

Goldman Sachs

10,000
small
businesses



10,000 Small Businesses Applicant Information

Midlands



Aston Business School

Are you passionate about expanding and growing your business?

10,000 Small Businesses is designed to unlock the economic and job creation potential of small businesses and social enterprises operating in the United Kingdom. The programme is based on the broadly held view of leading experts that greater access to a combination of education and business support services best addresses barriers to growth. **10,000 Small Businesses** is targeted at small businesses and social enterprises with clear ambitions to expand. The goal of the programme is to provide participants with tools and resources to help them lay the foundation for long-term sustainable growth and job creation in their communities. **10,000 Small Businesses** is funded by the Goldman Sachs Foundation.

Unique Programme Benefits

Business and Management Education

The programme is a high quality, practically-focused business and management education, delivered over 12 sessions lasting approximately 100 hours.

The curriculum is designed specifically for the programme by world-class international, national and local experts in entrepreneurial learning. The focus is on developing the practical skills and knowledge required for growing small businesses and social enterprises.

The sessions focus on action-based learning and are delivered by practitioners and experts who have extensive practical experience in working with, and understanding the needs of small business leaders. Each session provides practical skills that can be applied immediately.

During the programme, each small business owner will develop a customised Growth Plan to direct their organisation's business strategy and expansion.

3 & 4 Oct 2012 **You & Your Business**

What does it mean to be an entrepreneur? An opportunity to explore growth both with your fellow participants and with visiting entrepreneurs.

18 Oct **Growth & Opportunities**

What are your sources of innovation? Sharing best practises in identifying and prioritising opportunities as well as mitigating the risks facing your business' growth strategy.

30 Oct **Pre-Module Finance Workshop**

6 Nov **Money & Metrics**

How can you estimate the financial requirements of your growth strategy? Analysing financial statements: profit & loss accounts, balance sheet and cash flow forecasts.

22 Nov **You Are the Leader**

What are your vision and values? How easy is it to embed them in your business? Challenges of entrepreneurial leadership and how your leadership style may impact your business.

6 Dec **Sustainable Entrepreneurship**

How sustainable is your business' impact on the community and environment? Connecting financial and social value – rethinking the division between for-profit companies and social enterprises.

10 Dec **Pre-Module Finance Workshop**

20 Dec **It's the People**

How can an organisation's culture support its vision and values? Challenges in developing HR systems and processes to support growth.

10 Jan 2013 **Marketing & Sales**

How to identify and prioritise target markets? Best practises shared on key drivers for sales and customer service.

24 Jan **Strategic Growth Through Operations**

How can operational issues support and inhibit growth? How to map processes to increase efficiency & enhance your competitive advantage.

14 Feb **Finance for Growth**

Do you need finance for growth? How to evaluate the different sources of funding? Hear from funders what their investment or lending criteria will be.

27 & 28 Feb **Putting It All Together**

Pull together the learning from earlier modules and present the Growth Plan for your business. What are the immediate and long term actions that you will take from the programme?



Business Support Services

To supplement classroom learning, the programme provides a range of business support services to participants. During the application process and curriculum delivery, specific needs of each business owner are identified to inform the provision of appropriate business support services.

Goldman Sachs and its network of local partners work with national and local organisations to coordinate the delivery of these services.

Business support services include, but are not limited to:

Specialist workshops: Optional specialist workshops are organised to complement particular subject areas introduced in the curriculum sessions.

One-to-One Business Advice: Each participant receives comprehensive one-on-one support in translating issues covered in curriculum sessions to their business. Identifying areas of focus for business improvement, defining and implementing a tailored Growth Plan.

Alumni services: Following graduation from the programme, participants will have the opportunity to participate in alumni offerings such as workshops, seminars and networking events to build a broader community network.

Access to capital: Local partners will help participants to understand and access suitable finance as this will be critical when implementing a customised Growth Plan.

Networking and Peer Learning

A crucial feature of the programme is the unique networking and peer learning opportunities. As small business leaders from a wide variety of industry sectors, programme participants offer complementary strengths, knowledge and skills to the group. The course is taught in a collaborative setting that builds on real-world experiences of participants and maximises opportunities to create and enhance valuable networks.

Programme Delivery Partners

Aston Business School, Aston University is renowned for the quality of its innovative learning and teaching, world leading research and for having a friendly and supportive culture. The School has strong business links, and offers life-transforming experiences that make a real difference to organisations, economies and the global society. Aston Business School is committed to helping small businesses realise their potential through dedicated services which are specifically tailored to meet their needs. The School also delivers cutting edge entrepreneurial research (especially on high growth firms) and is home to the Global Entrepreneurship Monitor (GEM) UK project.

Saïd Business School, University of Oxford is one of the most entrepreneurial business schools in the UK, with a reputation for innovative business education. The School combines the highest standards of academic rigour with a practical understanding of business and wealth creation. It incorporates a cutting edge social entrepreneurship research centre with extensive experience working with social entrepreneurs and innovators.

Commitment required from participants

All participants in *10,000 Small Businesses* are asked to make a significant commitment of time and effort to benefit fully from the opportunities provided and to contribute to the success of fellow participants. In particular, participants will need to attend 12 curriculum sessions that will take place on the dates set out overleaf.

Participants will need to commit approximately 6 hours between each curriculum session to apply what they learn in their business and to develop their Growth Plan. Taking advantage of tailored business support services will require further time commitment.

Eligibility & Selection Criteria

The programme is offered on a fully funded basis to a cohort of 25 to 30 small business and social enterprise leaders from the Midlands.

Successful applicants will most importantly have:

- Desire & drive to grow their business
- Create local employment
- Have scalable business models

This programme is **not** intended for:

- Start-up businesses
- Sole traders
- Businesses that are not seeking to grow

Specific eligibility criteria to apply for *10,000 Small Businesses* are as follows:

- The applicant **must** be the:
 - Primary owner of the business
 - Primary co-owner of the business
 - Most senior decision maker of the social enterprise
- The business must be operating for at least **1 year** and will have between **5 and 40 employees**.
Note: Applications will be considered from businesses with fewer or more employees that have exceptional growth potential and could benefit significantly from the programme.
- Social enterprise applicants must be **commercially operated** businesses (irrespective of legal structure) that seek to achieve their stated social purpose primarily through **trading** rather than through grant funding.
- The business must be:
 - Scalable
 - Capable of generating local employment
- The applicant should **not** have extensive recent management education (e.g. MBA or equivalent).
- Preference will be given to those businesses operating in or on behalf of disadvantaged communities or regeneration areas.

How to apply?

The application form can be found on our website <http://www.aston.ac.uk/10ksb> or alternatively you can call us on **0121 204 3225** or email us at **10ksb@aston.ac.uk**.

Application Process

1. A completed application form (as an **edited PDF**) emailed to 10ksb@aston.ac.uk

The following documents must be sent as email attachments to 10ksb@aston.ac.uk

2. Signed and scanned copy of signature page in the application form.
3. Most recent copy of CV (if you have one) **OR** a short business biography.
4. Verification of business financial information:
 - a. Full set of audited financial statements (or annual report and accounts) for the most recent financial year available **AND**
 - b. Latest management accounts for the current financial year and previous financial year
5. Verification of business as a legal entity (please provide **one** of the following):
 - a. Certificate of incorporation
 - b. Certificate of trade
 - c. Certificate of good standing
 - d. Extract from a company register
 - e. Trust deed
 - f. Partnership agreement

Key Dates

Application deadline	29 June 2012
Selection interviews	14 September 2012
Orientation	27 September 2012
Curriculum sessions	Please see overleaf

Please note:

- Due to the volume of applications, specific feedback cannot be provided to unsuccessful applicants. We appreciate your understanding.
- If you are selected for interview you will be required to complete an online Disclosure Scotland background check questionnaire.