

01. ENTREPRENEURSHIP

# Big. Guide

**superscript**

# Table of contents

<b>Welcome</b>	<b>3</b>
We're Superscript	3
Introduction	4
<b>1. Getting Started</b>	<b>5</b>
1.1 Starting a business: a checklist	6
1.2 Writing a business plan	7
1.3 Finding your first customers	8
1.4 Buying business insurance – what cover do you need?	9
<b>2. Lets Get Growing</b>	<b>10</b>
2.1 First things first...are you ready to grow?	11
2.2 Choosing a growth strategy... or two	12
2.3 Defining growth opportunities	13
<b>3. Building a Team</b>	<b>14</b>
3.1 Do you need a co-founder?	15
3.2 How to find a business partner	16
3.3 Constructing a work crowd	17
a. Who to hire first	
b. Perfecting the recruitment process	
c. Defining job roles	
d. Going talent spotting	
<b>4. Show Me the Money</b>	<b>19</b>
a. Small business grants	
b. Business loans	
c. Crowdfunding	
d. Angel investors	
e. Venture capital	
f. Accelerators	
g. Networks and syndicates	
<b>5. The Resource Centre</b>	<b>22</b>
5.1 For the bookworms	23
5.2 For the pod-cats	24
5.3 For the tool fanatics	25
<b>6. Reference list</b>	<b>27</b>

# Hey!

We're Superscript – a business insurance company on a mission to provide better cover for over 1,000 business types, from sole traders and SMEs to companies with complex and emerging risks.

We offer flexible, customisable cover by monthly subscription, allowing for easy adjustments that don't lock you in. We take care of the risks, so you can go all in.

Since starting in 2015, we've spoken to more entrepreneurs than we can count, so we're super excited to gather the knowledge we've gained over the years and share it with aspiring entrepreneurs out there. We hope it helps you on your business journey.

**superscript**

---

# Rich. Successful. Powerful. Risk taking. Passionate. Innovative.

These are the words most associated with entrepreneurs. And to many, the notion of becoming a CEO is too frightening to act on. Add that almost 90% of startups fail and it's enough to put you right off.

You might have an idea, but it takes huge amounts of courage to build on this and turn it into a fully fledged business, with goals and forecasts and employees. But, with a good idea, the right mindset and enriching resources behind you, really anyone can become an entrepreneur.

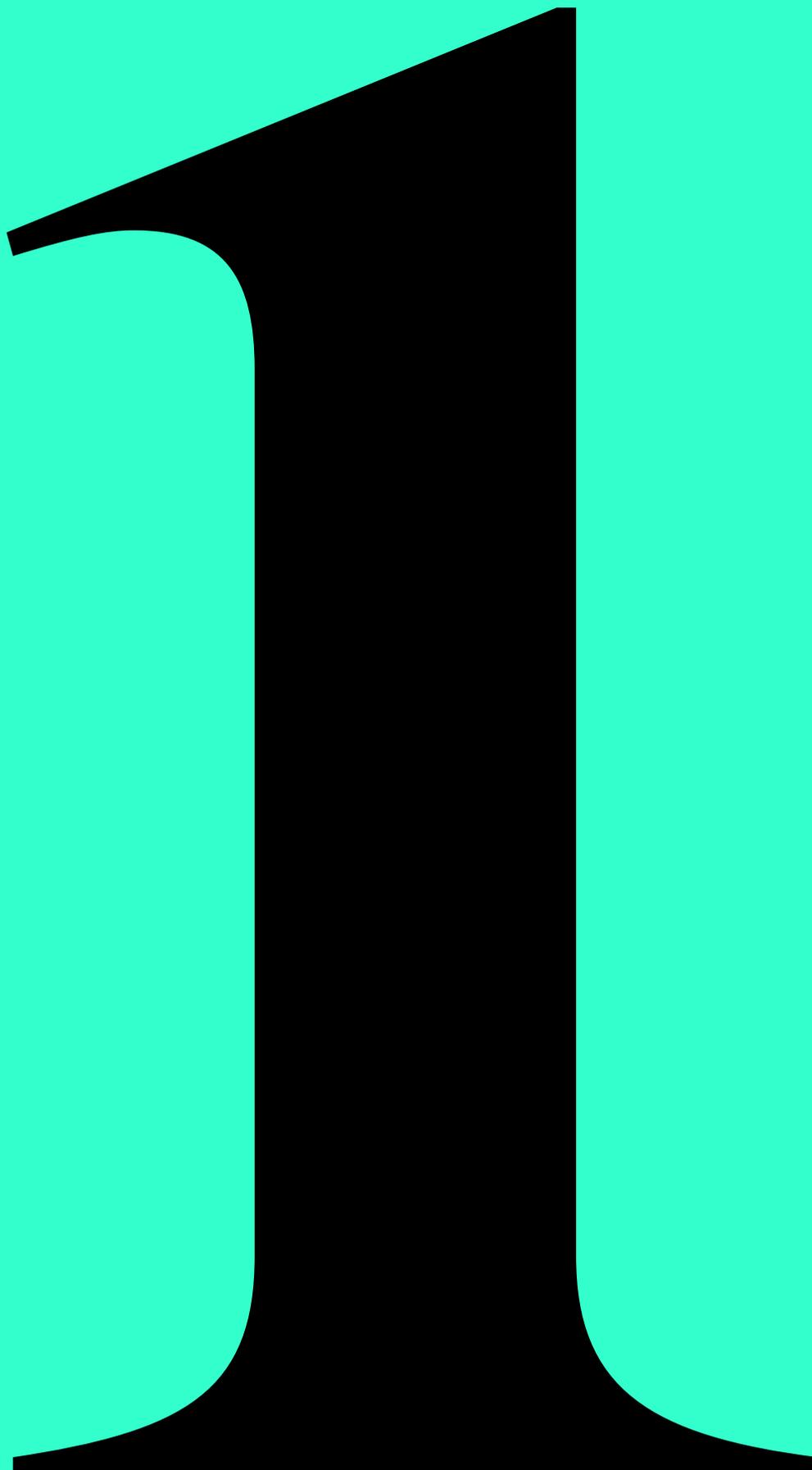
If you're ready to take on the challenge, this guide will help you break entrepreneurship down into chunks – giving you the tools to turn your dreams into reality and make your business a success.

Superscript's very own entrepreneur, CEO Cameron Shearer, knows a thing or two about what it takes. He says,

“Becoming an entrepreneur is no doubt a challenge – you will go on quite a journey – but throughout the process you'll build something that you're truly passionate about and proud of.

You'll face a lot of hurdles at the start, like restrictions on resources, people and cash. But creativity and agility will help you to overcome this – it certainly helped us. Just keep testing, iterating and don't be afraid to pivot.”

# Getting Started



# Starting a business: a checklist

When you have a business idea, you'll just want to get going. But putting the pedal to the metal isn't always the best course of action. This section will help you pump the breaks, organise your thoughts and be strategic in your approach.

This list gives you a nice overview to put you on solid footing:

- Research the market:** who is your target market and is there demand for your product?
- Competitor analysis:** who is doing something similar and what can you do differently?
- Set objectives:** what do you want to achieve in 6 months? A year? 5 years? Writing these down will help you streamline a strategy.
- Find a co-founder:** not essential, but potentially beneficial for extra skills and moral support. Check out [our guide](#) on whether you need a business partner.
- Write a business plan:** a detailed look into the future of your business. Our guide below explains how to write one.
- Source funding:** starting a business takes money. Our finances section talks about your options, including grants, loans and investors.
- Pick a name:** crucial for your branding and marketing. It needs to be memorable and personify your business' product or service.
- Hire an accountant:** while you may want to start off doing your own bookkeeping, an accountant allows you to focus while they do the finances.
- Register your business:** contact Companies House, become VAT registered and register as an employee. Your accountant can help with this.
- Get the right licences:** check out which licences your company may need with the [Government's licence finder](#).
- Buy business insurance:** your business may be legally required to have insurance. Our guide to business insurance below can help you decide what you need.
- Open a business bank account:** this will keep your business expenses and transactions separate from your personal ones, making tax returns easier. Check out [our guide](#) to the best business bank accounts.
- Hire your first employee:** there's a lot to think about when growing your team. Our section on this will guide you through the hiring process.
- Find suppliers:** what will your supply chain look like? Who will make and distribute your product if you have one? This will require research, visits, agreeing terms and testing.
- Build a website:** this should display your values, product or service offering and key information like contact details, opening hours and location as well as extras such as content to help drive traffic – read more about how to do this in [our guide](#).

 [Read the full 'Starting a Business Checklist' article](#)



# Writing a business plan

A business plan is essentially a roadmap, setting out your goals and expectations for your business and mapping out how you're going to achieve them.

There are lots of reasons for writing a business plan - but two of the main ones are because you're looking for investment or trying to organise your thoughts and ideas into something cohesive.

Whatever the intention, it should be organised into clearly defined sections and can include the following:

**Executive summary:** a concise overview of your plan. A paragraph on key points from each section. Some find the executive summary easier to write at the end.

**The opportunity:** explores the foundations of your plan. Include the problem, your solution, the target market and a competitor analysis.

**The execution:** a plan for each team (even if it's just you for now). Write out a strategy for each team and segment of your business. This will be the biggest part of your plan and should include:

- Marketing – how are you going to reach your target audience?
- Sales – how are you going to make a sale?
- Product – what is your product?
- Technology – what technology do you need to be operational?
- Facilities – where will you operate from?
- Finance – do you need funding? What are your overheads? What's your projected revenue?
- Logistics – what's the supply chain?
- Leadership – who are the owners, founders, advisors and investors?
- Risks – what could go wrong and how will you solve this?

## Extra tips



**Get feedback:** send your first draft to friends, family, or someone with business knowledge and action their points.

While criticism might be a tough pill to swallow, it's better to iron out the kinks now.

**Consider business training:** entrepreneurship is made much easier when you've learnt the ropes first.

[Discover some of the best training and workshops providers in the UK](#)

 [Read more about how to build a business plan](#)



# Finding your first customers

You're set up and ready for your first sale, but customers are unlikely to simply start flocking to you. It's up to you to seek them out, build their trust, appeal to their needs and land those sales.

Here are some ways to do that.



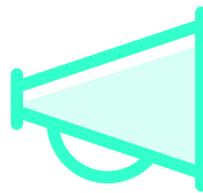
## Build your online presence

If you've got a website, customers need to be able to find your brand when searching for your product/service. This involves search engine optimisation and content marketing – writing things on your site that helps Google understand what you do while appealing to your customers interests. For more information, check out our [guides to SEO](#) and [content marketing](#).



## Work your network

Look for people who fit your ideal customer across your own social media channels, tell them what you're building and ask for their feedback. As a reward, you could give them a 'refer a friend' code – this should not only land you some early sales, but gives them an incentive to help you out.



## Create a buzz

Brands do better when there's a bit of noise about them. Use your USPs or some unique data relating to your business to pitch interesting angles to journalists, create a cool competition, make some eye-catching ads or use social media in a way that truly connects to your customers.



## Partner up

Collaborations boost brand awareness and give you access to an already established customer base quickly. Look for businesses that your customers use and reach out to see if they'd be interested in offering your product or service for a discount.



# Buying business insurance – what cover do you need?

Whether you're self-employed, running a small business, or a larger company, business insurance can protect you against potential financial losses, that – if a claim occurred – you might not be able to afford.

To get the right protection, it's essential to get the right combination of covers. This involves identifying risks and understanding the damage these could do to your business.

Let's go through some of the most common covers:

**Public liability:** if your business interacts with anyone – customers, suppliers, clients, contractors, members of the public – this cover is a must. It protects your business from claims that arise from accidental injury or property damage from anyone who isn't an employee. [Read more](#) about public liability cover.

**Employers' liability:** this cover is a legal requirement if you have employees, including part-timers, contractors, casual workers or temporary workers. You could be fined up to £2,500 for every day you didn't have it. [Read more](#) about employers' liability cover.

**Business contents:** this covers your business equipment, such as laptops, computers, phones, documents, cash and office furniture against fire, theft, flooding, storm damage and malicious damage. If your business couldn't afford to replace these expensive items, business contents cover is one to seriously consider. Superscript can cover contents if you're based in a co-working space and if you travel internationally for up to 90 days per year, too. [Read more](#) about business contents cover.

**Professional indemnity insurance:** for businesses that offer advice, consultancy or professional services. Protects your business against claims against you made from clients in relation to your work. [Read more](#) about PI cover here.

**Cyber insurance:** for any business that uses computers and/or holds data. Protects you against risks such as data breaches and cyber attacks. [Read more](#) about cyber insurance here.

**Product liability:** protects your business from claims made against you if someone suffers an injury or damage as a result of your product. [Read more](#) about product liability cover here.

**Directors' and officers' insurance:** covers directors or the management team against claims from employees, the public, regulators, investors or other directors. [Read more](#) about D&O cover here.

**Could you afford the cost of a claim against your business?**



# Let's Get Growing



# First things first... are you ready to grow?

A scaling company wants to grow revenue rapidly and up your customer base without increasing costs too much. This means you have to be out of your experimental stage and confident about your return on investment.

Here are questions to consider before deciding to go full throttle:

-  **Can we handle more customers?**  
From logistics to the strain on your customer success team, map out how much extra work taking on more customers could cause you and come up with some solutions.
-  **Do we have solid enough traction in the market to expand?**  
If you've seen steady growth and you've got data telling you there's demand, such as surveys or evidence of searches for your company in other geographical areas, you are probably ready. If you want to expand because sales are in decline, you need to assess your customer base and really understand if your ideas are in demand.
-  **What problems do we currently have?**  
These are likely to grow as you do.
-  **What's really important to us?**  
If it's a good customer experience, for instance, think about how this could change as you grow. This will help you minimise mistakes.
-  **Can I handle more employees?**  
Leading a team of 5 is much different from heading up a team of 100. Think about any extra support you may need here, such as a chairman, a mentor or leadership training.
-  **How will the company culture change?**  
If you've established a close-knit team with the same visions and values, will this transfer this to a bigger team? And how will you make it do so? It's a good idea to nail down the culture in great detail and think of ways you can make this present in your hiring process, at the office and in team meetings and events.
-  **Will you need investment?**  
Chances are, you will. Scaling up means increasing resource, your marketing budget, your supply spend and facilities. Check out our section on finances to discover how to find investors.
-  **What mistakes have your competitors made?**  
Not only can you learn from these and do something different, but really digging into what your competitors are doing will help keep your ideas fresh. Don't shy away from rubbing shoulders with them – contrary to popular belief, they're not your enemies.
-  **Where do you see yourself in 5 years' time?**  
A question hated in interviews, but extremely valuable when scaling up. Be honest and realistic.



# Choosing a growth strategy... or two

There are loads of growth plans out there – the one you choose will depend on what's right for your business and where your company life stage is at.

## Customer growth

This strategy is most suited to companies that have just launched. It focuses on growing your customer base before moving into new markets. You can do this through tactics like search engine optimisation, growing your social following, running competitions and events.

## Market development

Similar to market penetration, this strategy focuses on locations over your product or service. It involves expanding into new geographical markets, which could mean going from local to national or from national to international.

The trick here is to be able to engage with customers once you're there and could mean hiring remote employees who understand that market.

## Product diversification

What new products or services can you create based on your original idea? Or can you upgrade what's existing? It's best to execute this strategy once you've perfected what you've already got. Once you've done that, product diversification is a great way to give your customers newness and keep your business fresh in their minds.

## Channel diversification

There could be potential customers out there who haven't heard of your business because you're not on the channels they visit most. This could mean expanding to online from brick and mortar or diversifying your marketing channels, such as social media, PR or even billboards.

## Market penetration

The goal is simple: make your product or service work harder to make more sales.

This strategy is best done when your customer base is already familiar with your products or services. Once they are, you can either upsell the same product on a larger scale or show your customers what else your business offers.

## Extra tips



If you're feeling confident and you've got a good team behind you, you could tackle some if not all of these strategies.

Use customer feedback to inform your decisions. Happy customers will be loyal to your brand and buy more products/services if you've listened to their requests.



# Defining growth opportunities

Once you've decided you're ready to grow and thought about strategies, it's time to narrow down your actions. This should include deciding on marketing strategies as well as conducting forecasting to set some goals and drive growth.

To help, we've asked Mai Fenton, Superscript's Chief Marketing Officer, and our Chief Financial Officer, Anil Sharma, to provide some growth and forecasting tips respectively.

Once you have developed a great product or service, found product/market fit and your first customers, identifying growth opportunities can be really rewarding.

Think expansively and creatively about the customers who would buy your product or service, where they 'hang out' (physically or online) and brainstorm ideas with friends or business partners.

Can you create word-of-mouth within the right community? This might mean sampling in a relevant local space for people to experience your product, or sending an opinion-former a sampling gift and pitch. If you're a digital business, driving more inbound traffic to your website through [search engine optimisation](#) and [content marketing](#) may be the way to go.

I'd always recommend starting small to validate what works in driving more leads before scaling your activity, especially if you're going to invest in more costly initiatives such as Google search ads or Facebook advertising. You don't want to burn through your capital too fast.

**Mai Fenton**  
Chief Marketing Officer



Forecasting is a difficult task but well worth the effort. It goes without saying that there's a base level of spreadsheet knowledge that helps but even without that, the logic of your business model will always be a helpful foundation. Some steps I'd follow when forecasting are:

1. Make sure you have a good understanding of the key revenue and cost drivers of your business.
2. Map out how you want the model to look and how it can remain presentable to external parties like investors.
3. Pick key metrics that will help you judge the performance of the business and also give investors the right information.
4. Start on a granular level – what drives potential customers to your business and how do they ultimately decide to purchase and remain a customer?
5. Determine the time frame for your forecast – do you want to look out over 2, 3 or 5 years. I'd say 3 years is a good view to take.
6. Look at your cash runway – how much cash are you burning after sales? This will show your monthly 'net burn' and when you need to start raising cash again.

**Anil Sharma**  
Chief Financial Officer



# Building a Team



# Do you need a co-founder?

Deciding whether to form a partnership depends on you as much as the person you're looking for.

For instance, if you find it difficult to relinquish control or delegate, no matter how busy you are, then a partnership probably isn't for you.

If you relish the thought of sharing ideas, building a business together and assigning responsibilities, then it sounds like you're ready to partner up.

Having a business partner has its advantages:

- **Pool your skills and knowledge together:** you're not likely to have the exact same experiences as your co-founder, meaning they can be the ying to your yang, picking up things that are more to their strength, and vice versa.
- **Lean on extra resource:** at the start, you'll have an endless list of things to do, events to attend and people to meet. A co-founder cuts those things in half, helping you get things done twice as fast.
- **Increase your brainstorming power:** thinking up creative solutions is made much easier when you've got someone to bounce ideas off. A co-founder can be a fresh pair of eyes and provide a new perspective.
- **Get all-important support:** starting a business is a whirlwind of emotions, one minute you could be jumping for joy, the next you could be at breaking point. A co-founder will share those moments with you, making the highs higher and the lows less low.
- **Split the costs to ease the strain on your wallet:** a co-founder is likely to bring in extra savings while you wait for investment.
- **Take a day off without everything collapsing:** as a sole founder, you'll constantly have emails and phone calls vying for your attention. While this doesn't completely go away with a co-founder, you can let go of the reins knowing your business is in safe hands.

Business partners come in handy particularly if you've identified a weakness in yourself (such as networking or marketing) that they can fill. Identifying your weaknesses also gives you a clear idea of what to look for when recruiting.

## Power struggles

Where many clashes take place is when the relationship and expectations haven't been set from the start as well as the visions and values being clearly defined.

Be sure to put these in place and refer to them when needed to avoid butting heads.



# How to find a business partner

If you've decided to couple up, you'll now need to find the perfect person to take on the world with you.

Here's some places you can look:

1

## LinkedIn connections

Professional platforms like LinkedIn make it easier to float the idea of a business partnership to people. The only downside is that you might not know them too well.

If you know of someone's work and think they'd be a good fit, you can always arrange an initial meeting to gauge where they're at professionally and whether you're aligned and go from there.

2

## Friends and family

You know these people on a personal level, but would it work in a business capacity? When considering this option, try to look at the person objectively – what have they done in their career?

It's important to ensure this business partnership would work so you don't lose out on a valued relationship. Setting some smaller tasks before agreeing to anything might be a good jumping off point here.

3

## Current or ex-colleagues

From this pool of people, you already understand who you work well with. Be careful with going too far back in your CV though – people's priorities, expertise and commitments, both professionally and personally, may have changed.

4

## Networking events

Two words that fill most people with dread, but provide a melting pot of opportunity. The thing to remember here is, everyone is there for their own reason. Finding out what that is can not only be a good icebreaker but give you a lead to assess their suitability to your business. You can learn more about how to nail networking in [our guide](#).

**Before you start looking, remember to have your elevator pitch ready.**



# Constructing a work crowd

Now for your first hires. Naturally, you'll have a picture in your head of the ideal people you're looking for, but actually finding these people takes time, commitment and good judgement. What's more, while you're likely to have a bit of funding behind you, you'll have to keep your belt quite tight to keep costs down.

With this in mind, you'll have to nail down which roles and skills will have the most impact on your business and design a recruitment process that gets you in front of the right people and makes you stand out from the crowd.

## Who to hire first

Unsurprisingly, this really depends on what your business does.

For instance, if you had a tech-based company, such as a new app or online platform, you'd want the hiring order to look something like this:

1. Developers and engineers
2. Designers
3. Sales, marketing, finance and operations

But if you were creating a predominantly offline business, such as a filming or cleaning service, it might look like this:

1. Operations
2. Marketing and sales
3. Finance

## Perfecting the recruitment process

If you're new to recruitment, here are some tricks to creating the perfect hiring experience:

1. **Apply design thinking** – put yourself in the candidates shoes, what impressions and questions do you think they'd have about the business? This will help you formulate interviews.
2. **Have open, frank discussions** – as a startup, they're likely to need reassurance, so this is just as much of an interview for them as it is for you.
3. **Be quick and cut throat** – if you find someone amazing, respect your candidates time by keeping hiring to under 2 weeks, from first interview to offer – good people don't hang around long. Likewise, if it doesn't feel quite right, tell them so and give feedback.
4. **Grow your team slowly** – make sure that each hire is fully settled and understands their responsibilities before bringing someone else on. This avoids burning cash, while making sure the assemblance of your dream team is methodical and considered.



## Defining job roles

Founding a role is similar to founding a business, it involves focusing on the “why?”. This means:

- **Defining the purpose of the role:** what problems are you looking for the person to solve? Why does that role exist? Every person in a business should be able to answer this question.
- **Defining the objectives that you expect them to meet:** these should align to your business' objectives. Without a direct link, can you justify the hire? Having strong objectives will help you find a person that can meet these and they'll understand what success looks like.
- **Defining the key responsibilities that you would expect of them:** keep this very high-level so it defines the role without getting bogged down by details. The more people you hire, the more granular the responsibilities will need to become so there are no clashes.

From here, you can write job descriptions that describe all of these points, along with your company's values and goals.

On top of working with other great people, now is the time to also think about how else you'll pull people in – otherwise known as your **employee proposition**. So, this includes perks, benefits and rewards. While this might not be very exciting to start with, candidates understand that being involved in a founding team, having autonomy, the ability to master their role and a sense of purpose goes further than a pool table and a couple of snacks.

## Try a different approach



If you can't find senior people to fulfil what you need, look for people who are more mid-level with the right attitude who are excited and willing to learn.

## Going talent spotting

With your preparation complete, you're now ready to get out there and start your hunt for talent – and this is where the hard work really kicks in.

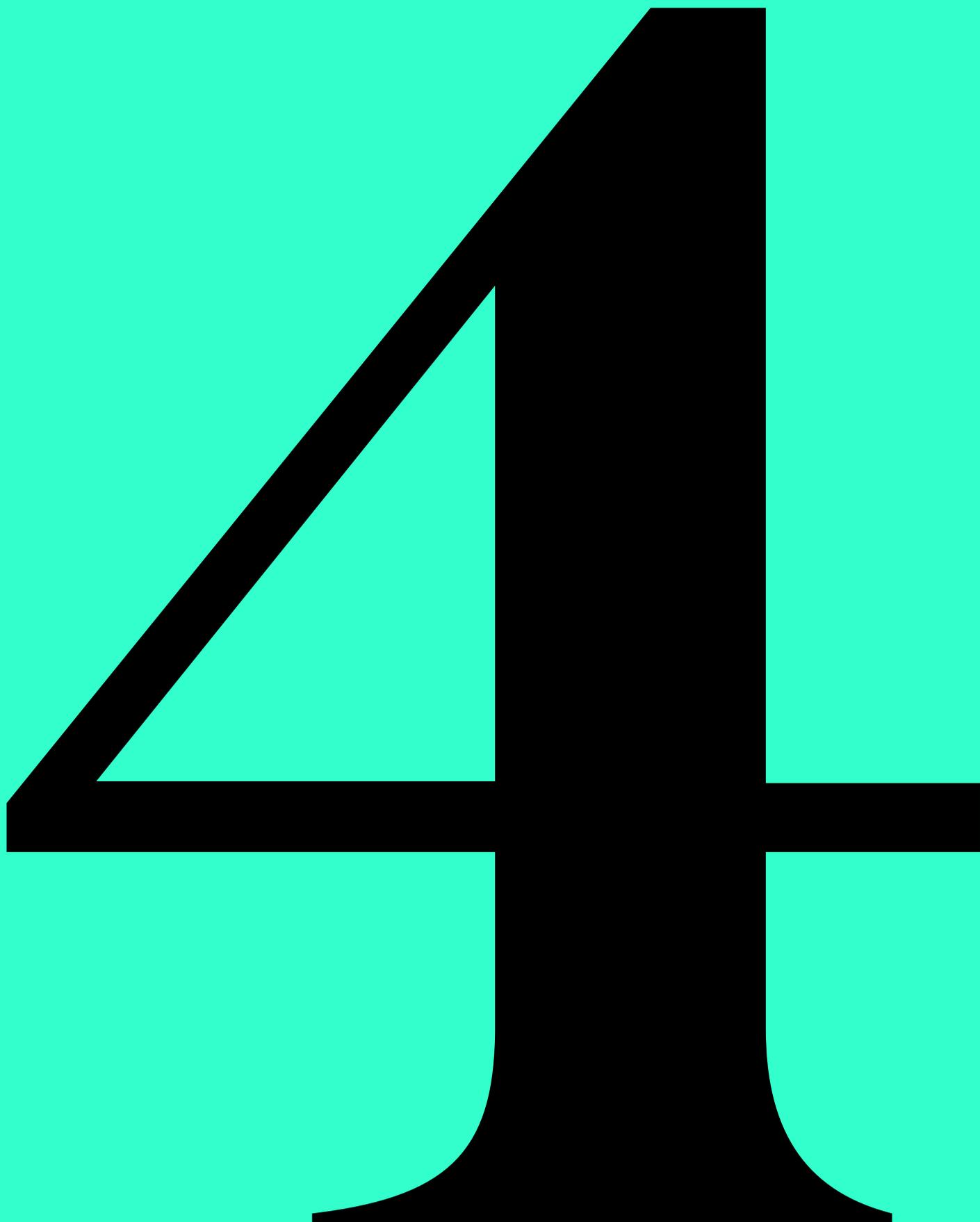
First up, make sure your amazing job spec is on all the right websites and tailored for the roles that you are recruiting for. You'll likely be inundated with applications and if you're too busy, it might be wise to hire an agency, a recruitment partner or an HR contractor.

Once you've vetted your applicants, it's time to make some offers. Hiring also involves doing some employee due diligence, considering legal requirements, such as buying [employers' liability insurance](#) and deciding what everyone's first day will look like. You can read all about this in our [guide to recruiting for startups](#).

**Look for evidence that the candidate has had the impact that you're looking for in your business.**



# Show Me the Money



# Your funding options

Even if you've got a stash of savings squirreled away to spend on your business, chances are you'll need some extra funding to be able to get things off the ground.

## Small business grants

A small business grant is money that is given to you by the government, charities, programmes or other companies that you don't have to pay back. The only caveats for them is that you may need to match the amount of money being given and the competition to receive one is quite high.

To find a business grant in the UK, you can use the [Government's business grant search tool](#), or look directly at companies such as [Support for Business](#) or the [Lottery Heritage Fund](#). This is just a handful of grants available, have a read of our [guide to small business grants](#) to discover more.

## Business loans

A business loan works in a similar way to personal loans – the lender gives you the cash, and you repay it in regular amounts according to the agreement with interest. Businesses tend to seek them when they need an injection of cash and know they have a steady enough cash flow to repay it. So, if you run a highly seasonal business, this might not be for you. There are two main types: secured and unsecured and conventional business loans typically range from £500 to £500,000.

To find out what you can use a business loan for, who can apply for one and alternatives to bank loans, read our [guide to small business loans](#).

## Crowdfunding

Crowdfunding involves pitching your idea to a large audience (usually through certain dedicated websites such as [Crowdcube](#) and [Seedrs](#)) and inviting the public to donate. If you can engage the public – or your existing loyal customer-base - you can potentially get large cumulative amounts from thousands of small investors. If you're an unknown brand, crowdfunding can be an uncertain process and requires a lot of promotion behind it to be successful.

## Extra Tips



Focus on needs, not wants. This will make sure your product or service is instantly saleable.

Get free advice – places like the British Chambers of Commerce and the British Library run free events for startups.

Request upfront payments or a deposit – your time costs money, and customers will understand this.

Ask for stuff – freecycling, resources, equipment. You'll be surprised by how generous people are.



## Angel investors

The term 'Angel Investment' refers to private investment in a company by a wealthy individual, usually in exchange for ownership equity. Angels have more autonomy than venture capitalists, which often means that you can negotiate more flexible terms. However, they're also taking a greater personal risk than a VC investment firm, so may well want to see more equity or business influence in exchange for their investment.

You can read more about this in our [ultimate guide to angel investment](#).

## Venture capital

A step up from angels, VC firms invest in early-stage, emerging growth companies on behalf of high net worth clients, usually offering 50% or less of the business equity. These are professional investors and usually have all kinds of protocols and due diligence procedures in place. This does reduce risk, but lessens the flexibility of the deals they can offer.

If you manage to secure interest, you'll get access to a ton of incredible resources. But be careful – VCs can be tough about what they want to see in return, and you could end up sacrificing more equity in your business than you care to.

## Accelerators

Startup accelerators are programs that promise a few years growth in a short period of time. They offer a rounded experience of finance, mentorship and other support. They tend to focus on services, offer seed funding, can be highly selective and request payment via equity. Due to their popularity, there's now plenty to choose from, between venture-backed accelerators and government.

Read more about them in our [ultimate guide to accelerators](#).

## Networks and syndicates

A group of angels, normally led by one or two that have a better understanding of your industry or business idea. Angel networks and syndicates tend to be a bit more risk-averse than single investors, but on the plus-side they do have greater resources in terms of finance and connections.

For many of these options, you'll often be asked "how much is your business worth?". There are a few methods to work this out, including equations, asset valuation and comparison.

To learn more about these, read our [guide to valuing your business](#).



# The Resource Centre



Successful entrepreneurs are constantly learning. No matter their schedule, innovators will find time to absorb and improve, in their own field and beyond. Whether you get on better with books, audio or tools, we've got the recs for you based on what successful CEOs have been inspired by.

# For the bookworms



## **Outliers**

*Malcolm Gladwell*

---

This book unpacks the characteristics of great leaders, innovators and entrepreneurs and popularised the (now debunked) '10,000 hour' rule for success. It's packed with rich insights and ideas for how to find your own success.



## **How to Win Friends and Influence People**

*Dale Carnegie*

---

Hailing from 1936, this classic still remains a top seller. Carnegie has influenced generations of professionals to boost their likeability, persuade their peers and win over prospects, all without creating backlash.



## **The Hard Thing about Hard Things**

*Ben Horowitz*

---

Written by one of Silicon Valley's most respected and experienced entrepreneurs and venture capitalists, it gives advice on the gritty reality of building and running a start-up, from firing friends, to poaching competitors and knowing when to cash in.



## **Shoe Dog, the memoir of Nike founder**

*Phil Knight*

---

Something of a mystery in the past, Knight uses this book to share his story for the first time, charting his rise from selling running shoes from the boot of his car to leading one of the biggest global brands in the world.



## **Founders at Work**

*Jessica Livingston*

---

This is a collection of interviews with famous tech founders, including Steve Wozniak of Apple, Caterina Fake of Flickr and Max Levchin, the co-founder of PayPal. The author, a founding partner at Y Combinator, has also seen a thing or two in her career.



## **The 4-Hour Workweek**

*Timothy Ferriss*

---

This ground-breaking book details how Ferriss went from earning \$40,000 a year to \$40,000 a month, never working more than four hours a week. Within it you'll learn tricks to work smarter, not harder.



# For the pod-cats



## Being Boss

*Emily Thompson and  
Kathleen Shannon*

---

With over 8 million downloads from a global audience, Being Boss is a weekly podcast, often featuring interviews with entrepreneurs from across the creative industries. It's all about exploring mindset and behaviours that keep entrepreneurs going - with lots of real-life anecdotes and a humorous edge.



## Goal Digger

*Jenna Kutcher*

---

As the name suggests, this podcast helps listeners find the means to achieve their goals. Jenna – who took her passion for wedding photography and built a seven figure business – shares thoughts on how it's possible to grow a profitable business that allows you to live more and work less.



## Masters of Scale

*Reid Hoffman*

---

The co-founder of LinkedIn investigates the approaches that successful companies have taken and how they allowed them to grow from nothing, to something. Each episode begins with a story that introduces his theory of how the business scaled and develops into a thought-provoking discussion.



## Mixergy

*Andrew Warner*

---

This podcast focuses on getting the most insightful information out of each of the startup founders who are interviewed. This keeps things interesting, as the result is a complete mishmash of highly personal interview topics.



## The Start Up Chat

*Steli Efit and Hiten Shah*

---

These two Silicon Valley-based entrepreneurs tackle pertinent topics such as 'How to get good at taking critical feedback' and 'How to notice your own bias', assessing them and offering actionable advice that's applicable to startup life.



## The Tim Ferriss Show

*Tim Ferriss*

---

In each episode, Tim explores the factors that make successful people successful. Guests include internationally known names from a variety of fields, such as LeBron James, Maria Sharapova and Reid Hoffman.



# For the tool fanatics



## Primer

---

As an entrepreneur, you have to wear many hats. This app is designed to boost your skillset – from management, sales, branding or marketing – straight from your phone. The platform learns your existing skills and builds easily digestible lessons in a flash-card format, keeping track of your progress and helping you develop professionally on the go.



## Farillio

---

This platform helps your business stay on top of ever-changing legal requirements by providing all the legal advice and necessary document templates in one place, including everything from HMRC forms to employment contracts.



## AngelList

---

AngelList takes care of sourcing the talent and exposing your startup to investors, enabling you to apply for funding. Specialising in startup businesses only, the platform is built to connect early-stage businesses with professionals looking for a job within the sector.



## Intercom

---

This platform allows your support team to communicate with your customers through emails, messages, web chat and social media within one simple platform, saving your team from managing multiple messaging hubs.



## Mention

---

Mention is a web-integrated monitoring tool that tracks certain keywords and alerts you every time the name of your business is mentioned elsewhere. Not only will it help you see where your business stands in the market, but also gather curated content for your social media calendar.



## Sprout Social

---

This app connects all of your social media accounts to its all-in-one platform, helping you create, share and schedule your content and choosing the best time for it to be posted via the chosen channels. It will also help you discover external content, social trends and tags to utilise for your business' benefit.

 Discover plenty more apps to make your business life easier



# You've got this

From our team, to yours – we hope this mega guide serves you well and sets you on the right path to becoming the entrepreneur you know you can be.

If you're in the market for business insurance, we specialise in covering small and growing businesses with customisable monthly insurance that's tailored to your specific risks.

**superscript**

---

# Reference list

Unless otherwise stated, the links below are provided by Superscript.

1. [Do I need a cofounder to start a business?](#)
2. [Licence finder](#) – GOV.UK
3. [The best business bank accounts](#)
4. [How to drive traffic to your website](#)
5. [How to start a business checklist](#)
6. [How to write a business plan](#)
7. [The best small business workshops and training](#)
8. [Public liability insurance](#)
9. [Employers' liability insurance](#)
10. [Business contents insurance](#)
11. [Professional indemnity insurance](#)
12. [Cyber liability insurance](#)
13. [Product liability insurance](#)
14. [Directors' and officers' insurance](#)
15. [Four growth strategies for your business](#)
16. [An introduction to SEO for small businesses](#)
17. [A guide to content marketing for startups](#)
18. [How to nail networking in 7 steps](#)
19. [How to recruit for your startup quickly](#)
20. [How to start a business with no money](#)
21. [Finance and support for your business](#) – GOV.UK
22. [Support for business](#) – supportforbusiness.co.uk
23. [Funding by Heritage Fund](#) – heritagefund.org.uk
24. [Small business grants in the UK](#)
25. [How small business loans work](#)
26. [Ultimate guide to angel investment](#)
27. [Ultimate guide to startup funding](#)
28. [Ultimate guide to startup accelerators](#)
29. [11 books that inspired famous entrepreneurs](#)
30. [10 podcasts for entrepreneurs](#)
31. [Top 30 tools for entrepreneurs](#)