



# BE YOUR OWN BOSS

We've trained, advised and provided finance for thousands of businesses for free. Is yours going to be one of them?



INNOVATE / CREATE / CULTIVATE  
[www.smallbusinesscentre.org.uk](http://www.smallbusinesscentre.org.uk)





# BE YOUR OWN BOSS



London Small Business Centre is a leading enterprise agency in the Capital providing funding, training and face-to-face mentoring to aspiring and thriving entrepreneurs.

## Get Clued Up

with Business Advice

- Enrol on practical business workshops
- Be face-to-face mentored by highly skilled business advisers
- Receive support with your plans and paperwork

## Get Confident

with Business Finance

- Be guided on how to manage your business finances
- Learn about cash flow for your business
- Explore what options you have to fund and grow your business

**GET INSPIRED**  
**#LDNSMALLBIZ**

**Ready to be part of the entrepreneurial movement?**  
**Register at [smallbusinesscentre.org.uk](http://smallbusinesscentre.org.uk)**

  /LSBCentre

020 7377 8821

[info@smallbusinesscentre.org.uk](mailto:info@smallbusinesscentre.org.uk)

[www.smallbusinesscentre.org.uk](http://www.smallbusinesscentre.org.uk)

Universal House, 88 - 94 Wentworth St, London, E1 7SA

London Small Business Centre is the trading name of East London Small Business Centre Ltd.





# We encourage entrepreneurship and inspire individuals to believe in themselves.

We do this by making business support and finance accessible. Our three core services help thousands of entrepreneurs reach their goals each year.

Start Up Workshops  
+ 13,000 entrepreneurs trained



WE PROVIDE:



Access to Finance  
+ £15 million lent



Face to Face Business Advice  
+ 70,000 1-to-1 advice hours given

We share knowledge through a highly experienced team of in-house business advisers.

We enable growth through access to finance.

We foster creativity by matching clients with industry specific experts.

We encourage collaboration between our clients.





## PETE

Pete, an avid fashion lover, joined ELSBC in 2013. Prior to this Pete held roles in some well known fashion brands including; Timberland, Tommy Hilfiger and Levi Strauss, consequently bringing with him an in-depth understanding of national and international clothing market. Based on this sector specialism, Pete now focuses on working with young fashion and textile entrepreneurs to review their market, apply for the funding they need and increase their sales.

## WHAT THE CLIENT SAID

BUSINESS: MONSIOUR LONDON  
CLIENT NAME: THIBAUT FULCHIRON

// The process of applying for the loan enabled us to rationalise and take a step back and have a more of a global picture of our business. Our adviser helped us to construct and formulate a viable plan in opening our first shop. //



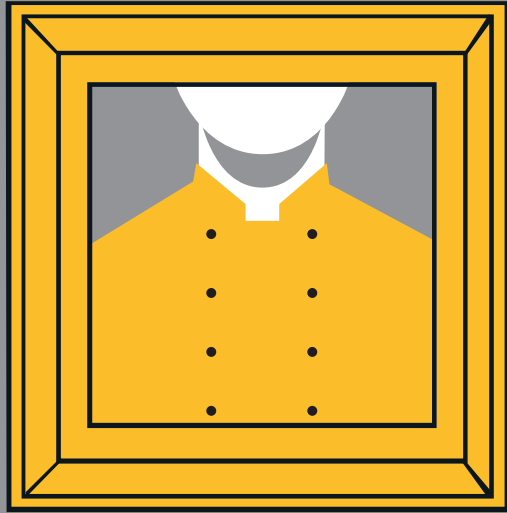
## JEFF

Jeff, the lead business adviser at ELSBC, joined the team in 2007. Prior to joining ELSBC in a role he describes as "the culmination of his life's work", Jeff enjoyed a successful 25 year career in the music business including Sony Music where he worked with music industry's biggest movers and shakers. It's Jeff's serial entrepreneurial activities, however, that make his work at ELSBC invaluable. He started up a record label and a publishing company in the 1990s – which he sold to BMG, followed by an artist management consultancy, a music studio complex as well as owning a retail, mail order and manufacturing outlet selling. Although Jeff advises ELSBC clients across sectors, his specialism remains within music and creative industries.

## WHAT THE CLIENT SAID

BUSINESS: PATTERNIITY  
CLIENT NAME: ANNA MURRAY

// Regular meetings with our business adviser, Jeff Gilbert at ELSBC, have allowed us to dedicate time solely to the financial planning of our business. Having a sound understanding of cash flow and putting our creative ideas into a business plan has given us confidence. //



## MARUF

Maruf, is our restaurant and food specialist. Having been at ELSBC for over 20 years, Maruf has worked with some Brick Lane's well known curry houses and has strong ties within the local community holding numerous Trustee and Non-Executive Directorship roles. With a Masters in Management, Maruf started up his own export import business, owned a restaurant and worked in Finance. In addition to his advisor role at ELSBC, Maruf is also one of our Loan Fund Managers and looks after our diverse start up and existing loan fund portfolio.

## WHAT THE CLIENT SAID

BUSINESS: ANCHOR GREEN  
CLIENT NAME: KING CHUKWUEDO

“ I couldn't have asked for a better business adviser than Maruf, who painstakingly explained the process to me and offered fatherly advice that has helped us see our business in a different light ...his patience with me and the depth of experience he shared with me has formed part of the bedrock of moving our business forward. ”



## PAUL

Paul, our Franchise specialist, has been with ELSBC for over 14 years. Passionate about small businesses and helping clients realise their growth potential, Paul's involvement with enterprise agencies began 20 years ago when he was seconded by his then employer, National Westminster Bank. Working with a mix start up and existing small businesses, Paul has advised some of our most high profile clients including Tatty Devine, Splice TV and Wrap It Up.

## WHAT THE CLIENT SAID

BUSINESS: SPLICE TV  
CLIENT NAME: DUNCAN WESTERN

“ East London Small Business Centre has an amazing team of ex-directors of companies who know how business works and can teach potential directors in days rather than years, while explaining how not to make expensive mistakes. ”





## STUART

Stuart joined the team 2013 to support the growing creative start ups who were coming to ELSBC. Having studied 3D Design and Interior Design at University, it was only natural for Stuart to start his own creative business - a women's wear fashion label - which he has been running for over 20 years. During his time at ELSBC, Stuart has been working closely with creative start ups in helping them shape their launch strategy, reviewing their finances and giving the type of insight that only someone who has gone through it themselves can.

### WHAT THE CLIENT SAID

BUSINESS: RINASCIMENTO WINES  
CLIENT NAME: GORDON STUTELEY

Stuart's contribution has been very helpful since the start of the year. It has just been helpful to throw ideas at someone not involved in the business, who listens and gives feedback while giving us proactive ideas.



## JIM

Jim, is our start up specialist, having successfully driven several of our grass root business support programmes since joining the team in 2005. With over 25 years industry experience in marketing and sales working with multinational corporations, SMEs and internet businesses, Jim passes on a wealth of knowledge to the pre-start up clients to help them formulate a start up launch plan, assess their financial needs and once they launch provides post start up support for long-term survival.

### WHAT THE CLIENT SAID

BUSINESS: HUNDRED MILLION  
CLIENT NAME: KELVIN DODDS

Seeing my adviser every few months now helps me to keep focused by having to report my progress to someone, and he's always helpful if I am sometimes not well-equipped enough to make a decision on something.

# WHAT THE CLIENT SAID

“ When I applied for the Start Up Loan, Jim, my adviser was very challenging (in a good way) and got me to think through my business plan in thorough detail– this ultimately helped when I went on to the angel investors later that year. ”

“ I feel the course has given me more than enough information to proceed with my business plan. It was very enlightening. ”

“ Our adviser is always there for us, gives us advice and contacts, but is never over forceful nor does he make us feel it's a 'do or die' situation. ”

“ I have learnt so much and will continue feeling much more informed. ”

“ The course was very informative and gave me a great insight into the starting up and running of my business. ”