



# **Post Covid Career & Business Summit**

*When money is lost, nothing is lost, when  
health is lost, something is lost but when  
character is lost, ALL IS LOST*

*- Billy Graham*



# **Entrepreneurship: A Post Pandemic Era Strategy**

# Who are you?

- **Your character/credibility**
- **Your passion?**
- **Do you have a solution (product or service)?**
- **Your network?** (will determine your networth)
- **Investing in training?** (3% of your earnings)
- **Goal setter?**
- **Social media savvy?**
- **Techie savvy?**

# What is your current status?

- **In business**
- **Employed**
- **Side hustle**
- **Your savings**
- **Your expenses / burn rate**
- **FOCUS ON THE MONEY COMING IN!!!**

# Starting a post pandemic business

- **Your research?**
- **What's trending?**
- **Target market?**
- **Their need?** Food retail, cleaning, delivery, healthcare
- **Your solution?**
- **Your network –**

“always remember it's a number's game”

## ● **Business plan**

- **Smart**
- **Measurable**
- **Achievable**
- **Realistic**
- **Timely**

## ● **Forecasts**

- **Turnover / income**
- **Set up costs**
- **Running costs**

## ● **Website**

# Funding....

- **Your savings** (“count your pennies and your pounds will come”)
- **Family/friends**
- **Investors**
- **Banks**
- **Government funded small business grant (£10k)**
- **Peer-to-peer lenders** (e.g. Funding Circle)
- **Credit cards** (interest free only!!!)

# Legal & regulatory obligations

- **Register company**  
**([www.companieshouse.gov.uk](http://www.companieshouse.gov.uk))**
- **Operate as a sole trader/partnership**
- **Seek:**
  - **financial advice**
  - **legal advice**
  - **Accountant**
  - **HMRC / VAT ([www.hmrc.gov.uk](http://www.hmrc.gov.uk))**
  - **Professional indemnity insurance**
  - **Product liability insurance**
  - **Employer liability insurance**
  - **Building and contents insurance etc**

# Small businesses thriving during lockdown

- **Cleaning services**
- **Delivery services**
- **Mask makers**
- **Grocery stores**
- **Food prep. Delivery services**
- **Baking**
- **Telehealth services**
- **Online electronics**



# Any benefit of exploring multiple income streams?

- **Self esteem**
- **Job security**
- **Progression**
- **Pension plans**
- **Good living**
- **Inflation costs**
- **Emergency expenses**
- **Time is money**
- **Diversification**
- **The fun factor**

# ***Multiple income streams***

## ***Business opportunities:***

- **Fashion designer – transition to making health products e.g. face masks**
- **Social media influencer**
- **Online sales and marketing**
- **Training & retraining / e-learning solutions online**
- **Home and office makeovers**
- **Sale of second hand products online (Amazon, Ebay etc)**
- **IT/Financial Services/Quality Assurance Consultancy**

***“Anybody who thinks money will make you happy, hasn't got money.”***

***Business opportunities (cont'd):***

- **Online entertainment**
- **Catering online**
- **Specialised Staffing (recruitment)**
- **Life coach**
- **Teach a digital course**
- **Small scale production of household goods**
- **Start a blog**
- **Self publish on Amazon**
- **Uber driver**

# ***“Selling is essentially a transference of feeling”***

## ***Business opportunities (cont'd):***

- Supply of food items**
- Supplier to leisure centres**
- Personal and Corporate Services – Deliveries, Couriers**
- Hair and make up centres**
- Image consultant**
- Real estate**
- Career development consultancy**
- Counselling**
- After school club/childcare**

# Money Management

- **Get rid of unnecessary spending!**
- **Review your household bills – subscriptions (Sky, Netflix, gym etc), utilities, insurance**
- **Arrange payment holidays for mortgages, loans, rents**
- **Get into the habit of regular saving**

**[www.moneysupermarket.com](http://www.moneysupermarket.com)**

# Who will be the winners?

- **Businesses that use cloud computing will not buckle under the pressure of the corona virus pandemic**
- **Further automation and artificial intelligence will enhance the resilience of supply chains**
- **Successful businesses will have a combination of resilience and agility**

***Source: World Economic Forum***

# Other nuggets

- ***Carve out a niche for yourself***
- ***Always take a long term view to your business***
- ***Keep start up costs a minimum***
- ***Don't forget your "bread and butter income" to pay your bills***
- ***Find a business mentor***
- ***Surround yourself with positively minded people ("iron sharpens iron")***
- ***Your business is only as successful as the people who work for you /with you***
- ***Never ever give up!***
- ***"It is blessing to give than to receive"***

# Useful sources of information

[www.gov.uk/browse/business](http://www.gov.uk/browse/business)

[www.gov.uk/business-support-helpline](http://www.gov.uk/business-support-helpline)

<https://www.gov.uk/guidance/claim-a-grant-through-the-coronavirus-covid-19-self-employment-income-support-scheme>

[www.moneysupermarket.com](http://www.moneysupermarket.com)





# Questions?



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