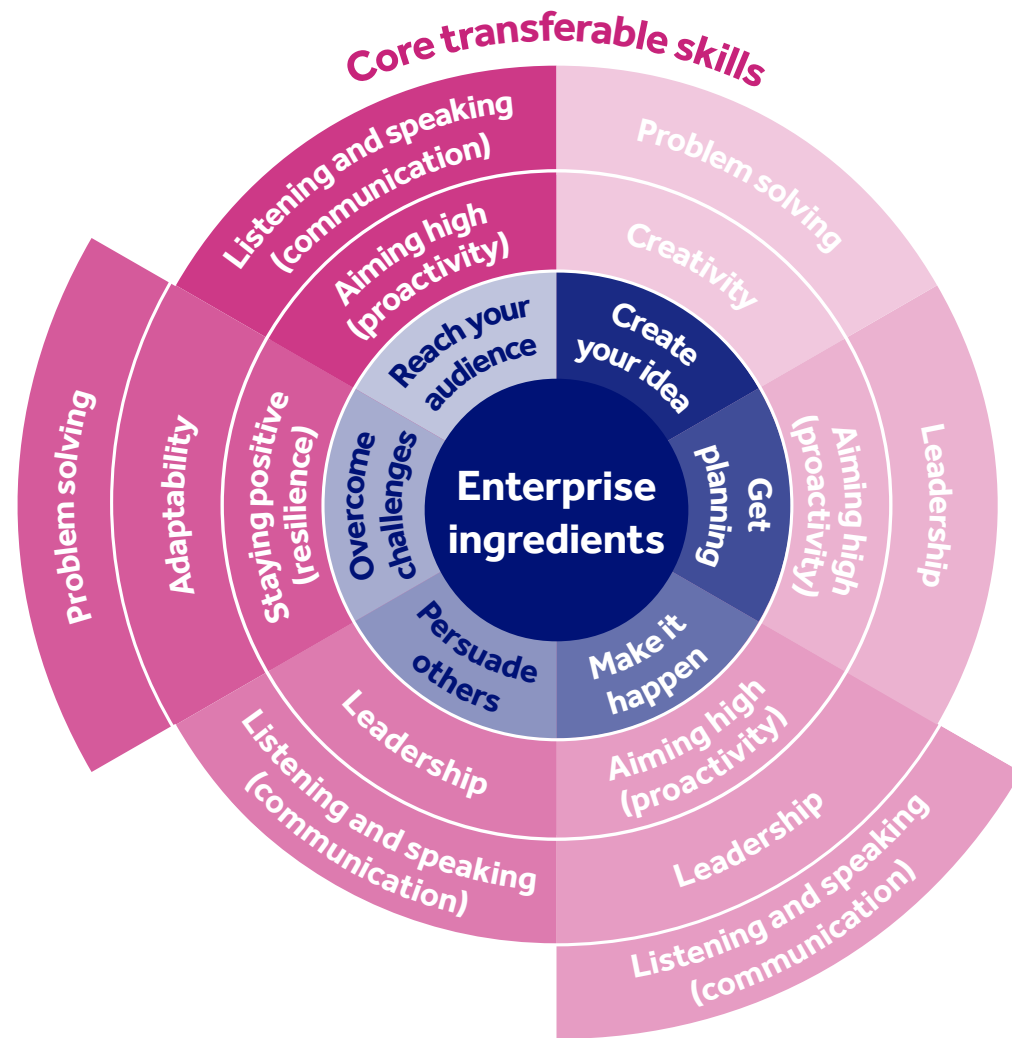


Best friends **Amna Akhtar** and **Kiran Kaur** began GirlDreamer in 2012. They used their own experiences as a way of creating better representation and opportunities for women of colour across the UK.



Ben Towers was challenged to design a website at 11 years old. He then worked as a freelance website designer until realising the potential of his business. He set up Towers Design at age 13 and became a millionaire when he sold it at 18.

Mindset for success



Why do people start their own business?

- Be your own boss
- Follow your passions
- Flexibility
- Learn new skills
- Support what is important to you
- Build a team
- Contribute to the wider economy
- Change the world



The importance of entrepreneurship and diversity

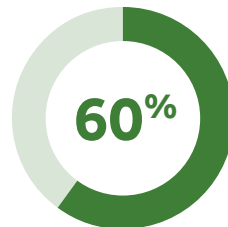
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Small and medium-sized enterprises (SMEs) are the backbone of the UK economy.

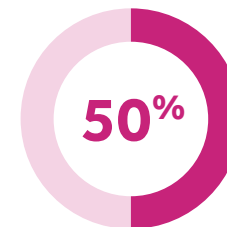


5.94 million

At the start of 2020, there were 5.9 million SMEs in the UK



SMEs account for 60% of employment in the private sector



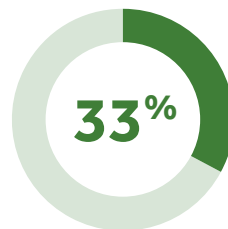
50% of private sector turnover was generated by SMEs at a value of £2.2 trillion

And diversity is the backbone of success.

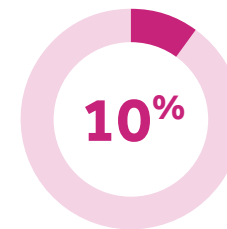


£250 billion

If women chose to start and scale businesses at the same rate as men, it would add £250bn of new value to the economy



Organisations with ethnically diverse leadership teams outperform their peers by 33%



Just 10.3% of UK entrepreneurs are from ethnically diverse backgrounds whilst only 37% are female

Generating a business idea

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Course	Interest/skill	Business idea
Geography	Curious – likes trying new things	An online business running adventure holidays
Biology	Creative – loves web design	An app for people with diabetes tracking their sugar intake
Childcare	Great at planning/ meeting deadlines	An app for scheduling babysitting appointments
Engineering	Helping people solve problems	A computer repair service

Types of business

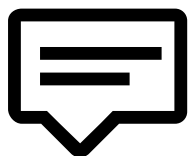
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Business type	Who makes the decisions?	How does it make money?	Who gets the profits?	Who carries the risk?
Sole trader	Sole trader, i.e. person who set it up	By selling products or services	Sole trader	The sole trader: all their assets are at risk (i.e. home, car, etc.)
Limited company	Business owners and shareholders: could be director(s) or people who own shares in the company (shareholders)	By selling products or services	Business owners and shareholders	The business itself and shareholders bare a limited risk
Charity	CEO with support of staff and board of trustees	By raising funds from supporters	Profits must be used to support charity's mission	The charity itself and the board of trustees
Social enterprise	Business owners	By selling products or services	Profits must be used to support its social mission	The business itself

Look out for examples of these core transferable skills in the case studies:



Problem solving



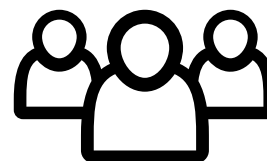
Listening and speaking (communication)



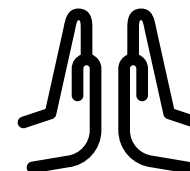
Creativity



Aiming high (proactivity)



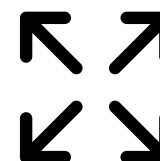
Leadership



Teamwork



Staying positive (resilience)



Adaptability

Case study: Damian, director

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My friend and I worked in jobs that weren't our true passions. We knew how to manage a business and about the outdoor industry, so we made the decision to combine these together and create Skyhook Adventure.

We wanted to be the world's biggest mountaineering school originally. We loved rock climbing, but found that it simply didn't sell. We very quickly got rid of it and moved onto the next thing. We did **a lot** of market research and looked at what was making our competitors money.

We are proud to now be one of the biggest providers of ice climbing and our treks to Everest Base Camp are really popular.

Advice for people setting up a business

It sounds clichéd, but if you are passionate enough about something then you can make it work. Learn how to fail fast and accept your mistakes. Failure is a positive and simply guides you to success.

Do your research. Don't just jump at the first solution that presents itself. Stay positive and smile as often as you can. You will be amazed at the psychological benefits it has on your work and success.

Damien, Director
Skyhook Adventure

Case study: Sarah, founder

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I used to work as a scientist researching cures for various diseases, but realised that my true passion was fitness. I became a group exercise instructor, and when one of my class participants told me that, thanks to me, she had lost 10kg and had new perspective on life, that's when I knew – I could help others by doing what I loved.

I left my office job to launch my own fitness class programme called Fetch Fitness, and a home organising consultancy (as I love tidying). My main aim is to help people realise their full potential and uncover what makes them happy. If I can inspire one other person to become the best version of themselves, then it will all be worthwhile.

It's not easy. But nothing that's worth having is easy. I work from 6am to 10pm to build my products, market them through social media, deliver classes in exercise and tidying, and then do all the follow up with clients to keep a really great relationship with them.

Advice for people setting up a business

Do it because you want to deliver the best possible product or service for your clients. Do it because it's something that you love and are passionate about, and the hard work will be worth it.

Sarah, Founder
Fetch Fitness

Case study: Taymoor, founder

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I wanted to create a brand that combined both art and design with business and technology. No one was doing affordable designer stationery, so I decided to launch Papier, an online retailer that offers high quality, personalised stationery.

I always knew that I wanted to create my own business. I studied History of Art at Cambridge University before spending a few years working in a management consultancy.

At university I would send written notes to my parents and realised that many people demand aesthetically pleasing stationery. I saw that no one was doing well-designed personalised stationery in the affordable luxury space so I decided to launch Papier.

I set it up in 2015 and the company has already seen huge growth. It's now raised £16.1 million in funding and is continuing to expand to America and Australia.

Advice for people setting up a business

Surround yourself with good people, look after yourself and be quick to learn, pivot and adapt.

Taymoor Atighetchi, Founder

Papier

Case study: Connie, founder

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I started Astrid and Miyu in my flat where I created the first website for just £500. I handled every aspect of the business, from product design to marketing and postage.

I always knew that I wanted to combine my passion for business and contemporary jewellery to create a company of my own. I moved to London from Hong Kong to study an MBA at London Business school.

After I completed my MBA I began to put the skills I had learnt into action and founded Astrid & Miyu. I saw a gap in the market for unique yet understated jewellery and since then the concept has continued developing. Now, I look for inspiration from my customers.

My jewellery has become popular amongst celebrities and we now have four stores across the UK and pop-ups in New York. I'm doing all of this and have two children under the age of two.

Advice for people setting up a business

Do your best in everything throughout your life as you never know which one of the skills you learn will be useful in starting your own company.

Connie Nam, Founder

Astrid and Miyu

Case study: Dan, founder

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My friend and I grew Farewill quickly; we set the business up in 2015 and by 2017 we were the biggest will writing business in the UK. Farewill has raised £39 million in funding and grew 10x within 18 months.

I was completing an MA in Global Innovation Design when I had the idea to revolutionise how people deal with death.

I was working in an old people's home in Tokyo and realised that many elderly people spend a lot of time dealing with the small but necessary implications of ageing. There is often a fear that they will pass away before sorting everything in regards to family and friends. This really spurred me on to research the industry more and as a result of this I organised 15 funerals and gained my qualification in will writing.

With the knowledge and experience I gained whilst studying, my friend and I launched Farewill and set out to change the way the world deals with death.

Advice for people setting up a business

Take the time to get excited about what you want to do. The energy is infectious and you'll be more successful.

Dan Garrett, Founder
Farewill

Case study: Shalom, founder

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The idea to create Naturally Tribal Skincare came about after giving birth to my twin children. My son struggled with eczema from birth and so I spent months working on natural remedies by combining different ingredients to try and help him.

I received a scholarship to study pharmacy in the Soviet Union, and after six years I returned to the UK to start my career in the pharmaceutical industry.

Whilst working I gave birth to my twins and would spend a lot of time trying to sooth my son's eczema. I tried everything. It wasn't until I tapped into my African heritage and started mixing various raw materials that I stumbled across the perfect solution.

This is where Naturally Tribal Skincare was born. The company creates ethically sourced all-natural products whilst empowering African women. I built it on three strong pillars: Efficacy, Planet Hugging (products kind to the planet), Ethical Sourcing and Empowerment.

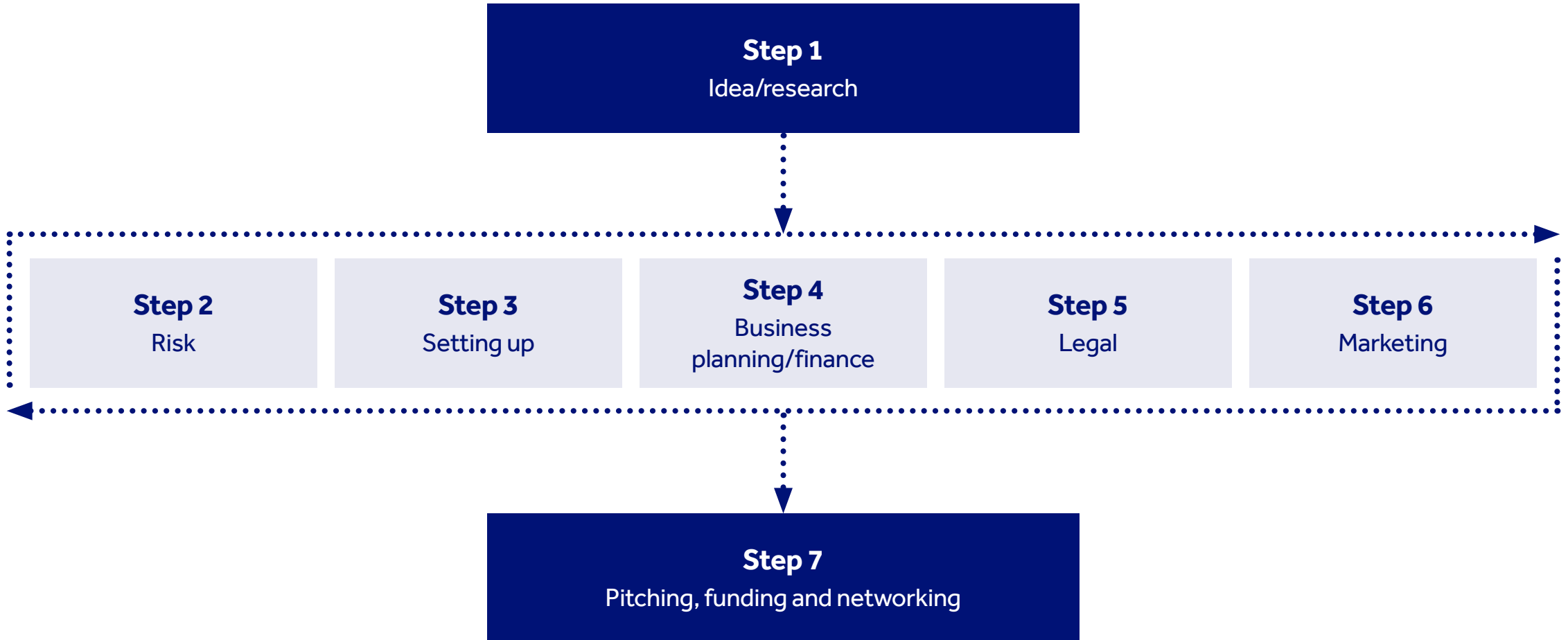
Advice for people setting up a business

The journey is a tough one – do something you are passionate about, something that meets a need, something you enjoy.

Shalom Lloyd, Founder
Naturally Tribal Skincare

7 steps to starting a business

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Which step do each of these statements relate to?

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No.	Statement	Step
1	Finding out the failure rate for independent restaurants in their first five years	
2	Calculating how many diners you will have to serve to break even	
3	Checking the premises you want to rent meet fire safety regulations	
4	Deciding you will need to hire an accountant	
5	Setting up an online event for your opening night	
6	Visiting a potential competitor's restaurant	
7	Introducing yourself to the other business owners on the street you are planning open on	

Getting started with your idea

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Audience



A business idea is only great if it meets a need. You must first identify the problem that needs to be solved and who will benefit from it.

Research



Consider your goals, your brand and your values. How do you want to be known? Identify your competitors for comparison.

SWOT



Define the Strengths, Weaknesses, Opportunities, and Threats of your idea. This helps to understand the barriers you may face and help you focus your idea.

Turning your idea into a reality

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Minimum viable product (MVP)

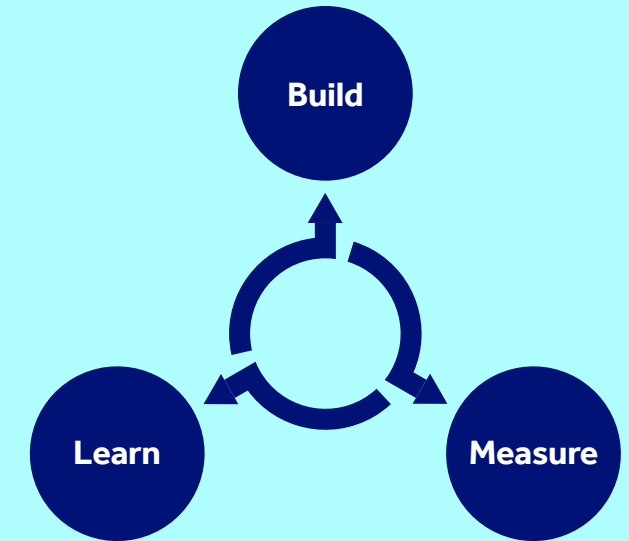


Producing a version of your idea with just enough features to test on early customers helps you gather feedback, test and improve.

Team



You might have to start out on your own, but having the right people when you need them is important. Identify the skills needed for your business to be a success and recognise which of these you have and where there might be gaps, so you can build a team that complements each other.



Throughout these considerations you'll be continuously building, learning and measuring success.

International considerations

When working through your business idea, think about international markets too.

- Importing and exporting is a large part of the UK economy, accounting for more than half of all value created
- There has been huge growth in international trade, which will continue despite the UK leaving the single market
- The UK population of 67 million is less than 1% of the total global population, so becoming an international business gives you a much bigger audience
- 52% growth in exports between 2010 and 2019
- 99.3% global population and market opportunity outside the UK



Access to funding

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Friends and family	This might be one way of starting your funding journey until you are in a position to seek other types of funding.
Government grants	Governments are always looking for ways to spark innovation and they often do this by offering grants to certain businesses.
Bank loan	These are a common type of funding for start-ups. You'll need to look into the options including the interest rates that come with loans.
Crowdfunding	This involves gathering small amounts of capital from a large number of people, though an online platform.
Accelerators and incubators	Both of these programmes offer a businesses access to a network, mentorship and some form of a structured program. Which is more suitable depends on the stage of the business.
Angel funding	Angel investment comes from wealthy individuals who will help fund your business for a share of equity.
Venture capital	Venture capitalists will invest large sums of money in exchange for equity in the business. They will benefit from returns in the future.

Pitching and presenting

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- A pitch is a presentation for potential investors
- Opportunity to showcase your business and attract support
- An elevator pitch is a useful way of summarising your business succinctly

Top tips for pitching success

Before:

- Anticipate **questions** and plan answers
- Know your **audience**
- Practice. Practice. Practice.

During:

- Maintain eye contact
- Stick to your **time limit**
- Assert your tagline and key points

After:

- **Network** with your audience, if there's the opportunity to

Remember to include the key points of your business idea in a concise way and highlight what problem you are

Useful resources

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News and awareness



Networking



Support



Startup with [Google](#)

This lesson has been developed with insight from the [Barclays High Growth and Entrepreneurs](#) team.

Fundraising

