

Mentoring

Setting up in business is a big step into the unknown

Knowing that you have access to experienced and trusted people that have done it before is a huge advantage. Most businesses will fail within the first few years of operation. Most people make the same mistakes, and spend a lot of time and money chasing dreams that won't come true.

We offer a mentoring service to startup companies and entrepreneurs. We can be there to give as much advice as you need – including all those things you don't yet know you need to know!

The Heldhand mentoring program is a cost-effective way to get the benefit of heavyweight commercial support into your company from day one.

- Strategy – let's discuss the feasibility of your current business plan or concept. We can give you creative and commercial advice on how you might improve it.
- Financing – A lot of new entrepreneurs have a great (or less great) concept and are looking to raise 'about a million pounds' without giving away too much equity. Get real. Unless you have the track record of Richard Branson, it's not going to happen like that. We can help you to create a great business and to prove your team and your concept before going for the big money. Then, once you have a business that demonstrably works, you're in a stronger position to raise the funds you need to grow.
- Nuts and Bolts – should you incorporate or act as a sole trader? What professional advice do you need? What do you need to know about tax? How do I register for VAT?
- Marketing – get yourself noticed. Are you in a crowded market? You could try to shout louder than the competition, or you could do the smart thing – and operate in your own market, with no competition.
- Negotiation – How do you set fees? How do you get the business you want? How do you 'win' at negotiation?