



MicroBizMattersDay
recognition • action • learning
Friday 8 January 2016
www.microbizmattersday.rock



Our Production Crew...

Our production partners for the day and their #rocking teams guarantee us another #MicroBizMattersDay that will truly make a difference.

Start Your Business Magazine with SYBC TV and SYB FM RADIO – Media Channel Partner

Start Your Business Magazine was established over a decade ago and remains one of the UK's most successful small business magazines. Over the last few years, Start Your Business Arabia and Start Your Business India have been formed, along with their own TV channel and 24 hour radio station.

With a team of award winning writers, broadcasters and industry experts; readers, viewers and listeners can learn the latest developments affecting small and micro businesses as well as the hottest franchise opportunities. The Founder of Start Your Business, and CEO of Gambit Publications International, Zia Mallick, has supported the Enterprise Rockers' movement since its inception.

You can see this on <http://sybc.tv/>, hear this on <http://www.sybfm.com/> and read this on <http://StartYourBusinessMag.com>



Portobello Business Centre – Venue, Studios and #Rocking Party Partner

Portobello Business Centre is an award winning business development agency and enterprise agency described as 'the best in London'. It offers a wide range of services for people who want to set up on their own and for already established businesses planning to expand. Check out their website <http://www.pbc.co.uk/> for the courses, business advice and the consultancy they offer.

Based in North Kensington, they have over 25 years of experience in providing impartial business advice, training, networking and consultancy to pre-start, start-up and existing businesses. Many of their services are partially subsidised. They have helped start numerous businesses from a variety of sectors including Innocent Drinks, Preen, Arganic, Incognito, Carrieme, 009Textiles, Mark Fahart, The Pure Package, Unpackaged, Lorella Belli Literary Agent and Karen Karam.

Chief Executive Allen Pluck and his team have been massive supporters of Enterprise Rockers campaigns and on the first #MicroBizMattersDay, provided successful micro business owner clients of theirs to be interviewed during the #DesignandCreativeHour.



JournoLink - PR Partner

JournoLink affordably links small and micro businesses with journalists and the media. JournoLink is an interactive platform enabling business owners to manage their own PR and send out their business stories to journalists, broadcasters and bloggers.

JournoLink wants business to cultivate its own news agenda, present it on its news merits and gain credibility and coverage for that. They encourage their clients, including the Enterprise Rockers CIC, to join the social conversation, suggest feature ideas and provide brilliant online tools and resources so that business owners make a valuable contribution that engages the public.



Today, everyone and every business can be a media mogul. Most businesses have Facebook, Twitter and other social accounts. JournoLink helps business owners to think like PRs, and to engage the news agenda. The reward is visibility in whichever media they choose.

Enterprise Rockers have been proud to collaborate with JournoLink since its inception and the Managing Director of JournoLink, Gemma Guise, was interviewed as part of #MarketingHour on the first #MicroBizMattersDay. <https://journalink.com/>

UKStartUp

UKStartUp is an online community of startups and micro-businesses from a wide range of sectors across the UK. Founded in 2010 as social media began to really take off, their social savvy team used the likes of Twitter and Facebook to gather existing and aspiring entrepreneurs and now have an impressive 320,000 followers...and counting! UKStartUp enthuse, educate and expose startups on daily basis using their powerful social tools to do their bit to support the UK business community.

UKStartUp is proud to support #MicroBizMattersDay 2016 as not only does our online community of startups made up of mostly micro-business owners but as a micro-business ourselves we understand the challenges presented to microbiz owners from day-to-day.

<https://twitter.com/UKStartUp>



This is how it rolls...



When we tested the concept of the Enterprise Rockers, free, indie, self help, network of networks, for a year up to January 2012, the hashtag #MicroBizMatters had the most traction with business owners everywhere. It was therefore logical that on Friday 9th January 2015 we would create a day especially for micro enterprise owners, so we did and #MicroBizMattersDay - a day of Recognition, Action and Learning for those that employ 0 to 9 - was born. #MicroBizMattersDay will now be held on the 2nd Friday of January every year.



The #MicroBizMattersDay we are holding today, Friday 8th January 2016, has proved to be ten times more influential already than 2015, with more than one million expected to say #IGave8 to support micro business owners worldwide. On Friday 13th January 2017, we expect the day to be ten times more influential again.

This growth is due to every small and micro enterprise membership organisation backing the day, donations from large, medium, small and micro enterprises to help with our expenses and most of all our 'famous' studio guests, production crew and Enterprise Rockers' Head Roadies giving up oodles of free time to make it all happen.

We are building our own free, indie, informal and no sign-up eco system to support each other as micro business owners - no one else will - and #MicroBizMattersDay is leading the way in this development.

Let's ensure micro business rocks around the world, we can do this together.

Thank you.

Tina and Tony

Co-founders of Enterprise Rockers and
#MicroBizMattersDay



Fujitsu brand scanners are designed, manufactured and marketed worldwide by PFU Limited, a wholly owned subsidiary of Fujitsu Limited (Japan).

PFU is a globally active IT provider that designs, manufactures and markets computer hardware, peripheral products and enterprise software. PFU offers a broad portfolio of document scanners for professional personal, desktop, workgroup, high-volume production and networked environments and is one of the world's leading document scanner companies.

The European company was established in the United Kingdom in 1981 and has offices in Germany, Italy and Spain and a Knowledge Suite in France.



Find @ScanSnapUK on Twitter

Website: www.fujitsu.com/uk/scanners



#RockingSupporters



Millions of entrepreneurs in the world's small and medium businesses trust Sage as they power the global economy.

Like many of the businesses we serve, we started small and have grown beyond what seemed imaginable. We're proud that our customers have flourished and that our products have grown with them, from start-ups to successful international businesses.

In a time of seismic technological change, our smart people use the smartest technology to reinvent and simplify business. We help our customers focus on their business and leapfrog to the future.

We will always fight to hear the voice of the entrepreneur.



Find @SageUK on Twitter

Website: www.sage.com

Why we're supporting #MicroBizMattersDay:

The second, annual #MicroBizMattersDay will take place on the 8th January 2016 and again Sage will be supporting the day. The purpose of the day is to encourage everyone who works for themselves, their suppliers and customers to take concrete actions for at least 8 minutes on 8th January that will make life better for other micro business owners everywhere.

Stephen Kelly CEO of Sage says 'Across the world, millions of small businesses are powering the global economy - creating two thirds of the new jobs. Working day and night, sacrificing time with their family and friends and putting in hours long after the rest of the world has gone home. And we all reap the benefits of this hard work. In the UK, small businesses employ over 15m people. But these entrepreneurs don't get the recognition they deserve, so we're doing everything we can to champion these true heroes and raise their voice'.

These are the values Sage believe in, and that is why we are supporting #MicroBizMattersDay again. During the day we will be encouraging our customers to take part and take action for at least 8 minutes, and also using our own social media channels to promote the day using #Customers, #Cashflow and #Confidence.



Microsoft

Over the last three decades, Microsoft has consistently transformed the way that people live, work, play and connect through great technology.

We are inspired every day by the genuine belief that we can change the world for the better. We are driving advances in cloud computing, developing new ways for people to interact with technology at home, at work and on the move, while transforming education and supporting the UK economy. Microsoft is still a young company.

We've been at the centre of the revolutionary changes that technology has brought to every aspect of our lives and we'll be at the centre of tomorrow's transformations.

The best is yet to come.



Find @MicrosoftSB on Twitter

Website: www.microsoft.com/en-gb/

Why we're supporting #MicroBizMattersDay:

Tony Robinson OBE and Tina Boden, the co-founders of #MicroBizMattersDay are aware of our support, for many years, to this vital sector of start ups and business owners. Initiatives such as BizSpark, Microsoft Ventures and Microsoft Innovation Centres are well known and our activity continues to increase and evolve over time. On a day to day basis, for everyone participating in #MicroBizMattersDay, they also recommend the practical advice on our Microsoft UK Small and Medium Business Blog website.

Most business owners want to be able to run their business more flexibly. It's important to be able to 'switch on' anywhere. Wifi, use of the cloud and our increasing reliance on mobile devices mean that it's not just about the work. It's about the need to collaborate with others, in real time and on the move. Microsoft UK leads the way on this. There can be no finer example of collaboration than #MicroBizMattersDay which is why we are delighted to be a #RockingSupporter.

#RockingSupporters



PolicyBee is an independent, digital insurance broker. Our speciality is providing professional insurance for small businesses and freelancers. We began life as a tiny startup based in our CEO's shed. Now, there are 25 of us – and we're expanding all the time.

Our approach is to provide everything our customers need – and nothing they don't. That means we never use call centres or phone menus, just friendly, expert advisers. We deal with insurers on your behalf, and use our specialised knowledge to get you the best deals and look out for your best interests.



Find @PolicyBee on Twitter

Website: www.policybee.co.uk/

Why we're supporting #MicroBizMattersDay:

Everyone knows that small businesses are an important part of the UK economy. However, they're still not getting the help and support they need. We know all too well about the problems a small business can face because we are one ourselves.

We believe the best way for small businesses to thrive is to support each other. #MicroBizMattersDay is a great way to do that. It allows small businesses to share advice with their peers. We try to do something similar with our monthly #TheFreelanceWay Twitter chat. However, #MicroBizMattersDay does it on a much grander, global, scale. We'd be ecstatic if we could get over one million joining in with us on Twitter!

It really doesn't take much to help out your fellow small businesses. By showing that eight minutes is enough time to make a positive difference, we hope #MicroBizMattersDay will get people thinking about more simple but effective ways they can help small businesses.

Adrian Ashton

Insight | Development | Encouragement

After graduating with a business degree after 5 years at a University in Cambridge, Adrian began to realise that nearly everything he was taught didn't apply in the real world, and so he set about re-educating himself about enterprise through taking on various roles in all sorts of industries and marketplaces.

The successes he created through this led to him being approached to turn-around an ailing enterprise support agency, be invited to contribute to national policy, and receive several national/international awards for his support to social enterprise. He's also been named as one of the UK's top 10 business advisors.



Find @AdrianAshton2 on Twitter

Website: www.adrianashton.co.uk

Why I'm supporting #MicroBizMattersDay:

Studies and research show that the UK economy is increasingly moving to one that is underpinned by micro businesses – and yet government policy seems to continue to favour larger businesses with little recognition for the rest of us, so anything that can help redress this is surely a good thing.

Within this wider economy, social enterprises (businesses that trade primarily to create good in society) and co-operatives seem to be lauded by all political parties, yet all start out as micro-enterprises. Many stay at this size for various legitimate reasons, but the support available to them from their sector bodies seem to struggle to recognise and meet the needs of smaller enterprises being different to larger ones. Resulting, I try and be active in championing and support them both through direct support, and also in seeking to influence the wider contexts and networks in which they seek to trade.

Micro businesses of all types don't want special treatment, they just want the same consideration as their larger counterparts – and that's why I'm proud to support initiatives like #MicroBizMattersDay to try and redress these apparent inequalities in the markets and contexts that all enterprises exist.



Julia has always used crystals and gemstones in all aspects of her life, household and car, based on their healing properties and energies.

It was in July 2013 that she created Joolzery, while recuperating following a routine operation, which meant she couldn't earn any money from her first business. Initially Julia made jewellery to cheer herself up, but when a number of friends and family asked her where they could purchase her original one-off pieces, she decided to launch Joolzery. Julia is self taught, and enjoys playing around with different techniques of creating jewellery with sterling silver and copper wire, but keeping her designs simple to show off the stones.



Find @Joolzery on Twitter

Website: www.joolzery.co.uk

Why I'm supporting #MicroBizMattersDay:

I have been passionate about enterprise since 2001, when I started my first business, and one of my ethos was to give something back. The majority of my volunteering work is for organisations who assist and support others to set up and run their own businesses and includes the Princes Trust and Sefton Enterprise Business Partnership. Setting up a business is easy, but actually running it is a different ball game altogether, that requires a different mindset and attitude to being employed, which can leave the business owner unsupported and isolated.

All businesses start as a small micro business, now matter how big they are now, but they seem to have forgotten that! There is very little support and recognition by the government to this aspect, and it seems that they are bringing more and more barriers to hinder micro businesses, which is really where the future of the economy and new ideas are coming from.

I think #MicroBizMattersDay is important as it recognises that these businesses matter and are important for the economy, giving an important platform as well as raising the profile, and provides the opportunity to learn from others, especially in times of austerity that we are an alternative to big business. I think it's going to be a truly inspirational day!

#RockingSupporters



technology simplified

Managing Director Elliott Chandler says:

I have worked with small business owners for over 10 years and it has been a privilege to have been able to de-mystify technology for clients from chartered surveyors to dentists, accountants to estate agents, blacksmiths to farmers

and many more besides. Each of these businesses has become a great advocate for how we approach and develop individual products to suit their needs which is testament to our client-centered approach. I am immensely proud of what the Clearwave team has achieved and how we have developed effective business partnerships with each of our clients in such a short time.

Our vision is to be a leader in bridging the gap between business and technology; to simplify technology and make it accessible and beneficial to small businesses everywhere.

Why we're supporting #MicroBizMattersDay:

Our great country has a long history of entrepreneurial spirit and today there are so many opportunities for people to start their own business. Today there are over 5.4 million businesses in the UK with small businesses accounting for 99.3%. I am one of these small business owners and I am passionate about helping other small business owners make the most from modern technology. #MicroBizMattersDay is a creative way to give small business owners a voice and a chance to reach out for support, promotion or a boost for themselves and their business. It can be lonely running a small business and #MicroBizMattersDay is a way of saying to small business owners you are not on your own. And lastly it is this type of venture that can help generate new opportunities and keep the entrepreneurial fires burning.



Find @Clearwave_es on Twitter

Website: www.clearwave-es.com



Lorraine is a business woman of 17 years, speaker, published author, and advocate of enterprising families. Her business experiences range from establishing one of the first online business information portals in the UK, to running arts education projects, and a highly successful business and educational research company. She has worked closely with, and supported, young people, the education sector, and families to integrate enterprise learning into everyday life.

Lorraine is an expert adviser to the Board of the National Early Years Trainers and Consultants Organisation (NEyTCO) and heads the judging panel for the Young Enterprise/Virgin Money 'Fiver' competition for UK Primary Schools. Her work has been featured in national media, she has spoken at key events such as The Education Show, and writes guest articles for parenting, and educational magazines and digital platforms. Lorraine is passionate about helping children grow up to be happy, creative, confident individuals, achieving their full potential.

Her book 'Enterprising Child' was published in 2012 and is currently being revised and updated, due for publication Spring 2016.



Find @BelnDemand on Twitter

Website: www.lorraineallman.com

Why I'm supporting #MicroBizMattersDay:

I am supporting MicroBizMattersDay 2016 because micro enterprises are the unsung heroes in the business world, quietly just 'getting on with it' yet with over 5 million in the UK alone, we should be celebrating them and letting our young people know who they are, what they do, and why they matter.

Many young people seeking a summer term placement with an employer will look to large organisations first without realising that micro enterprises, often on their doorstep, can provide a real insight into self-employment, and the opportunity to develop a foundation of skills and knowledge essential for their working life. This is something I talk about when I speak in schools as a Big Ideas Wales role model. Life in micro business is far from easy, but we need to grow the opportunities for bringing micro businesses and young people together – we have to work hard to make life better for micro enterprises, enabling them to do more than just survive but thrive too and make those opportunities a reality for our young people.

Parents are key influencers and advisers in helping children make important educational and career decisions, with family nearly three times as influential as teachers in decisions such as choosing between university or work. This #MicroBizMatters Day, I urge parents to look around their local community with their child and help them see the value and contribution micro enterprises are making to local, regional, and national economies. Discuss with them the challenges of running a micro business and talk about the opportunities that may be open to either work for one or maybe at some point in the future even start a business of their own.

#RockingGuests

Tim Campbell MBE



Tim Campbell MBE is a motivational conference and after dinner speaker who is passionate about the power of business. Tim has supported the Enterprise Rockers CIC and #MicroBizMattersDay since launch in January 2012 and has supported Tony and his enterprise support adventures for many years before that.

Tina Fotherby



Tina Fotherby runs a PR consultancy in Surrey, called Famous Publicity, that's a micro business. Her broad experience includes working in larger corporate enterprises and supporting household names.

Naomi Timperley



Naomi is a whirlwind of energy who has the ability to motivate, inspire and lead others in any environment. She's a director of 4Hub CIC - a social enterprise consultancy that supports communities, enterprise and startups and is the creator of My Big Social Idea.

Elaine Clark



Elaine Clark is a Chartered Accountant and Managing Director of the multi award winning online accountancy firm CheapAccounting.co.uk. By delivering online accountancy services at a cost effective price, affordable by most small businesses, CheapAccounting.co.uk supports the growth of the micro business economy in the UK.

Chris Percival



Chris started out in business at the tender age of 14 and has since become the founder and CEO of a rapidly growing businesses, whilst also achieving his ambition from a young age, to become a registered Paramedic.

Elliott Chandler



I have worked with small business owners for over 10 years and it has been a privilege to have been able to de-mystify technology for clients from chartered surveyors to dentists, accountants to estate agents, blacksmiths to farmers and many more besides. Our vision is to lead bridging the gap between business and technology; to simplify technology and make it accessible and beneficial to small businesses everywhere.

Adrian Ashton



After graduating with a business degree after 5 years at a University in Cambridge, Adrian was approached to turn-around an ailing enterprise support agency, was invited to contribute to national policy, and received several national/ international awards for his support to social enterprise. He's also been named as one of the UK's top 10 business advisors.

Emma Jones



The experience of starting, growing and selling a business from a home base gave Emma the idea for Enterprise Nation which was launched in 2006 as the home business website. The company has since expanded to become a small business community of over 75,000 people who benefit from business books, events and funding.

Michelle Dorrell



When she's not berating politicians on live TV (she's known for her impassioned confrontation of energy secretary Amber Rudd on BBC's Question Time), Michelle runs Chelle's Designer Nails, a small designer nail salon that she started in 2013 to improve her prospects and provide her family with more financial support; allowing them to decrease their reliance on state welfare in the future.

Julia Emelogu



Julia has always used crystals and gemstones in all aspects of her life, household and car, based on their healing properties and energies. Initially Julia made jewellery to cheer herself up, but when a number of friends and family asked her where they could purchase her original one-off pieces, she decided to launch Joolzery.

James Devonshire



Having graduated from university in 2004, James jumped straight into the world of IT support. But it was in 2010 that he decided to take a leap of faith and move to the Philippines to pursue a freelance writing career. This will be James's sixth year now abroad and he says that he hasn't regretted his decision one iota.

Charlie Mullins



Charlie Mullins launched Pimlico Plumbers in 1979 with just a bag of tools and a very old van bought at auction, and now the company boasts more than 205 professional tradespeople and a support team of around 100 staff serving customers across London, including some of the world's most famous names, including James Bond star Daniel Craig and actress Dame Helen Mirren.

Lorraine Allman



Lorraine is a business woman of 17 years, speaker, published author, and advocate of enterprising families. Her business experiences range from establishing one of the first online business information portals in the UK, to running arts education projects, and a highly successful business and educational research company. She is the CEO of Enterprising Child.

Penny Power



Penny is especially focused on the Micro Businesses that often find the workload of 'going digital' tough to manage around their already demanding schedules and business needs. To combat this resource and skill issue Penny founded the Digital Youth Academy to help young people get jobs in the SME community to help them grow and digitally transform.

Laura Henry



Laura Henry is an expert international award-winning Early Childhood specialist. She is the founder of the community interest company for Early Childhood trainers and consultants, NEYTCO; vice-president of Early Education; and national representative for the World Forum on Early Care and Education.

Patricia van den Akker



As a Director of The Design Trust, I work as a business adviser, trainer, coach and mentor. I specialise in business development, marketing and sales. I am passionate about seeing people grow and develop, turning dreams into wonderful businesses or careers, fulfilling at so many different levels: for themselves, their families and their communities.

Carolyn Frank



Carolyn has owned Libby Butler Jewellers in Helmsley since 2009, retailing personally selected high quality gold and silver jewellery and watches from UK and International Designers. She loves the dynamic of Helmsley's small business community in her second career and is a founder member of Helmsley in Business.

Paul Donno



Paul Donno set up 1 Accounts Online Ltd in 2014 after selling his traditional accountancy practice in 2012 after 20 years. Paul could see that small businesses would be moving away from the traditional approach to accountants, he ditched the time sheets and works purely on a monthly fixed fee basis.

Maria-Dee Dosunmu



Maria-Dee is an entrepreneur, micro-business coach and CEO of the UK's "largest social network" for startups and small businesses, a 300,000 strong online community – UKStartUp. Starting her first business several years ago, Dee now spends most of her time working with early-stage and micro businesses across the UK.

Sway



Sway hails from Hornsey in North London. He captured the public eye in September 2005 when he was named Best Hip-Hop Act at the tenth annual MOBO awards — a surprise upset over 50 Cent and the Game — despite being unsigned and before he'd even released an album. Despite the slew of label offers that predictably followed this triumph, Sway chose to remain independent, but his proper debut album did arrive the following year.

The John Cracknell Youth Enterprise Bank



Kit Hargreaves



Thomas Arran



Louise Upfold



Jonny Wotton & Ross Bennett

The John Cracknell Youth Enterprise Bank supports young people aged 13 to 21 years old as they start their enterprising journeys. It has supported over 350 young people providing grants, with each applicant also having the support of a business mentor, access to free use of meeting rooms or office space. In turn the young person commits to supporting youth enterprise in the City.

Our Head Roadies...



Jo Harrison
@JoHarrisOn

My early career was spent working my way up through various companies in my local area before a stint at the local council. It was at a non-profit organisation called DSDM, however, that I really found my feet. I had my first taste of the internet and started utilising email for my day-to-day work – something that would ultimately shape my future and become a defining factor in my later career choices.

My true dreams were eventually realised when I chose to take voluntary redundancy and started my own business, Writer's Block Admin Services, and I've never looked back.

My biggest leap of faith was moving to rural France back in 2011. Being a virtual assistant, I could work anywhere in the world – providing I had a reliable internet connection – and the decision to emigrate is one that I've never regretted. After all, I'm devoid of all stress (almost) and happier than I've been in many years. The perfect work/life balance that I have achieved here in France means that I can provide a truly exceptional service to my clients.

www.writersblockadminservices.co.uk



Elaine Clark
@cheapaccounting

Elaine Clark is a Chartered Accountant and Managing Director of the multi award winning online accountancy firm CheapAccounting.co.uk. By delivering online accountancy services at a cost effective price, affordable by most small businesses, CheapAccounting.co.uk supports the growth of the micro business economy in the UK.

Along with easy to understand, informative social media content CheapAccounting.co.uk takes a new and refreshing approach to the essential accounting required for micro businesses. Elaine can often be heard on BBC Radio Four's MoneyBox programme and is regularly quoted in the press on tax and accountancy matters pertinent to the micro business world.



Paul Lancaster
@LordLancaster

Passionate supporter of UK enterprise, tech startup mentor and published author of the 'Small Business Marketing For Dummies' book. Previously at Sage and Shell LiveWIRE, my role at Tech North is to support, promote and accelerate tech and digital entrepreneurship in the North of England with a particular focus on the 7 major cities of Newcastle, Sunderland, Manchester, Liverpool, Leeds, Sheffield and Hull.



Gaynor Carr
@TheSmartStation

I'm an award-winning document and graphic designer, producing creative design that's perfect for your business! I have over 18 years' experience of working for large corporations and small consultancy businesses producing documents to improve and enhance their presentation, and I set up my own successful document and graphic design business, The Smart Station, seven years ago. Although it takes over my every waking minute, I've never been happier.

I'm delighted to say it's gone from strength to strength, and I now have clients all over the UK, as well as France, Poland, Qatar and Dubai. I design branding, logos, business cards, stationery, promotional materials, and create document presentation and layout for startups, SMEs and larger businesses to help you look good, feel proud and make a *great* impression!

www.thesmartstation.com



Marianne Whitfield
@Essential_Biz

Marianne Whitfield is co-director of Essential Business and Managing Director of Cobweb Information. As a business owner, Marianne understands all too well the realities, pitfalls and day-to-day frustrations of running a business. At Essential Business, she works alongside Julie Stanford to publish guides, workbooks and courses for business start ups, small and micro business owners, and their professional supporters.

Running a business is challenging, sometimes scary and always demanding – but get it right and there is enormous satisfaction to be had. Essential Business helps business owners gain the vital skills and understanding that make their business success more likely.



Ed Goodman
@edagoodman

Most people start a business to do something that they love or to create a better lifestyle for themselves. I work with these people, through mentoring and coaching, to help them through the early stages of their journey. Together, we bring their business to life and work towards them making a profit while enjoying their journey too. I'm also the co-founder of the Cambridge Business Lounge, a freelance social media trainer, and author of "New Business, Next Steps – the all-in-one guide to Managing, Marketing and Growing your small business".

Our #RockingPromoters...

We'd like to say a huge thank you to our #RockingPromoters, journalists and media who support us all year round:



Organisation for Responsible Businesses
PEOPLE PLANET PROFIT

NORTH NOTTS
BUSINESS CONNECTIONS
Bringing Businesses Together



We're raising £8,000 to help micro business owners facing difficulty, because running a micro business is hard when crisis hits.

There are billions of people across the world running micro businesses, those that employ between 0 and 9 people. Unfortunately however, when the going gets tough, you often have no-one to turn to if you are self-employed - especially if you are one of the millions who are sole traders. It is at times of crisis that even the smallest amount of money can make a big difference to improve the situation you find yourself in - whether through ill health or natural disaster, you can feel at rock bottom.

Driven by a passion for micro business that stems back decades, Tony Robinson OBE and I set out on a mission in 2011 to make life in micro business better. On 9th January 2012, we launched Enterprise Rockers. With an ongoing belief that there needs to be greater recognition for the benefits that the smallest businesses in the world

bring, Tony and I have invested our time and money we earn from running our own micro businesses to drive this independent community interest company forward.

Micro business owners will be able to apply for a crisis grant of £500 to help them through the difficult time they find themselves in. Throughout 2016, the first year of the Hit The Rocks fund, our selection panel of 5 micro business owners will only allocate grants to those that have been affected by flooding or serious ill health. Each applicant will have to complete an application form which lists the specific criteria needed for a grant to be issued, available from help@hittherocks.org.

Though we appreciate many who apply will not want their situation made public, we do hope that some micro business owners will allow us to share their story so others will be encouraged to apply for a grant if they feel they too have Hit The Rocks. Please pledge now!

www.hittherocks.org

Broadcast Schedule

Studio guests at Portobello Business Centre will be joined online by guests from many different countries and there will be a continuous update on minutes and money donated, and all of the activities by #MicroBizOwners to support each other.

9.00 - 10.00	Tune-In Hour
10.00 - 11.00	Hit the Rocks Hour
11.00 - 12.00	Home Business Hour <i>supported by ScanSnap</i>
12.00 - 13.00	Trades Hour
13.00 - 14.00	Enterprising Young People Hour
14.00 - 15.00	Collaboration Hour <i>supported by Microsoft</i>
15.00 - 16.00	Stuff-You-Need-to-Know Hour <i>supported by Sage</i>
16.00 - 17.00	Let's Rock Hour

***** NEXT #MICROBIZMATTERSDAY *****
FRIDAY 13 JANUARY 2017

Whether you want speakers who are specialists in micro business, facts, or a voice for those who employ 0-9, contact:

Tina Boden
tina@tinaboden.com
@MicroBizGirl

Tony Robinson OBE
tonyrobinsonobe@gmail.com
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MicroBizMattersDay
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.....
www.microbizmattersday.rocks