

CONNECTING FOR GROWTH



WHERE ASPIRATION AND AMBITION MEETS INVESTING

The Story

High growth small businesses are the backbone of the UK economy, and are responsible for driving increases in productivity, GDP, employment and the skills of the workforce.

These high growth businesses represent an enormous economic opportunity for the UK. But, they need investment and support in order to facilitate future growth, diversify and expand into new markets to compete globally.

Even more important than gaining investment, is gaining the right investor.



An unaligned investor can stall growth, cause friction or take the business in the wrong direction. Alongside the right investors, high growth businesses need access to the right professional services firms to optimise business processes, mitigate risk and gain invaluable legal advice.

Connecting for Growth will give your business unparalleled access to the UK's leading specialists in enabling small businesses to scale rapidly and sustainably. These include Private Equity providers, Brokers, Mergers & Acquisitions facilitators, Venture Capitalists, Invoice Finance professionals and the country's most experienced professional services providers. Cherry pick which ones are best aligned with your vision, values and culture.

Through the medium of video, and at our industry leading event, we will connect you directly with our professional investor community. Enabling you to make the vital links that will accelerate your growth, outshine your competitors and help take your business to the next level.

Connecting for Growth 2019 connects you with the right investors and entrepreneurs that can ensure your business continues on its growth trajectory.



What

Connecting for Growth is a year-long initiative in which high growth companies showcase their success through their own bespoke documentary film. This film will be hosted on the Connecting for Growth hub on Telegraph.co.uk.

Your organisation will then be connected with an extensive network of investors and professional services providers at the Connecting for Growth Summit. A high profile event hosted in London in March 2020.

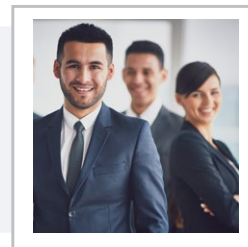
Why the Telegraph?



62 million worldwide
monthly visitors



25 million UK monthly
users reaching half of
UK internet users



The **largest** UK digital
media platform



The Telegraph reaches more Managers, Directors, and Senior Officials than other quality daily news brands, 1.65m consumers are Manager and above.



Telegraph consumers are **25%** more likely to be responsible for 100+ people in the work place



1.2 million consumers work in a SME



They are **41%** more likely to be **C-Suite**



Telegraph consumers are **22%** more likely to be **involved in purchasing decisions**



They are 43% more likely to be **responsible for budgets worth £100k+**



Telegraph consumers are **49%** more likely to agree newspapers are a source of business information



More C-Suite executives than any other Quality (**696k**)



More Finance and Banking employees than any other quality (**276k**)



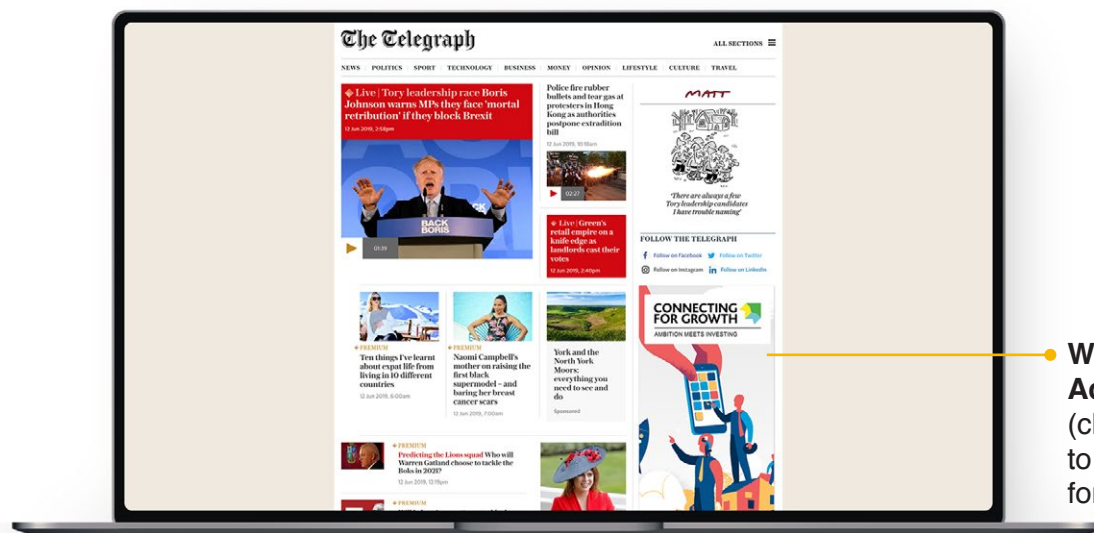
More readers interested in **Personal Finance** and Investment content than any other Quality

(6.7m) Source: TGI Premier 2016/NRS PADD Sept 2016

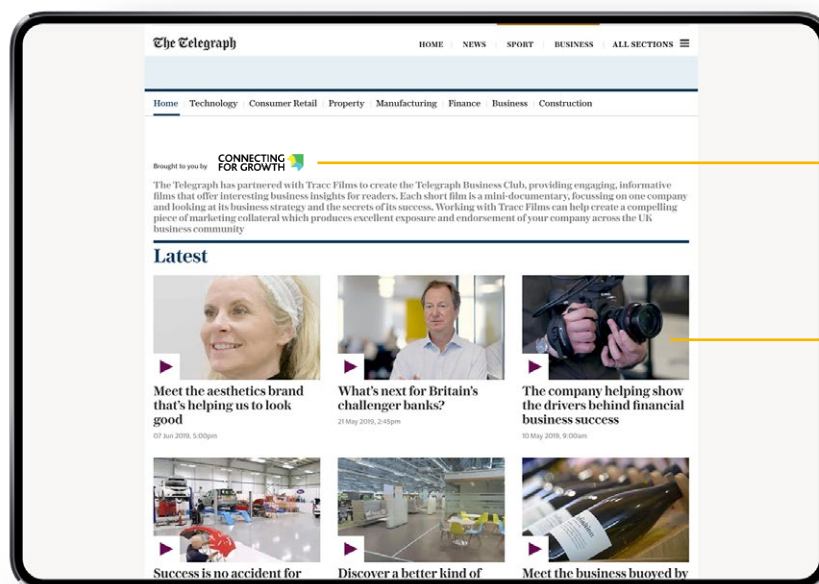
Your film on The Telegraph.co.uk



The Hub User Journey: Desktop & Tablet



Website Advertising
(click through to Connecting for Growth Hub)

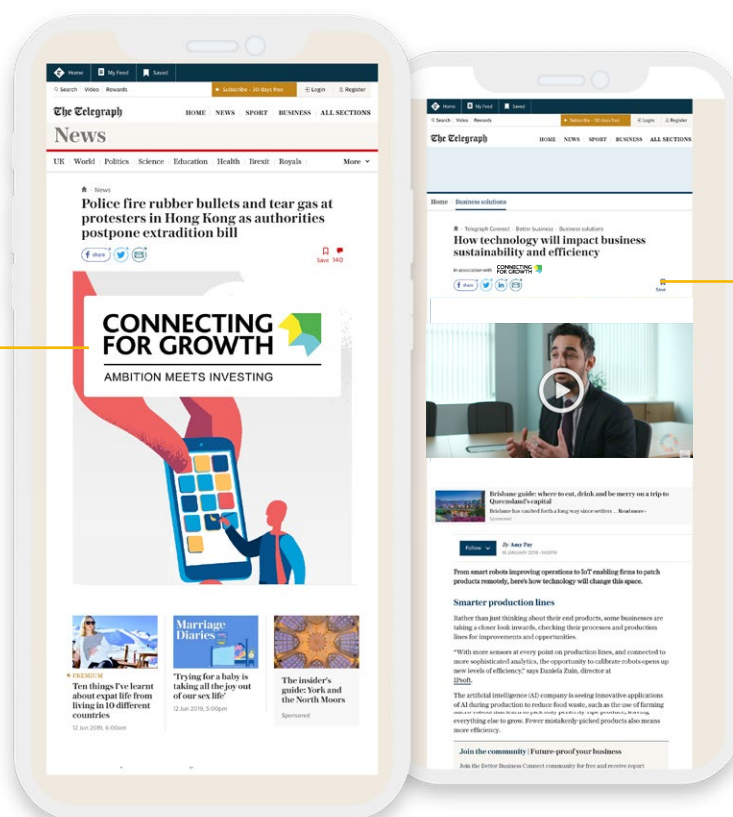


Branding

Articles

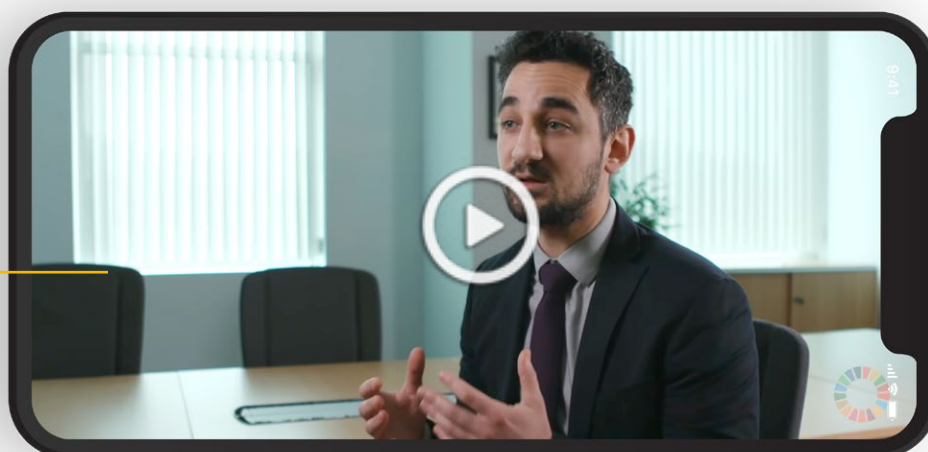
The Hub User Journey: Mobile

Website Advertising
Inline with site
contents
(click through to
Connecting for
Growth Hub)



Your video
and 500 word
Article.

Video playback
full screen in
Landscape
format.



The Connecting for Growth Summit

The **Connecting for Growth** event, is the only event especially designed for high-growth companies to connect with potential investors and professional services providers to help them scale effectively and ensure exponential growth.

Where: London

An iconic venue in Paternoster Square near London's St. Pauls.

When: April 2020



Attendee Profile:

- Professional Investors
- Private Equity providers
- Brokers
- Mergers & Acquisitions facilitators
- Venture Capitalists
- Invoice Finance professionals
- Professional services providers – finance, accounting, legal, HR
- Managing Directors, owners and CEOs of High-Growth Businesses

Social Media

In addition to this we will also be leveraging the power of social media to further promote your business and **The Connecting for Growth Campaign** with video snippets and posts with an estimated reach of 20 million accounts using the hashtag #connecting4growth.

Channels:



#connecting4growth



Contact

✉ E-mail info@connectingforgrowth.com

🖱 Web www.connectingforgrowth.com

☎ Call +44 (0)203 797 7862