

SureStart

... the new small business support programme

Research shows that **4 out of 5 businesses fail within the first 5 years**. Even worse... 57% of business start-ups fail in the first 12 months!

It has also been found time and time again that businesses that plan and seek professional advice from the outset have a significantly greater chance of being very successful.

SureStart is designed to help your business overcome the hurdles that trip up 80% of new businesses, *and* to help it become highly successful.

So how much will my investment in this service be?

As you will see, it's worth as much as £5,332 plus VAT – but the good news is that your investment will only be from *email us for a fixed fee quotation*.

What's more, since we appreciate that cash flow is all-important in the early years of a new business, we will invite you to pay *email us for a price* up front and the balance spread over the year as 11 monthly standing order payments – **with no additional charge**.

| | Initial Payment | 11 Monthly Payments |
|-----------------------|-----------------|---------------------|
| 3-Star Service | <i>Email us</i> | <i>Email us</i> |
| 4-Star Service | <i>Email us</i> | <i>Email us</i> |
| 5-Star Service | <i>Email us</i> | <i>Email us</i> |

| What is included in the SureStart package? | | 3* | 4* | 5* |
|---|--------------|----|----|----|
| Advice from one of our Business Advisers | worth £200 | ✓ | ✓ | ✓ |
| Bookkeeping training | worth £300 | | ✓ | ✓ |
| The Business Builder Programme | worth £500 | ✓ | ✓ | ✓ |
| Raising finance | worth £500 | | ✓ | ✓ |
| Business Builder Forum | worth £912 | ✓ | ✓ | ✓ |
| Computer, legal and financial advice | worth £350 | ✓ | ✓ | ✓ |
| Computerised accounting system installation | worth £770 | | | ✓ |
| BoardView – quarterly | worth £600 | | ✓ | |
| BoardView – monthly | worth £1,800 | | | ✓ |
| Discounts on other services | | ✓ | ✓ | ✓ |
| The Added Value Solutions SureStart pack | | ✓ | ✓ | ✓ |
| Unlimited free ad hoc advice | | ✓ | ✓ | ✓ |

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What is included in the *SureStart* package?

1. **Advice from one of our Business Advisers** - Up to four hours with one of our Business Advisers to discuss taxation, legal requirements, insurance, financial planning and accountancy issues in respect of setting up your business. We will also deal with all the paperwork for submission to the taxation authorities – we will take away the worry of getting on the wrong side of the taxman! (Worth £200 plus VAT.)
2. **Bookkeeping training** - A full day of comprehensive bookkeeping training (or two half day sessions if preferred). A well-kept set of books and records will provide you with reliable information regarding the performance of your business and keep accountancy fees to a minimum. (Worth £300 plus VAT.)
3. **The ‘*Business Builder*’ programme** - This is a structured process to probe for and identify brand new ways to make your business successful and profitable. Added Value Solutions have developed many of the ideas in conjunction with former UK Entrepreneur of the Year, Steve Pipe (whose best selling book *101 ways to make more profits* is available in nine languages across the world). (Worth £500 plus VAT.)
4. **Raising finance (including forecast cash flow and profit and loss)** - Preparation of detailed cash flow and profit and loss forecasts for your first year in business. You will also get unlimited meeting support with bank managers. As well as being suitable for presentation to your bank if finance is required, these forecasts will provide a target for you to achieve during your first year in business. (Worth £500 plus VAT.)
5. **Free 12 month membership of our monthly business club, *Business Builder Forum*** – To help you become even more successful, you receive free membership for a year. Attendance at these monthly forums means you will discover business-building ideas; learn from other successful business managers; and have the opportunity to network with local business. (Worth £912 plus VAT)
6. **Free computer, legal and financial advice** – As part of the *SureStart* package we have negotiated an hour long meeting with an I.T.consultant, a local solicitor and a local independent financial adviser – who all understand the world of business. You will be able to ask about any computer-related issues, any legal issues you may have, and advice regarding pensions, investments and insurance – all free of charge. (Worth £350 plus VAT)

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7. **Computerised accounting systems installation** – installation of either Quickbooks or Sage Line 50, full company set-up, advice and setting up your opening balances.
8. **BoardView** - One of the things that all of the UK's most successful companies have in common is that they hold regular board meetings to discuss strategy. What's more, in our experience, when smaller businesses - even one man band businesses - start holding board meetings they immediately start thinking like, acting like and achieving like their bigger and more successful counterparts.

We'll gladly come to any of your key business meetings as a resource to help you make the very best use of your time. And you can use us in any way you want - from silent observer to adjudicator, technical adviser to independent sounding board, chairman to minute taker, or even as the facilitator for brainstorming sessions.

9. **Discounts on other services** – You will be entitled to a 20% discount on the following services for the first twelve months (Could be worth as much as £1,000 per year):-
 - Writing a detailed business plan.
 - Payroll service – we will deal with all the paperwork and take away the worry of penalties for late or incorrect returns.
 - Bookkeeping service – let us deal with all the paperwork and free up your time to concentrate on running a more successful business.
10. **The Added Value Solutions SureStart pack** – As part of the package you will receive a pack full of useful resources to help make your business a huge success. This will include a selection of our insider reports, such as '*Accounts Made Easy – Practical advice to help you make sense of your accounts and your business*', our '*New Business Kit*' and other useful reference material.
11. **Unlimited free ad hoc advice** – as a valued client of xxxxxxxxxxxx you will have unlimited access to our entire team for advice on ad-hoc matters. This means that you can call on us at any time knowing that you will never be charged for our time or advice.