

Case Study: Andrea Pickard Coaching (APC)

Andrea Pickard is a professionally qualified coach who offers services in various domains, including business, wellness, and life coaching. Her services are designed to support individuals in achieving their personal and professional goals through tailored coaching strategies and expert guidance.



Reasons for seeking GLL support

APC discovered the GLL programme through an encounter with a GLL team member at an event. This initial meeting led to a follow-up mentoring call, during which they were referred to the Digital Boost programme and other relevant initiatives. As a new business, one of the primary challenges was identifying ideal clients. The main objective was to obtain any form of support and guidance that could help steer the business in the right direction.

Without the support...

The business would not be in its current position. Opportunities for learning and connection through the course and networking events helped broaden the business's horizons.

Benefits of support

Both the digital marketing course and networking events have been particularly impactful. APC was invited to attend events, receive new ideas and gain insights from more experienced professionals. Similarly, the digital marketing course offered substantial value and practical knowledge.

As a result of the support...

Valuable insights have been gained, significantly improving the business's day to day operating model. APC fully expects to see further benefits in the near future following greater involvement with GLL programmes.

Challenges of support / Suggestions for improvement

While the meeting with the GLL team member was smooth and helpful, improved communication on programme specifics would have helped. Some of the referred programmes had ended and some of the others were less suitable to business need.

Future plans / needs

The primary immediate plan involves securing more regularly paying clients and establishing a steady income stream for the business. Additionally, there is a focus on increasing turnover to ensure sustainable growth.

"The Grow London Local team recommended a digital marketing course to me and put me in touch with the provider. The course is government funded but worth over £3K, I am nearly halfway through the course and I am getting so much value from it I would say it is a game changer for me."

Andrea Pickard, Founder of Andrea Pickard Coaching

Case Study: Attainable Change Group (ACG)

The Attainable Change Group offers services to both private and public sectors. Specialising in therapeutic practices, the group offers a range of services focused on therapy, wellness and coaching.

December 2023

Autumn 2024

Business was
founded

Joined the Grow
London Local
Programme

Reasons for seeking GLL support

ACG discovered the GLL programme through a virtual networking event organised by the Federation of Small Businesses. The primary aim was to gain access to bespoke mentoring support, and the opportunity to communicate the business's goals, receiving advice and feedback to guide its direction.

Without the support...

The business would have continued to push forward but it would have taken longer to find mentors willing to assist small business owners for free, making the process more difficult and time-intensive.

Benefits of support

ACG participated in a series of mentoring sessions via Digital Boost, which proved to be highly impactful. They benefited from access to mentors who are either business owners or professionals from successful companies, providing bespoke advice on business planning, value proposition, and problem-solving. This person-centred approach and the encouragement from attentive listeners offering solutions were particularly valuable.

As a result of the support...

ACG has developed a more structured business plan and financial strategy. The programme has helped set clear goals and targets, along with activities to achieve them. The personalised and timely support has been a 'game changer' for her business.

Challenges of support / Suggestions for improvement

ACG did not face significant challenges or limitations. The support was exceptionally useful, especially the initial consultation with a GLL team member which allowed clear communication of the business plan and ideas. In return they got detailed feedback, advice, solutions and mentoring support.

Future plans / needs

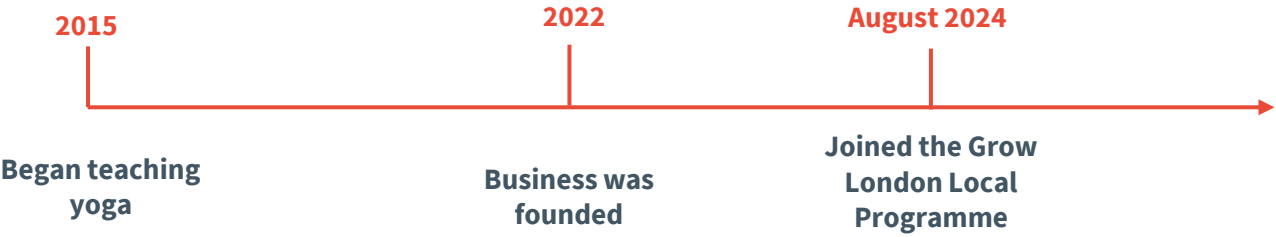
The future plans involve continuing to build relationships with existing and prospective clients, enhancing the business's presence to drive traction on the website. Additionally, they aim to refine the value proposition, establish the right pricing infrastructure, and implement effective marketing strategies to ensure sustainable growth.

"My overall experience was good, the support offered was timely so it kept momentum and it didn't feel generic as it was very person-centred and very personal business-centred. The encouragement through somebody listening to you and offering solutions was very beneficial."

Amma Solomon-Browne, Founder of Attainable Change Group

Case Study: Bel Air Yoga

Bel Air Yoga specialises in organising international yoga retreats. The founder, an experienced aerial yoga instructor and Reiki master, also offers coaching services to other yoga instructors on effective business management.



Reasons for seeking GLL support

Bel Air Yoga discovered the GLL programme through a direct contact with a GLL team member. The primary aim was to gain access to crucial information, particularly given the founder's background from Germany, to understand the possibilities for business success in London. Additionally, the founder sought support to enhance the business structure and organisation.

Without the support...

The business would have faced prolonged and time-intensive searches for information and guidance. The GLL programme's timely and targeted support was crucial in avoiding these challenges.

Benefits of support

The support received through the GLL programme was highly beneficial. The founder received guidance on leveraging AI for business analytics and improving the business's webpage and user interface. The free mentoring sessions provided an objective perspective on the business, offering valuable advice and tailored solutions.

As a result of the support...

The business's webpage has been significantly improved, and valuable knowledge on utilising AI for business operations has been gained. This has led to substantial time and energy savings. The support provided has create a more structured business and operations strategy.

Challenges of support / Suggestions for improvement

The founder did not encounter significant challenges or limitations. The support was consistently helpful and the overall experience was positive. However, the founder suggested enhancing communication with beneficiaries' post-programme, including updates on GLL catchup events and networking opportunities, to provide ongoing support.

Future plans / needs

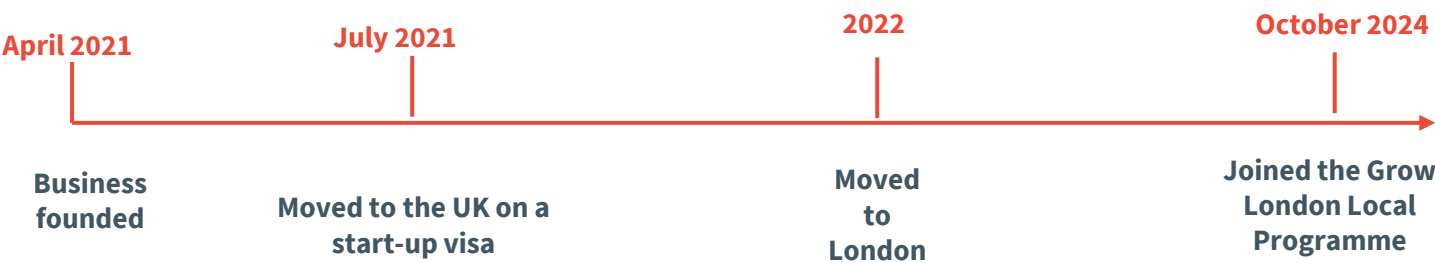
The future plans for Bel Air Yoga include increasing the business's social media presence and enhancing the efficiency of operations through improved structure and increased automation. These efforts aim to drive sustainable growth and further establish the business's market presence.

“If you have the chance to work with Grow London Local, definitely go for it. They are very supportive. They help you with exactly the things you need and the issues that you have. I would definitely give them a 10 out of 10.”

Bella Maldener, Founder of Bel Air Yoga

Case Study: Eco-Ked Limited

Eco-Ked Limited is a zero-carbon courier service using e-cargo bikes, e-cars, and e-vans for final-mile deliveries within minutes, the same day, or up to three days. They serve restaurants, e-commerce, fashion, and parcel delivery firms, benefiting customers and the environment.



Reasons for seeking GLL support

Eco-Ked Limited discovered the Grow London Local programme via a bus stop advert in Waterloo. Initially focused on food deliveries, they aimed to expand into parcel delivery for fashion, handcrafts, books, and electronics. The founder, on an Innovator Founder Visa, needed support to build a network and gain customers, increase revenue, and scale the business.

Without the support...

The business would have continued to grow, but at a slower rate. The guidance and connections provided by the programme have been crucial in accelerating growth.

Benefits of support

The GLL programme provided significant benefits by connecting Eco-Ked with other businesses. The founder received valuable advice from DMT Solutions on developing a lead-generating website and marketing the business. Webinars on using LinkedIn for sales were particularly helpful. The ongoing support from GLL business advisors has been invaluable as the business continues to grow and new needs arise.

As a result of the support...

The founder has gained valuable knowledge in website design and development, leading to increased customer acquisition. The ongoing advisory support has been instrumental in refining the business strategy and operations.

Challenges of support / Suggestions for improvement

The primary challenge was the timing of sessions, which often coincided with business operations. Recordings of the sessions would be beneficial. Additionally, the founder expressed a desire for connections with large retail customers to present services and learn more about their businesses. Funding remains a barrier; with more financial resources, the business could invest in the website and attract more customers.

Future plans / needs

The future plans for Eco-Ked Limited include securing 20 to 25 new clients within the next three months. This goal is essential for driving growth and establishing a stronger market presence.

“Join the Grow London Local programme to scale up your business. What has benefitted me the most is the ongoing support and knowing I can go back to the advisors to continue to improve my business as it grows and different needs arise.”

Kevin Veizi, Founder of Eco-Ked Ltd.

Case Study: Go The Distance Coaching + Life Coaching

Go The Distance Coaching + Life Coaching offers life coaching to women through boxing. Combining physical training with coaching conversations. The mission is to help women achieve balance in their body and life to refocus and attain their goals.

April 2022

Started
the
business

July 2024

Received first support
through the GLL
Programme

Reasons for seeking GLL support

The founder discovered GLL programme through a meeting with a GLL advisor at an Enterprise Enfield networking event. As a first-time business owner, they were eager to find opportunities for learning, personal development and business growth. The GLL programme offered precisely that, and the fact that it was free made it an invaluable resource.

Without the support...

They would have faced a much longer and more energy-intensive process to find the necessary resources. The GLL programme significantly expedited her access to valuable information and support.

Benefits of support

The initial conversation with the GLL advisor was highly beneficial due to the advisor's business experience. The advisor provided relevant advice and resources, following up with an email listing helpful organisations. The business benefitted from the Digital Boost programme, particularly its masterclasses, events and mentoring support. The service was professional, personable and organised.

As a result of the support...

The business has been able to apply the information gathered effectively through the Digital Boost courses. The mentoring service has also been beneficial, contributing to non-tangible impacts such as increased confidence and reassurance.

Challenges of support / Suggestions for improvement

While the GLL programme itself posed no challenges, they did encounter difficulties with one of the mentoring organisations. The mentor did not understand the business, leading to a poor experience. After raising this issue with the GLL advisor, they were promptly recommended the Digital Boost programme, which proved to be very beneficial.

Future plans / needs

The future plans are to expand the business's services by offering more workshops and talks, aimed at scaling up the business. The continued support from GLL will be crucial in achieving these goals and driving sustainable growth.

"I'm very grateful to have met a GLL programme advisor and had the opportunity to receive support through the programme. I'd highly recommend this to anyone who is on their journey of running their own business."

Amy Pu, Founder of Go The Distance Coaching + Life Coaching

Case Study: Second Spring

Second Spring offers non-financial retirement coaching, consultations, and workshops. They help individuals set retirement goals and structure their time effectively, focusing on thoughtful retirement planning beyond finances.

April 2024

October 2024

Business was
founded

Joined the Grow
London Local
Programme

Reasons for seeking GLL support

The founder discovered GLL through a networking event. Once aware of the available services, they aimed to gain support in marketing and digital marketing, as well as guidance on reaching out to organizations and other businesses, an area where expertise was lacking.

Without the support...

The business would have continued to progress, but at a slower pace and with less confidence, particularly in the technological aspects. The GLL programme's support was instrumental in overcoming these challenges.

Benefits of support

The support from the GLL programme was highly beneficial. The mentoring sessions provided valuable knowledge and insights on Search Engine Optimisation (SEO) and building a digital presence. Mentoring sessions helped the founder gain clarity on brand communication and developing an effective introduction pitch. This comprehensive support significantly enhanced the business's strategic direction.

As a result of the support...

The founder has made significant strides toward enhancing the business's digital presence. The information gained via free webinar sessions increased business awareness. Additionally, the founder made substantial improvements to the business website, including the introduction of video content.

Challenges of support / Suggestions for improvement

The founder did not face significant challenges or limitations with the GLL programme. However, the webinar sessions attended were not always relevant to the business's specific needs. In the future, a virtual networking forum where businesses can discuss questions or problems and hear from other businesses, along with case study discussions, would be beneficial.

Future plans / needs

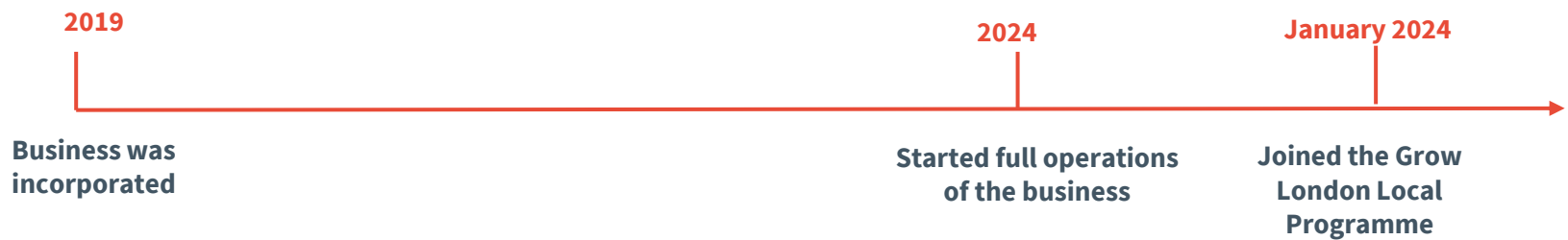
Future plans for Second Spring include introducing more online and in-person workshops and providing support that aligns with client needs. The business aims to grow its mailing list, establish Instagram and Facebook business pages, and enhance website content with more videos and blogs. These efforts are geared toward achieving greater digital enhancement and sustainable growth.

“The programme raise my awareness and expanded my access to business and SEO support and helped me to make progress in ways that I would not have been able to by myself without this particular support.”

Dani Serlin, Founder of Second Spring

Case Study: Shea Class

Shea Class is a natural handcrafted skincare company dedicated to promoting wellness and healthcare, with a primary focus on skin health. The company emphasises the use of natural ingredients to create products that support overall well-being.



Reasons for seeking GLL support

Shea Class discovered the GLL programme when a GLL team member reached out after seeing a LinkedIn post about the company. Having previously received support from the Enfield Enterprise, the founder sought assistance primarily for funding and raising capital for the business.

Without the support...

The founder would have sought assistance through other means, but the process would have been slower and less efficient. The timely and targeted support from GLL has been crucial in accelerating the business's progress.

Benefits of support

Through meetings with the GLL team member, the founder effectively communicated the business's needs and goals. The team member then referred them to various individuals and organizations that provided valuable support, which would have otherwise incurred costs. Additionally, networking events and mentorship support were offered, proving to be highly beneficial. This tailored support has been instrumental in aligning the company's vision with its next steps.

As a result of the support...

The business has begun moving in the right direction towards its long-term goals. The alignment of GLL's vision with the company's goals has been a key factor in this positive trajectory.

Challenges of support / Suggestions for improvement

As a new business, Shea Class faces challenges around securing funding, accessing low-cost manufacturing spaces, and connecting with potential customers. In the future, more opportunities for grant support would be highly impactful, as increased funding would positively affect areas such as marketing and labour.

Future plans / needs

The future plans for Shea Class include securing funding to fuel product development, sustainable packaging, and overall business growth.

“The Grow London Local support aligns their vision with the vision of the company they are trying to help or support and to bring the next step for businesses.”

Molly, Founder of Shea Class

Case Study: Soni Panda X Ltd

By Soni Panda X is a premium, gender-inclusive hosiery brand with global sales. It offers styling services and aims to change perceptions and remove stigmas associated with hosiery. The brand fosters a community for consumers to share experiences and discuss hosiery, promoting positive perceptions.

Dec 2020

Started the business

June 2024

Received first support through the GLL Programme

Reasons for seeking GLL support

Soni Panda X discovered the Grow London Local (GLL) programme through an encounter with a GLL advisor at a networking event. Seeking to expand her business, the founder aimed to access mentors and contacts for PR support, enhance her network, and build valuable connections.

Without the support...

They would have had to conduct the research independently and tap into existing networks to find suitable organisations. This process would have been more arduous and time-consuming.

Benefits of support

The service facilitated an initial, highly beneficial conversation with the advisor. They felt genuinely heard and appreciated the advisor's prompt provision of a list of relevant organisations. These connections proved invaluable, meeting the business's needs at a critical time. The support enabled them to engage with new businesses, expand their network, and deepening knowledge in key areas such as Search Engine Optimisation (SEO). Additionally, it bolstered her confidence and ability to promote her business effectively.

As a result of the support...

They were able to expand her network, connect with various business owners, and raise brand awareness. It also equipped her with the confidence and communication skills necessary to speak at panels and engage with large audiences, further enhancing brand visibility.

Challenges of support / Suggestions for improvement

While the programme presented no significant challenges, there was some repetition among the support organisations, with different businesses offering similar advice. Future improvements could include more in-person workshops and classes on universally important business topics, regardless of the business stage, and increased opportunities to meet with experts.

Future plans / needs

Soni Panda X plans to expand their business into international markets, including pop-up events in European countries. She also aims to participate in more public speaking and networking events to increase brand exposure, alongside further growth and product launches.

“My experience with GLL has been nothing short of fantastic. I truly value all the information and support I’ve received from their incredible team... The guidance has not only helped my business achieve huge growth but has also contributed to my personal development. From insightful conversations to welcoming coffee mornings, they have played a key role in boosting my confidence and success. I’m excited to continue this journey with them and can’t recommend them highly enough!”

Soni, Founder of Soni Panda X Ltd

Case Study: Striding Cities Ltd

Striding Cities offers self-guided, interactive routes in London, connecting individuals with their urban environment. These routes support exploration, running, and discovering dining and entertainment venues, integrating essential information for confident navigation.



Reasons for seeking GLL support

Striding Cities discovered the GLL programme through social media. At the time, the founder sought guidance on starting and managing a business, as well as advice on navigating the business landscape.

Without the support...

The founder would have had to independently research and seek assistance, which would have been less efficient and of lower quality.

Benefits of support

The founder received targeted support in marketing and mentoring through Digital Boost. This assistance was invaluable, allowing him to articulate his needs and goals, receive feedback, and address those needs effectively. The critical feedback enabled him to reformulate his business into a more viable entity.

As a result of the support...

The founder felt more confident moving forward to grow the business. The timely and targeted nature of the support provided, including the necessary guiding questions, was pivotal to the business's growth.

Challenges of support / Suggestions for improvement

A more comprehensive overview of the programme's offerings and services would have been beneficial, to demonstrate how it can provide differentiated support for businesses at different stages.

Future plans / needs

The business plans to implement a marketing strategy to raise awareness and engage users, gathering feedback to refine the product based on user preferences.

“Starting and launching my business in retirement has been a transformative and exciting journey, helped by groups like Grow London Local, who have acted as supporters, mentors, coaches, and friends.”

Philip Carey, Founder of Striding Cities Ltd.

Case Study: Tasklane Technology Ltd

Tasklane is a property and portfolio management business which provides efficiency in management through technological solutions.



Reasons for seeking GLL support

The founder of Tasklane Technology, discovered the GLL programme through an event at the Small Business and Enterprise Centre. They joined the programme to connect with other local businesses, and in turn benefit from a supportive community and sharing knowledge, which has been crucial since COVID. Their goals included connecting with customers, gaining recognition through marketing support, establishing the business's credibility, and obtaining assistance in fundraising and investor connections.

Benefits of support

The proactive GLL team helped Tasklane Technology quickly gain customers, with immediate results. Social media exposure significantly raised the business's profile and attracted new customers.

Challenges of support / Suggestions for improvement

Greater clarity on which services are free and which incur charges would be beneficial. Regular advisor check-ins with monthly KPIs would ensure focused growth. The business would also benefit from more community-building events to enhance collaboration and connections, while sector-targeted events for investor introductions and pitching opportunities would help address funding challenges.

Without the support...

Tasklane Technology would have struggled to achieve the same level of exposure and customer acquisition. It would have progressed at a slower rate.

As a result of the support...

Customers are proactively reaching out as the brand's value has been validated. Tasklane Technology has gained new customers and seen revenue growth as a direct result.

Future plans / needs

The business plans to expand the team by hiring more personnel and continue strengthening and promoting the business.

“ The Grow London Local services are great for people starting a business - embrace the opportunities which are in front of you, be open minded – this is a great way to start to work together to make the London business community thrive and support one another”

Humin Tao, Founder and Managing Director of Tasklane

Case Study: Tiger's Eye Books

Tiger's Eye Books is a children's book company. The founder writes and illustrates children's books, conducts school visits and workshops, and hosts storytelling sessions to promote the books and ensure children see themselves represented in the characters.

2012

Sole trading business was founded, and provided writing and proofreading services to businesses and charities

2019

Named the business 'Tiger's Eye Books' and published the first children's book

February 2024

Joined the Grow London Local Programme

Reasons for seeking GLL support

The founder of Tiger's Eye Books discovered the GLL programme through an email from the local authority. She found it intriguing as it offered the first opportunity for one-to-one support within the borough. Their primary aim was to amplify the business's local presence and receive advice on increasing awareness of their books. Additionally, they sought bespoke social media support and guidance.

Without the support...

They would have continued searching for the necessary assistance, wasting time on ineffective routes and struggling to find support that truly understood her business and provided practical advice.

Benefits of support

Through the service, they have a productive relationship with the GLL team. Initial meetings led to referrals to several services, including Goldsmith University business support, Business and Intellectual Property Centre (BIPC), and other connections to key contacts within the borough.

As a result of the support...

The business joined a one-to-one programme, providing bespoke social media support from an expert at Goldsmith University. They also joined the 'House of Lewisham' programme for selling products and received training on maximising online and in-person sales. The programme increase their social media and council awareness and high-quality training opportunities.

Challenges of support / Suggestions for improvement

There were no challenges or limitations encountered. The support received was highly impactful and beneficial. Following the initial meeting, practical and advantageous referrals were made, all of which were free, a significant differentiator. They were pleased with the support, finding it exceeded expectations.

Future plans / needs

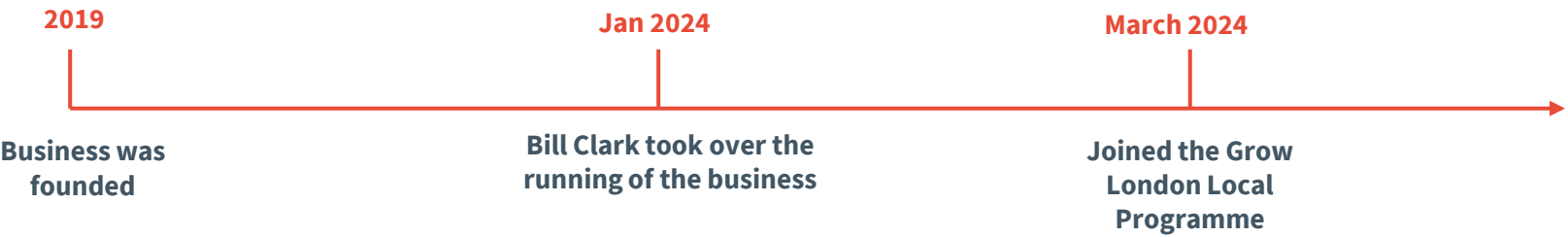
The business plans to implement the advice received through increase school visits, book sales, and workshops, and enhance awareness of their books through social media presence and in-person events.

"GLL's support has been transformative. After just one in-person meeting I gained access to bespoke, expert training, was introduced to key local business leaders and got the opportunity to take part in exciting new initiatives. With its wealth of knowledge and connections, GLL certainly does help businesses grow!"

Allison Parkinson, Founder of Tiger's Eye Books

Case Study: Tutor Doctor

Tutor Doctor offers bespoke one-to-one tutoring services for all educational stages across South West London.



Reasons for seeking GLL support

Tutor Doctor’s founder discovered the GLL programme through an introduction at a networking event. They were drawn to the programme for its opportunity to engage with professionals at the startup stage and access valuable guidance. Their primary aim was to build networks and connections.

Without the support...

They would have continued seeking the necessary assistance through his network and other programmes. While this approach would have been straightforward, it would not have been as efficient as joining GLL.

Benefits of support

They participated in a startup bootcamp, which was particularly valuable as it allowed them to assess the business's status, set goals for the upcoming year, and outline activities to achieve those goals.

As a result of the support...

The business received valuable insights into generating leads and navigating the competitive industry. The connections made have led to ongoing collaborations, which they believe will be fruitful in the long run.

Challenges of support / Suggestions for improvement

There were no significant challenges or limitations. The support was overwhelmingly positive. Although one event did not align with his business needs, it was still relevant and impactful for other businesses.

Future plans / needs

The business plan is to expand the business by entering new markets, such as schools and the local authority sector, where significant growth opportunities exist.

Case Study: Vere Design

Vere Design is a digital marketing agency specialising in web and graphic design, product photography, video editing, and various other digital marketing services.

June 2016

November 2023

Business
founded

Joined the Grow
London Local
Programme

Reasons for seeking GLL support

The founder was referred to the GLL programme by a friend. They joined the programme to seek assistance in expanding their business, meeting potential employees or interns, and enhancing promotion and marketing efforts.

Without the support...

They would have continued their usual marketing efforts, working on projects, updating the business website, and managing tasks independently – albeit making decisions without the validation of professional expertise.

Benefits of support

Through the Digital Boost platform, they participated in a one-to-one mentoring session, which provided valuable insights into achieving business goals and offered practical guidance.

As a result of the support...

The founder received crucial insights into achieving business goals and a platform for discussing strategies with a neutral party.

Challenges of support / Suggestions for improvement

The single mentoring session limited the scope of discussion, focusing more on explaining the business rather than addressing goals and strategies. Future improvements could include additional sessions, marketing support, opportunities to connect with job seekers, and assistance with funding and business plans.

Future plans / needs

The business plans to expand the team by hiring interns and eventually full-time employees as the business grows. They aim to increase profits, enhance marketing efforts, and offer support to more businesses.

"The Grow London Local programme, along with the Digital Boost platform, provided valuable guidance for my business, particularly the mentorship session, which offered some useful insights and guidance. The access to expert advice and practical resources has been incredibly helpful, and I'd recommend these to any entrepreneur looking to thrive in London."

Claudia Dinu, Founder of Vere Design

Case Study: What Is Truth

What is Truth focuses on combat athletes, first responders, and individuals facing high adversity in their professions, including physical conflict. Originating as a PhD project, it leverages research on the personality components of resilience in these fields.



Reasons for seeking GLL support

They discovered the Grow London Local programme through the British Library website. Their primary goal was to transform their project into a viable business. they sought support to build the business infrastructure and establish the foundations necessary for launching the business.

Without the support...

The business would have relied on trial and error to set up, significantly prolonging the process and incurring higher costs. It would have been a more expensive and time-consuming journey.

Benefits of support

The support received through the programme was highly beneficial. They participated in a series of in-depth workshops, including a five-hour on-site sessions that provided detailed insights into core areas of business communication and operations, such as pricing, financial preparation, and operational details.

As a result of the support...

The business was able to refine its communication through the website setup. Key business decisions, such as shifting from B2C to B2B and guiding resource allocation, were made. The programme significantly contributed to building the business strategy.

Challenges of support / Suggestions for improvement

The founder did not face significant challenges or limitations. However, three initial referrals did not respond to her emails. A suggested improvement is to revise the single-session one-on-one coaching format, as it does not allow sufficient time for the coach to understand the business, resulting in less impactful feedback and support.

Future plans / needs

In the next six months, the plan is to make the business sustainable by creating sales channels and generating sufficient sales. in the next 18 months, the aim is to achieve profitability.

"I found the workshops very in-depth, offering a level of knowledge and personalized support that was not available in other courses I had previously attended. I was given detailed and practical guidance which helped me to finalise my project and turn it into an actual business. As a result of the practices, I was able to upgrade the full communication of my business, formulate values, write engaging content for the website, develop packages with pricing strategy, create a business plan, and establish a marketing strategy to kickstart commercialization."

Julianna, Founder of What Is Truth