



BUSINESS SUPPORT SUCCESS STORIES

October 2024



Berkshire Growth Hub



ALP Synergy Ltd

Starting your business in the right way

With the business model canvas

Post it notes and journals ready?
Let's get started



WELCOME

The Berkshire Growth Hub delivers the government funded business advice service and supports small and medium sized enterprises in Berkshire to achieve sustainable business growth.



ABOUT US

The Berkshire Growth Hub delivers the government funded business advice service and supports small and medium sized enterprises in Berkshire to achieve sustainable business growth.

Based in Berkshire, we have knowledge of local and national offers that can support your business. So, whether you're starting, running or growing your business, we can provide information and resources to help, utilising the range of support that is available from the public, private and voluntary and community sectors.

Our 1-2-1 service is personal and will connect you to Business Advisers who have spent their careers starting, growing and working in businesses.



Are you thinking of starting your own business or recently launched one and want to ensure your foundations are strong for future growth? You're in the right place, we can help you succeed!

Read through these new business start-up case studies. Let them inspire you. Then get in touch to engage with the support yourself.

The Berkshire Growth Hub Start-Up Programme is designed to be engaging, fun, and challenging, ensuring that you get maximum value. We carefully vet attendees, and once you're accepted, you'll be placed in a cohort and ready to dive into a series of expert-led workshops.

Our Start-Up Club consists of two half-day workshops that are delivered online. These dynamic 3-hour sessions will take place in the morning, allowing you to focus on your business growth with the flexibility you need. Following the workshops you can access one to one support to help make your business a reality.

Join us and take the next step toward building a successful business!

Contact us here: www.berkshiregrowthhub.co.uk/contact/

These Berkshire start-up businesses have been supported by ALP Synergy Ltd who are on a mission to help 10,000 small businesses to start, grow and thrive by 2030.

Find out more: www.alpsynergy.co.uk

Soundbite Media



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At Soundbite Media, our mission is to inspire startups, leaders, and solopreneurs to promote who they are and what they do using marketing and PR. We specialise in delivering clear, purposeful, and impactful communications that help businesses tell their stories with creative clarity.

Challenges

- **Standing Out:** In a competitive market, it's essential to understand and connect with my ideal customers effectively.
- **Juggling Demands:** Balancing networking, sales, promotion, and client work requires intentional time management.
- **Increasing Sales:** A key goal is to boost sales of our marketing toolkits. Explore them here: [Soundbite Media Toolkits](#).

Ambitions

As I revisit my action plan for the final two quarters of 2024, I am focused on:

- **Strategising Sales Plans:** Developing targeted strategies to drive sales and growth.
- **Raising Awareness:** Seeking PR opportunities to enhance the visibility of my business and attract new collaborations.

Participation in the Berkshire Growth Hub Start-Up Programme (September to November 2023) was invaluable. The programme covered business strategy, customer understanding, marketing and sales, and financial planning and management. The 1-2-1 sessions with Su Copeland, Grae Laws, and Hayley Gillard provided practical, insightful advice that has shaped my approach.

Upcoming Initiatives

- **Podcast Launch:** Introducing "Soapbox" – a podcast featuring industry leaders discussing crucial messages relevant to their professions and industries.
- **Speed Networking Event:** Hosting a 1-2-1 speed networking day to support start-ups with marketing communications at BIPC Southampton on Friday, 6th September (TBC).
- **LinkedIn Community:** Cultivating conversations with self-employed individuals and sharing their stories on LinkedIn. Join our community and subscribe to our newsletter here: [Soundbite Media LinkedIn](#).

Autonomy and Justice Nurse Experts

<https://ajnurseexperts.co.uk>

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At A&J Nurse Experts our mission is to support patients through complex medical journeys, ensuring their rights and well-being are prioritised. In addition, we offer expert witness opinions to solicitors and barristers, providing comprehensive analysis and testimony in cases of medical negligence and breach-of-duty claims. Our core values of fairness, equality, justice, and compassion drive our commitment to enhance patient care and uphold justice in the legal field.



MEDICOLEGAL NURSING
EXPERTS

Starting A&J Nurse Experts just four months ago without initial funding has posed several challenges, including:

1. Establishing a presence in a competitive market with limited resources.
2. Attracting solicitors, barristers, and patients while competing with established businesses.
3. Managing expenses with minimal financial backing.
4. Developing a reliable network within the healthcare and legal fields.

Our immediate goal is to secure a steady flow of solicitors and barristers, alongside our current private advocacy patients. This will enable us to expand our services to target personal injury cases, specifically providing expert opinions for patients who have suffered catastrophic injuries and accidents. By doing so, we aim to support legal professionals in ensuring that affected individuals receive the care and compensation they deserve, contributing to better outcomes and fairer access to justice.

The Thames Valley Berkshire Growth Hub has been invaluable in our journey. Their business advice, mentorship, and networking opportunities have helped us navigate the challenges of building brand awareness and securing clients, laying a strong foundation for future growth.

Moving forward, we will focus on securing more solicitors and barristers as clients, aiming for 2-3 cases a month. Targeted marketing campaigns will highlight our expertise in medical negligence cases, and we will attend industry conferences and events to network with potential clients and partners. Gathering feedback from existing clients will help us improve our services and identify areas for professional growth. Additionally, we will engage with local community groups and support networks to raise awareness about our niche services and contribute to community well-being.

Goodness Gracious Ginger



<https://goodnessgraciousginger.com>

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Our business is dedicated to producing homemade ginger-based juices with a mission to enhance the wellbeing of our clients. Each bottle is crafted with care, ensuring that you experience a burst of flavour and health benefits with every taste.

Our versatile juices can be enjoyed in various ways. Whether you prefer a quick, invigorating shot, a refreshing cordial, a vibrant mixer for your favourite drinks, or a comforting hot beverage, our ginger juices are the perfect choice. We aim to be your go-to for ginger-based beverages, making a positive impact on the global community both internally and externally.

The Growth Hub has been very helpful in our journey. Through their workshops and webinars, led by business experts, we have gained valuable insights and skills. This support has been crucial in shaping our vision and strategy for growth.

Looking ahead, we have exciting plans for the next six months. We are focused on forging strong connections and securing contracts with local health centres, delis, and gyms. By supplying our nutritious and delicious ginger juices to these establishments, we aim to make our products more accessible to a wider audience.

Join us on this journey of taste and wellbeing. Experience the invigorating power of our homemade ginger-based juices and feel the difference with every sip.

M-Power Krav Maga

<https://www.m-powerkravmaga.co.uk>

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M-Power Krav Maga was established to empower individuals who feel powerless, providing them with the tools to tackle their struggles. We believe that self-defence is one of the most essential life skills for both adults and children. Our mission is not to create a "fight club," but to teach our students how to avoid confrontation, gain the confidence to say NO, and, if necessary, combat aggression effectively. Krav Maga, while not a traditional martial art, offers a comprehensive system designed to help you physically, mentally, and verbally protect yourself and your loved ones. It is an investment in a safer future, equipping you with the skills and confidence needed in challenging situations.

Building M-Power Krav Maga has been a journey, and we are continuously working on a long-term marketing plan to grow our club. Finding reliable companies that are committed to collaboration has been a challenge, as has creating an eye-catching flyer. Despite these obstacles, our ambition remains strong: to offer regular classes, work with corporate clients, and gain media exposure to promote the benefits of self-defence.

The support from The Hub has been instrumental in our success. They encouraged us to start our business and make bold decisions. We gained invaluable knowledge about running a business and met like-minded individuals in a friendly environment where we could share our plans and receive feedback without fear. The follow-up online networking events introduced us to other start-up business owners, leading to fruitful collaborations.

Our plan is straightforward: be visible, gain new members, and grow our community to at least 50+ students. This growth will enable us to expand our offerings, hire new instructors, and open additional locations.

Tender Response Limited

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TENDER RESPONSE

At Tender Response, we help you find money and make money. As public sector sales specialists, we assist SMEs in identifying, qualifying, and responding to public sector contracts and grants. Success in the public sector requires strict compliance, and we support our clients with policies, market research, and carbon reporting to ensure they meet all necessary standards.

Bid Writing

Our support teams excel in searching for tenders and grants, offering guidance if you choose to write the responses yourself. Our dedicated bid writing team integrates seamlessly into your business, taking the time to understand your operations to craft compelling tender responses and grant applications.

Tender Analytics – The Power to Predict

Our expert analysts delve into data to provide insights on when contracts will be available, analyse historical data to advise on market rates, and offer detailed information at both the council and supplier levels. This predictive power allows you to stay ahead of the competition and strategically plan your bids.

Green Response – Compliant Carbon Reporting

Our Carbon team specialises in Carbon Reduction plans, Carbon Credits (also known as Carbon Offsetting), and comprehensive Carbon Reporting. Through our software and professional services, we help your business meet its sustainability goals and maintain compliance with environmental standards.

When attending the Thames Valley Berkshire Growth Hub startup course we met incredible people, some of whom have become our suppliers. The course provided the structure and governance needed to underpin our business growth.

Tender Response is a purpose-driven company, with a commitment to giving back. Each year, we proudly support a Chosen Charity by donating a percentage of our net profits. This dedication to community support underscores our core values and our desire to make a positive impact beyond our business operations.



Tessellated Future Technology



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Transform Your Wellbeing with Get Coached.

Stress affects one in 14 UK adults every single day (CIPHR - Workplace Statistics). In a society that glorifies busyness and overwork, many are seeking holistic wellbeing support to manage their emotions and stress levels effectively.

Introducing Get Coached, a revolutionary mobile app launched in May 2024. Get Coached brings bespoke, high-quality coaching to everyone at an affordable price, empowering individuals to achieve their goals and gain clarity. Coaching supports individuals in understanding their aspirations, aiding reflection, and navigating personal and professional challenges.

The brainchild of Ayo Sokale, a distinguished Civil Engineer and presenter on the CBeebies science-based gameshow 'Get Set Galactic', Get Coached leverages Ayo's extensive expertise and unique coaching style. Ayo, the youngest Deputy Mayor in Reading and a sought-after keynote speaker, developed this app drawing on her Level 7 Coaching and Mentoring training with the CMI.

Get Coached utilises cutting-edge AI technology to provide text-based coaching on topics such as career planning, financial concerns, and personal relationships. The app uses a range of tried-and-tested coaching models and techniques tailored to users' needs, offering free-flowing, thought-provoking coaching at any time, day or night. The ambition is to make coaching accessible to everyone, enabling individuals to develop and improve their own skills and abilities through facilitated support.

Launching on 14th May 2024, the app offers a subscription starting at £5.99 for 50 coaching conversations a month. It is available on iOS and Android devices through the App Store and Google Play.

Our goal is to raise brand awareness and build a user base of 5,000 monthly subscribers within the next six months. The Berkshire Growth Hub Start-Up Programme was instrumental in our early stages, providing essential workshops on business fundamentals, customer understanding, marketing, financial planning, and more.

Get Coached uses an organic approach to target ideal customers across LinkedIn and Instagram, focusing on the value proposition of 24/7 access and affordability. We have partnered with influencers and are utilising PR to boost brand awareness and market penetration.

Reading Sewing Bee Ltd

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Reading Sewing Bee provide fully equipped sewing workstations for hire, a unique array of workshops and courses for skill development, and a dedicated community space that fosters creativity, empowers project completion, and cultivates a vibrant hub for all sewing and crafting enthusiasts.

Our main services include sewing workstation hire for those who prefer to work independently, we offer fully equipped sewing workstation rentals. Each station includes top-quality sewing machines, spacious cutting tables, ironing stations, and a range of essential supplies, ensuring you have everything needed to bring your creative visions to life.

We offer a comprehensive selection of workshops and courses tailored to all skill levels. Whether you are a complete beginner or an experienced sewist looking to refine your techniques, our sessions are designed to inspire and educate.

Curated Haberdashery: Our selection of high-quality fabrics, threads, and accessories will complement any project.

Library of Books and Patterns: Gain inspiration and guidance from our extensive collection.

Weekly Craft Clubs: Join our craft clubs to work on projects in the company of like-minded individuals and foster a sense of community.

Current Challenges and Ambitions

Expanding Workshops and Courses: These are our primary revenue source, and we aim to introduce new activities regularly to attract a diverse clientele.

Growing Workstation Rentals: With high margins on workstation rentals, increasing their utilisation is a key goal, as they sometimes remain idle.

In the mid-term, our ambition is to generate more income from workstation hire than from workshops. Workstation hire incurs no additional costs, unlike workshops that require significant time and effort to organise.

The Growth Hub taught me that sales are within my control. If sales are low, doubling marketing efforts can make a significant difference.

The lead-up to Christmas is peak time in the crafting world. We are planning an exciting lineup of workshops and courses for the holiday season. During the summer months, I will contact potential teachers with various crafting expertise and design workshops to ensure a diverse selection for the fall. This will also boost workstation rentals as clients work on their holiday projects.

Hocking Digital

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At Hocking Digital, we specialise in providing subject matter expertise to help businesses define and implement data and AI-empowered strategies. Our holistic approach combines typically siloed capabilities, including Data, Governance, Ethics, Privacy, IP, Security, Legal, and Business. This integrated strategy enables us to elevate your Data and AI maturity effectively.

Collaboration is at the heart of what we do. Working closely with business stakeholders and colleagues, we facilitate AI adoption and manage change seamlessly. While our current customer base is predominantly USA-focused, we are eagerly looking to expand into the UK market, bringing our expertise to a new audience.

We are committed to environmental responsibility, actively working to reduce our carbon footprint. This commitment extends to advising clients on sustainable AI practices, ensuring that our impact is positive and far-reaching.

We are also progressing towards obtaining ISO27001 accreditation within the next two years, reflecting our dedication to the highest standards of information security.

The support from the Thames Valley Berkshire Growth Hub has been invaluable, and we continue to benefit from their resources as we consolidate our learnings.

In addition to our consultancy services, we are excited to announce the upcoming launch of our self-paced online courses. Designed for businesses at the start of their journey, these courses offer guidance on leveraging technology, data, and AI to create, capture, and convert demand.

At Hocking Digital, we pride ourselves on building and maintaining strong customer relationships, ensuring positive experiences at every stage. We look forward to partnering with you to drive success through data and AI.

Copper and Green

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Copper and Green is a Berkshire-based business specialising in handcrafted copper items for the home and garden. Our unique products, including plant pots, planters, slug rings, candle sticks, and more, are created using traditional techniques, ensuring each piece is designed to last a lifetime.

Our products are available through various channels, including our website, www.copperandgreen.com, trade fairs, and local shops. We cater to gardeners, designers, and anyone who appreciates the handmade aesthetic. As a sole trader, I wear many hats, from manufacturing and designing to marketing, IT, and bookkeeping. This multifaceted role can be challenging and sometimes lonely, making a supportive community invaluable.

Berkshire Growth Hub has been an exceptional resource, offering regular online events with knowledgeable speakers. These sessions have highlighted that, despite the uniqueness of each business, there are shared challenges that unite us. Through the Growth Hub, I connected with a similar business, leading to a fruitful exchange of ideas and products. I now showcase their items at trade shows and feature them on my website.

In this critical first year, I have set three core goals. Firstly, I aim to validate my business plan through sales, cost management, and margin optimisation. Secondly, I am focusing on solidifying my routes to market, investing in successful channels while identifying and refining less effective ones. Lastly, as Copper and Green began in Q1, this Christmas season is pivotal. I plan to expand my range of copper products in H2 to capitalise on the festive period.

I always welcome new product ideas and feedback, so please do get in touch. Thank you for supporting Copper and Green.

The UVN Consultants

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Welcome to UVN Consultants, an international partner in innovative IT solutions. As a leading consultancy platform, we specialise in providing advanced consultancy and solutions designed to enhance and transform both new and existing business models. Our expertise lies in the realms of Digital Programmes and Project Implementations, focusing on Transformational and Migration projects, including Data and BI Insights.

Our mission is clear: "**Research & Develop Technologies for Sustainable and Consistent Business Growth.**" We are committed to staying at the forefront of technological advancements, and our business strategy revolves around continuous Research & Development to harness future trends effectively.

At UVN Consultants, we leverage the potential of our Subject Matter Experts (SMEs) to create cutting-edge products and integrate Cloud and AI technologies into the digital era. We are dedicated to protecting and supporting the environment through the innovative use of digital technologies wherever feasible.

Our core offerings include comprehensive IT solutions and services primarily centred on Transformation and Migration programmes. We collaborate with a network of channel partners across various product and IT companies, ensuring a broad and impactful reach.

Additionally, we engage in several other IT ventures, with new initiatives and projects updated on our website as they launch. Our focus on automation, particularly through AI implementations, includes ready-to-use tools for Data and BI Insights and Automatic Alert Remediation, designed to optimise your business operations.

John Pascoe Financial Services Limited

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Welcome to our independent mortgage and protection consultancy, where professional and friendly advice is at the heart of our service. We specialise in assisting first-time buyers, remortgages, home movers, further advances, buy-to-let investors, and those with credit scoring applications. Additionally, we offer access to specialist deals, insurance, and protection.

Our team is dedicated to helping homeowners who are transitioning out of low fixed-rate deals and struggling with higher monthly mortgage payments. We guide first-time buyers through the complex process of securing the best deals, managing deposits, and preparing for home ownership.

The support from Thames Valley Berkshire Growth Hub helped us in building connections with introducers such as estate agents, conveyancers, accountants, IFAs, and other professional service firms.

In an ever-changing market, we aim to stay informed about government plans and policies post-election, including potential stamp duty changes and new schemes available for first-time buyers. Our proactive approach ensures that we can provide our clients with the most current and advantageous information.



Lyfe School Ltd

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At LYFE School, we specialise in offering workshops designed to assist young people as they navigate key transition phases in their lives. Whether moving from primary to secondary school, transitioning from secondary school to college or sixth form, or entering the workforce, we cover all the life-related topics associated with these critical stages.

Our goal is to provide practical guidance and support tailored to each individual's needs during these transitions. Through our live support sessions, we aim to prepare youths for what to expect, empowering them to make informed decisions about their life paths. Our services include personal mentorship, interview preparation, CV reviews, trial runs, and guidance on various aspects such as process and conduct, professionalism, expectations, and societal structures.

We aspire to establish a permanent facility where we can conduct these invaluable sessions, offering a stable and supportive environment for our youth as they embark on their life journeys. To achieve this, we seek to form partnerships with professionals in the community who share our vision for LYFE School. Any collaboration suggestions or introductions would be most welcomed.

The Support from Thames Valley Berkshire Growth Hub has helped create exposure to our youth via their parents or them direct (age appropriate). Also, funding to carry out workshops and highlight available spaces in the community to conduct workshops on offer.

We plan to launch our first series of workshops focused on managing life-changing events, helping youths navigate these pivotal moments with confidence and clarity.

Levelled Up

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Levelled Up was born out of a serious DIY hobby and the pursuit of a new challenge! Our business addresses the difficulty many face in finding a tradesperson who can undertake multiple tasks requiring different skills, all in one visit. Often, smaller tasks go uncompleted, and many people simply do not have the time or inclination to do it themselves.

At Levelled Up, we offer a wide range of skills, from putting up shelves and building flat-packs to decorating and fixing minor plumbing issues. Whether it's a quick repair or a series of odd jobs, we ensure everything is completed efficiently and to a high standard.

Our growing client base reflects our dedication to quality service and reliability. We believe in the power of recommendations and word of mouth to increase our visibility in the marketplace. The Growth Hub has been instrumental in providing insights from subject matter experts, offering helpful suggestions, and guiding us on where to find valuable information.

Participating in the Start Up Programme was a good opportunity to test our ideas in a safe environment.

Possibly some new merchandise soon!

For those interested in following our journey, please visit our Facebook page. Feel free to like and follow us to stay updated on our latest offerings and projects.

Revx Software

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Revx Software

We specialise in software development, offering comprehensive solutions for websites and mobile applications of all sizes. With extensive experience in both public-facing and internal systems, we are well-equipped to deliver software tailored to your specific needs, whether for a small project or a large-scale operation.

The main challenge is always the balance between paid consulting work and finding the time to dedicate to our SaaS products. We are in the process of developing two dedicated SaaS (Software as a Service) products to support our business growth. Striking a balance between client work and our own product development remains a key challenge, but we are committed to progressing both.

The support from Thames Valley Berkshire Growth Hub has been invaluable, providing us with opportunities to connect with like-minded professionals through Zoom meetings and also attending the in-person course that was on offer.

Our initial product concept was a Personal Training Platform, which is now on hold. We are now concentrating on a Chess platform aimed at helping players enhance their opening strategies.



GET IN TOUCH!

Are you an entrepreneur or a business in Berkshire
looking for support?

Get in touch with our Business Advisers:



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Berkshire Growth Hub



ALP Synergy Ltd