



## OUTSET FINANCE

START UP AND GROW



**WORKING IN PARTNERSHIP:  
Helping early stage  
businesses access finance**



Part of:





## SMES ARE THE LIFEBLOOD OF THE UK ECONOMY

There are approximately 5.5 million private sector businesses in UK, a number that is increasing year on year, with 2.0 million more in 2016 than in 2000. Small businesses account for 99.3% of all private sector businesses and 99.9% are small or medium-sized (SMEs). SMEs employ 15.7 million people; which is 60% of all private sector employment in the UK. In 2016, the combined annual turnover of SMEs was £1.8 trillion, equivalent to 47% of all private sector turnover in the UK. Out of this sizeable number of SMEs, 76% of businesses are sole traders.

Small businesses have a key role to play in increasing economic output and productivity, and helping to rebalance the UK economy. The Federation of Small Business 2017 index reported that the proportion of small businesses successful in their credit applications was 63% during the reporting period, down from 72% the previous year.

When seeking finance for their businesses, 71% of SMEs currently only contact one provider – usually their primary bank – and don't pursue other sources because they feel "put off by the negative experience of rejection". It is because of research like this that banks are increasingly being pressured to play a more active role in connecting the SME customers they reject for finance with other lenders.

**That's where we come in.**



**From dynamic start-ups to established family firms, our small and medium sized businesses are the backbone of our country**

The Prime Minister, Theresa May, 2016

### Working in partnership we will:

- ✓ Help you deliver strong client satisfaction at all points of your journey.
- ✓ Ensure a simple and direct referral process for your staff – no quality or eligibility checks.
- ✓ Provide your staff with information packs to help inform your clients of their options.
- ✓ Offer your clients 12-months mentoring support to help them start-up, sustain and grow – including the chance to have your staff involved on a volunteer CSR basis if desired.
- ✓ Work with your Marketing Communications teams to co-promote client success stories.
- ✓ Provide regular reporting on all referrals and rates of conversion to draw down.
- ✓ Work with you to consider the potential for further opportunities across our wider portfolio, including sponsorship, events and advertising to our base of businesses.

## HELPING YOU HELP YOUR CLIENTS

As a not-for-profit, government backed Start Up Loans provider with a clear remit to remove barriers to finance for early stage businesses, we can provide a clear funnel of support for many clients that banks are unable to help.

By referring these clients to us, we can help you maintain a positive relationship with them, ensuring your staff can offer these individuals another avenue for accessing the finance they need.

Because our loans come with a fixed interest rate, no fees and free mentoring support, they give businesses the best chance of succeeding in the long term, ensuring that the finance costs remain as low as possible.

What's more, if they're successful in applying for a loan with us, your clients will ultimately gain a borrowing track record for the next time they approach their bank.

**We were recommended to contact Outset Finance by our financial advisor and have to say the service we received throughout the process was first class. The communication has been excellent and the help in making sure our application was submitted correctly was there whenever we needed it. We felt completely supported from start to finish, and to get a positive result in such a short timescale has made such a difference to the future of our new business. We won't hesitate to recommend Outset Finance to all start-up businesses out there looking for help to achieve their dream**

Simon and Sally, Lancashire



**A refreshing ‘can do’ approach tempered with appropriate common sense risk assessment, and clear communication; the application and drawdown process all fulfilled in a timely manner**

Chris E, Finance Partner,  
South West



**You have been so informative and professional from start to finish, making the whole process easy. It’s the most painless experience securing business finance I’ve ever had. I can’t thank you enough**

Sarah B, South West

## ABOUT OUTSET FINANCE AND THE START UP LOANS SCHEME

Outset Finance is an official national delivery partner of the government backed Start Up Loans scheme, which offers repayable loans to individuals over the age of 18 who have a viable idea but no access to finance.

The scheme was launched by The Start Up Loans Company in 2012, and has now supported over 50,000 individuals across the UK and distributed more than £345 million in finance to new and early stage businesses.

Start Up Loans are personal loans, which individuals can invest in their business. The approval process focuses on the ability of the business to generate sufficient income to make the loan repayments and we will consider individuals with poor credit history on a case-by-case basis.

Each client can borrow up to £25,000 at a fixed rate of 6.2% APR, with a term of up to five years, provided they are within their first two years of trading. We support businesses in most sectors.

In addition to financial backing, all of our loan recipients are provided with a range of services to give them the best possible chance of success, including access to a mentor or free training events if we have a business support team in their area.

### We can support your clients if they are:

- ✓ 18 years or over
- ✓ Able to raise part of the finance through usual channels, but not the whole amount
- ✓ Buying an existing business
- ✓ Pre-start or trading for less than 24 months
- ✓ Based in the UK
- ✓ Eligible to live and work in the UK
- ✓ Not currently bankrupt, in a Debt Relief Order (DRO) and don't have any outstanding Individual Voluntary Arrangements (IVAs), County Court Judgements (CCJs), Debt Management Plans (DMPs), or significant Defaults.

*Unfortunately, we can't support clients who have already applied for a Start Up Loan through another delivery partner of the scheme, or who are part of the New Enterprise Allowance scheme.*



## OUTSET ONLINE

To assist your clients in putting together a strong business plan as part of their application, we can offer 12-months free access to Outset Online, our interactive e-learning tool.

This step-by-step resource, based on Outset's award winning start-up support programme includes:

- ✓ An online business plan builder that creates a plan as you go
- ✓ Finance calculators to make financial planning easier
- ✓ 140+ video tutorials that guide clients through key topics
- ✓ Interactive quizzes to put learning into practice
- ✓ Downloadable guides and resources for learning new skills
- ✓ An online social networking community to connect with fellow business owners

**Turn over to read about our credentials and to find out more about how to contact us >>**

Outset Finance is delivered by YTKO Group, one of the UK's leading economic, development and business support organisations with a 30-year track record helping businesses to start, grow and secure finance.

YTKO has been delivering start-up support to new entrepreneurs, and growth support to existing businesses since 2006. We've helped over 22,000 individuals and 15,000 businesses since then, helping create nearly 8000 jobs for the UK economy, and raising over £40m in start-up and growth funding.

We're on a mission to support 20,000 businesses and create 10,000 new jobs by 2020.

**Key facts:**

- ✓ Over £10 million Start Up Loans secured for clients since January 2014
- ✓ 600 successful applicants
- ✓ An average loan value of £16,000
- ✓ 30 businesses are backed each month
- ✓ 46% of our applicants are women



**CONTACT US TO FIND OUT MORE:**

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*Business Development Manager*

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Visit our website  
outsetfinance.com

**Paul Green**  
*Start Up Loans Manager*

☎ 07964 370055  
✉ paul.green@outsetfinance.com

Call us  
0800 3898 188



**Outset Finance have been a breath of fresh air in the last 12 months. The process from start to finish is smooth and transparent**

Steve H,  
Finance Partner,  
West Midlands

**References:**

1. From 'BUSINESS POPULATION ESTIMATES FOR THE UK AND REGIONS 2016' Department of Business, Energy and Industrial Strategy [https://www.gov.uk/government/uploads/system/uploads/attachment\\_data/file/559219/bpe\\_2016\\_statistical\\_release.pdf](https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/559219/bpe_2016_statistical_release.pdf)
2. From 'FSB Voice of Small Business Index, Quarter 3, 2017', Federation of Small Businesses <http://www.fsb.org.uk/docs/default-source/fsb-org-uk/fsb-sbi-q3-2017.pdf?sfvrsn=0>

