

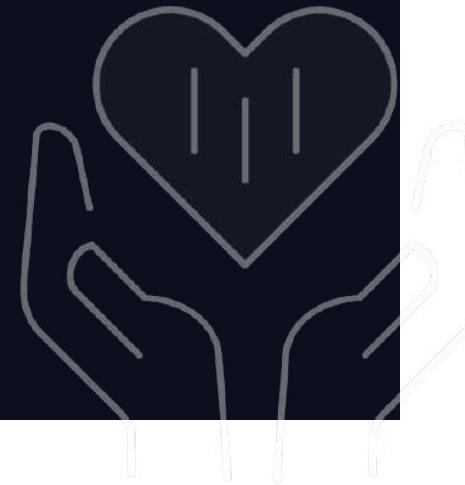


Boost your digital business skills

# **Agenda**

- 1. The Background**
- 2. The Digital Boost Proposition**
- 3. The Product**
- 4. The Launch Campaign**
- 5. Funding & Team**

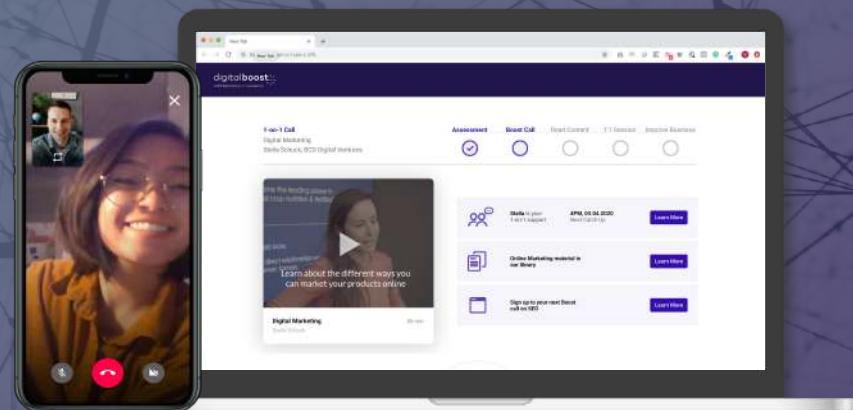
# 1 | The Background



# digitalboost!

by BCG Digital Ventures & founders4schools

A free service to help small businesses & charities build up sustainable incomes through digital channels by reaching more people online



# A strong founding partnership



Founders4Schools is an award winning educational-tech charity connecting students with volunteers drawn from the business community to prepare students for the rapidly changing world of work.

F4S has facilitated over 1.25 million student-employer connections by providing its platform free to teachers to use. Our services are used in 60% of local authorities and 30% of students have met founders in their classrooms in England and Scotland.

**Founders4Schools is the owner and operator of Digital Boost, which has been built leveraging the F4S tech platform.**



BCG Digital Ventures invents, builds and invests in startups together with the world's most influential companies. BCGDV is a fully owned subsidiary of the Boston Consulting Group.

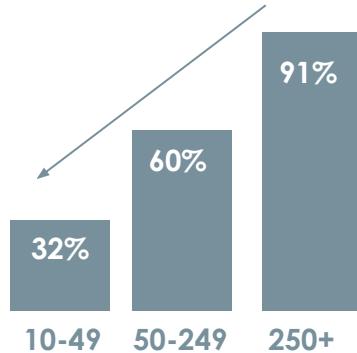
BCGDV operates at a global scale and with 1k+ employees and 100+ ventures launched, and is one of the largest incubators globally.

**BCG Digital Ventures provides pro bono support for the development and launch of Digital Boost.**

# Project History

- **Digital Boost emerged as a concept** from HaF on how we could support Covid **at the end of March**
- We spent **2-3 weeks testing the concept** through a **concierge MVP** and in depth research, and searching out **potential partners**
- For just over 1 months a team xperts on product, design, engineering and marketing have been **working hard to bring Digital Boost to life**
- We are **leveraging and adapting the existing tech infrastructure of F4S** to build the product rapidly
- We have **hosted Boost Workshops & have facilitated many 1:1 Boost Calls to help us learn and pivot** our value proposition to best address the needs of small businesses & charities
- We are working towards a **launch date of 3rd June**, when we will have a fully functioning product live and officially publicise Digital Boost to all small businesses & charities in the UK

## Small organisations lag behind in digitalisation



Percentage of companies with high degree of digitalisation by #employees\*

## Resulting in a major productivity and pay gap

82%

The **productivity gap** between small and large businesses\*

£100B

**Loss in GDP** from slow adoption of technology & modern management practices\*\*



## COVID-19 has impacted SMEs severely and put the spotlight on the skills gap

1/5

of UK SMEs are expected to run out of cash during COVID19\*\*\*

72%

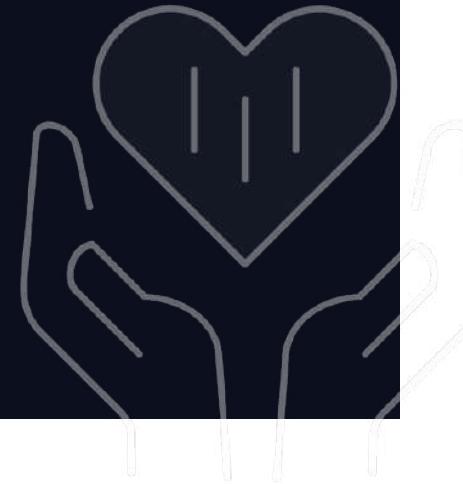
of UK SMEs expect COVID to reduce their revenues by 50%+\*\*

\*The British Chambers of Commerce (BCC)

\*\*Small Business Britain survey

\*Gov.uk

## 2 | The Digital Boost Proposition



# Digital Boost is focused on helping them reach more customers online

Managing  
cash flow

Reaching more customers  
/ selling more online



Mental wellbeing

digitalboost!



## Who we are

A free service to help small businesses & charities build up sustainable incomes through digital channels by reaching more people online

## Our mission

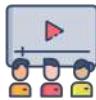
Helping small businesses & charities survive the crisis (first) and thrive through digital (afterwards)

# We are supporting small businesses & charities through 3 core offerings



## Boost Calls

1:1 support calls with volunteers  
Strategy and execution support  
All topics digitalisation, from marketing to taking payments online



## Boost Workshops

1:many webinars led by an expert  
Extensive time for Q&A  
Topics chosen by small businesses and questions prepared in advance



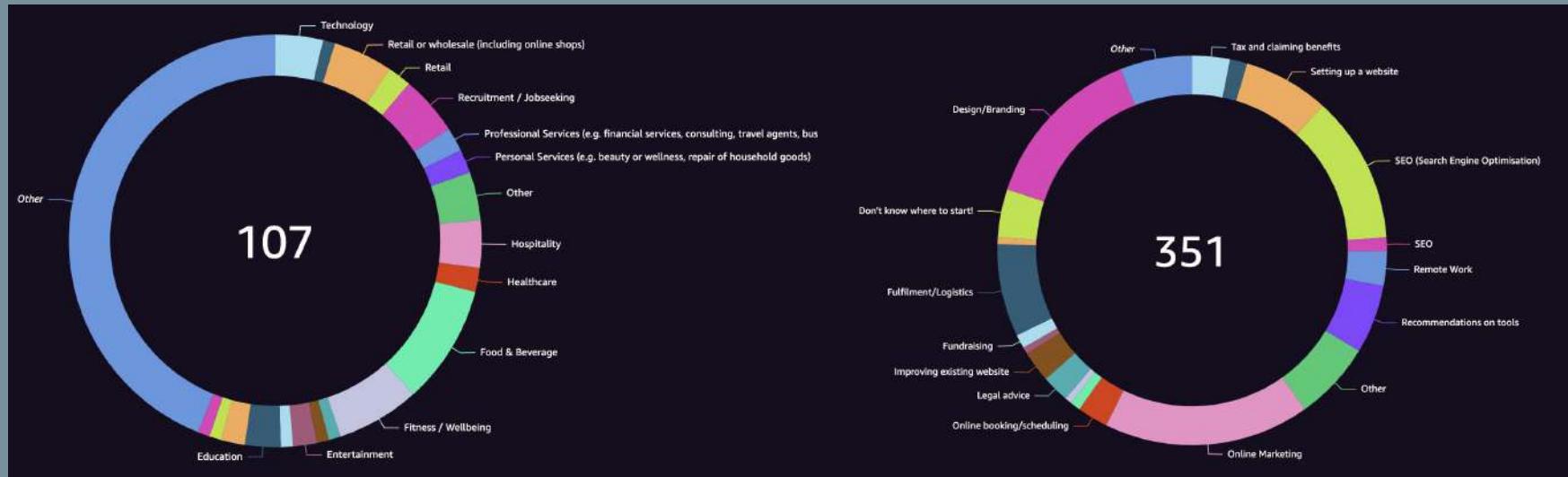
## Boost Skills

Useful resources on digital topics  
Complement Boost Calls & Workshops  
Enable 'guided' self-learning for the organisation

# In Stealth mode...We have had over 100 volunteer sign-ups across a wide range of expertise areas



**...and 85 small businesses and charities sign up across a range of sectors and requiring various support**



# We have received some very positive feedback from early testing of Boost Calls & Workshops

“

Very clear objectives for the session. Great level of detail & knowledge. Good communication style. Great follow up material.

**Marie Claire, Breakfast of Champions**

“

Thanks to some one-to-one sessions with one of Digital Boost's marketers, we were able to **launch our first digital ads** and learnt how to retarget and refine our ads for **continued optimisation**. This has given us the **confidence** to step further into the digital world.

**Tom, Astrum Wines**

“

Useful content, explained well, interactive, and answered all of my questions.

**Sohayl, Parkland Heath Hospitality**

“

We have so far only had one call, but this really **helped us focus on the essential steps** we need to make before undertaking any building. Digital Boost gave us the **opportunity to connect** with someone who has **expert knowledge** in the field.

**Elena, Teens in AI**

**NPS score of 100 for Workshop attendees**

# The feedback from volunteers and partners showed how keen they are to support small businesses through this difficult time

"It was great to see how **just one hour of support** provided a business owner the **knowledge and confidence** he required to crack on with creating a website for his recruitment firm"

David, Volunteer



"Digital Boost is an opportunity for domain experts like Blue Array to **support a large group of business leaders**, reminding them that they **are not alone** in facing the challenge of digitalisation and Covid-19"

Kim, Volunteer



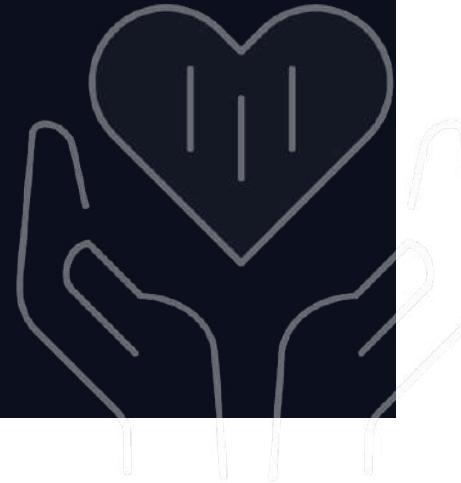
"I was amazed at how **happy and energised** Marie-Claire seemed after our call. Personally it **feels great giving back** to the community with practical help and guidance for struggling businesses."

Cindy, Volunteer



NPS score of 95 for volunteers

# 3 | The Product



# Digital Boost Landing Page

## Boost your digital business skills

Free digital advice for small businesses and charities impacted by coronavirus, provided by expert volunteers.

Are you a small business or charity looking for help?

Sign up – it's free

Are you a digital expert looking to volunteer?

Get in touch



By:  supported by:     

### What we offer

We provide three Digital Boost services to help equip your organisation with essential skills:



#### Boost Calls

Speak one-on-one with a digital expert, who'll provide you with practical help and advice.



#### Boost Workshops

Join one of our interactive masterclasses: SEO, Facebook Ads, payment systems and more!



#### Boost Skills

Learn at your own pace with access to our comprehensive library of learning content.

### What we can help with

Our digital experts can equip you and your organisation with essential skills for:

# Onboarding Journey (Volunteer & Small Organisation)



b. What sector does your business mainly operate in? \*

This information will help us match volunteers to your needs

**Key A** Personal Services (e.g. beauty or wellness, repair of household goods)

Professional Services (e.g. financial services, consulting, travel agents, business services)

Retail or wholesale (including online shops)

Arts, Entertainment or Recreation (e.g. museums, creative arts, sports clubs)

Media, communication or information (e.g. broadcasting, telecoms, computer programming)

Restaurant/café or other food services

Education (e.g. schools, tutoring, driving school)

Construction or home repair

Manufacturing

# Requesting a Boost Call (Small Business / Charity)

## Set up Boost Call

### Book Your Boost Call

Please complete this form to the best of your knowledge. The more context you give, the better we can match you with someone to help.

#### ① What objective do you have?

Select up to 3 different objectives

- Fundraising
- Website development
- Content strategy
- Market/User research
- E-commerce websites
- B2B sales/marketing
- Product management
- Google ads
- Public relations
- Remote operations
- Search Engine Optimisation
- Conversion rate optimisation
- Human resources/operations
- Email marketing
- Branding & logos
- Logistics
- Marketing automation
- Visual design
- Customer service
- User experience design
- Other [Describe in text box]

#### ② What do you need help with?

Describe in a few sentences your challenges and the help you need

#### ③ Choose your availability

You can select times across up to 3 different days with as many time slots as you like.

Add time slot

#### ④ Useful information for you

If you still have questions, feel free to contact us at contact [digitalboost@osm.uk](mailto:digitalboost@osm.uk)

- We provide a video call tool for you (you won't have to share your personal contact details)
- We will send you a link via email as soon as the call is confirmed
- Make sure you prepare for the call to get the best out of it

# Receiving a Boost Call Request (Volunteer)

## Hello, Tom!

Tom, you've been matched with an SME requesting a 1-on-1 Boost Call! Here are some details on the request:

### Who?

Ale from Fribury Park Bowling Club, a Small Business in the Entertainment sector with 10 employees based in Greater London.

### What?

Ale needs support in 3 areas:

Online marketing    Building a website    Social media

### Here is what they have written about their request:

"Lorem ipsum dolor sit amet, consectetur adipiscing elit. Lectus sagittis ipsum tellus in dundit eget. Omnia semper voluptat; convallis sed et, non porttitor pulvinar cras arcet. Metus ante aliquet, aliquam id dolor eu dispensing morbi nent."

### When?

Tom told us he has 8 available timeslots. Select one that works for you:

- |                                                          |                                                  |
|----------------------------------------------------------|--------------------------------------------------|
| <input checked="" type="radio"/> Monday, May 12, 4:00 PM | <input type="radio"/> Tuesday, May 13, 2:00 PM   |
| <input type="radio"/> Monday, May 12, 5:00 PM            | <input type="radio"/> Tuesday, May 13, 8:00 PM   |
| <input type="radio"/> Monday, May 12, 6:00 PM            | <input type="radio"/> Wednesday, May 14, 5:00 PM |
| <input type="radio"/> Monday, May 12, 7:00 PM            | <input type="radio"/> Wednesday, May 14, 6:00 PM |

[Confirm Time](#)

[Decline offer](#)

## Job Taken

Sorry Ale, your Boost Call with [name] [organisation] has already been matched to another volunteer. We match Boost Calls on a 'first come, first served' basis, so keep an eye on your emails for your next match.

Don't worry, we're sure another small organisation will need your help soon!

Regards,  
Digital Boost Team

# Attending a Boost Workshop (Small Business / Charity)

Hi Alessandro,

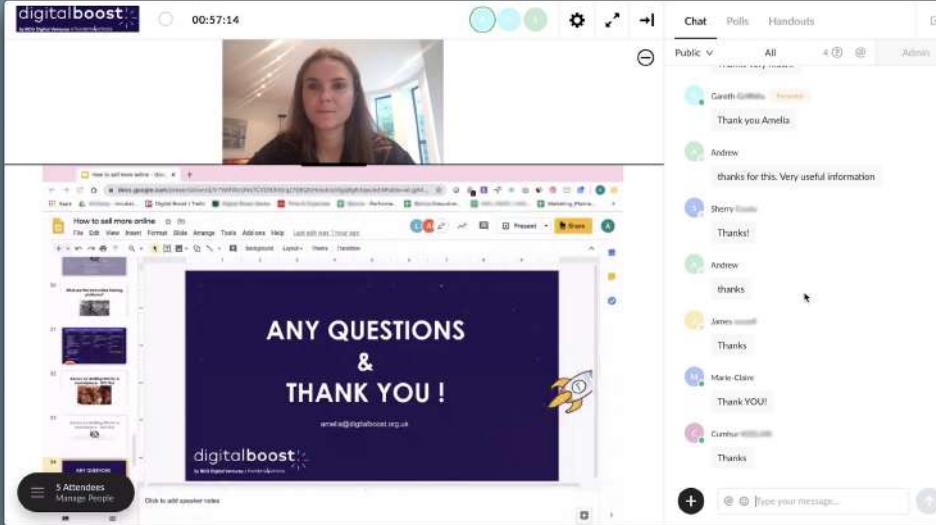
We're pleased to offer you a free Boost Workshop (interactive webinar) on Tuesday 26th May at 1.30-2.30pm BST!

## WHAT

The topic covered will be **Search Engine Optimisation (SEO) for Small Businesses** - helping you get more organic (non-paid) traffic to your website.

- Confused about what SEO is and whether it's right for me?
- Overwhelmed by the amount of content out there and want to cut through the noise?
- Curious about how SEO works specifically for small businesses?

[Book my Free Workshop](#)



# Learning independently through Boost Skills (Small Business / Charity)

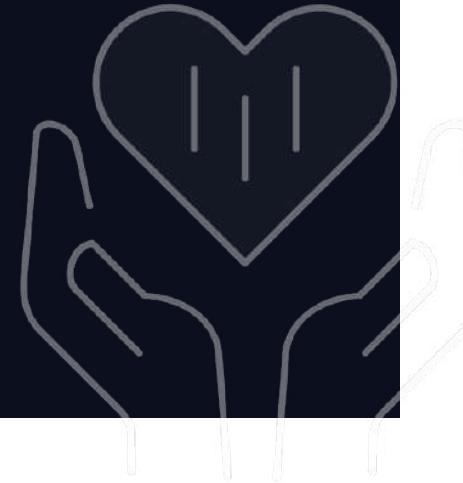


## Digital Boost library

For v  
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse varius enim in eros elementum tristique. Duis cursus, mi diam libero vitae erat. Aenean faucibus nibh et justo cursus id rutrum lorem imperdiet. Nunc ut sem vitae risus tristique posu



# 4 | The Launch Campaign



# The Digital Boost launch will take a multichannel approach



## Earned

Circulate launch press release with the press, with quotes from all key spokespeople, including the Minister of State of the DCMS. We'll also incentivise referrals



## Owned

Leverage Digital Boost, BCG/DV, F4S owned channels to promote Digital Boost through social, blogs & mailing lists



## Partnerships

Leverage the owned channels (websites, mailing lists, social) of many partners, including Academia, government, corporates, expert networks, business associations

## Search Engine Marketing & Paid Social



Leverage Facebook and Google Ad grants once agreed post launch to drive further awareness and conversions

Post launch

## Out of Home



Drive further awareness through grant won for 3 free OOH digital billboards and leverage on digital channels

# We're building many partnerships for success and scale

## Government



Department for  
Digital, Culture,  
Media & Sport

Department for  
Business, Energy  
& Industrial Strategy

Innovate UK

## Agencies

McCANN

BlueArray  
Search Engine Optimisation

phd

PIERPONT

## Business Associations

CBI  
THE VOICE OF BUSINESS

SMALL  
BUSINESS  
BRITAIN

ID

fsb<sup>88</sup>  
Experts in Business

## Expert Networks

TECH LONDON ADVOCATES

le wagon

SEEDRS



THE YOUNG FOUNDATION

Catalyst

## Corporates

BARCLAYS

Google

in

f

experian

Goldman  
Sachs

Microsoft

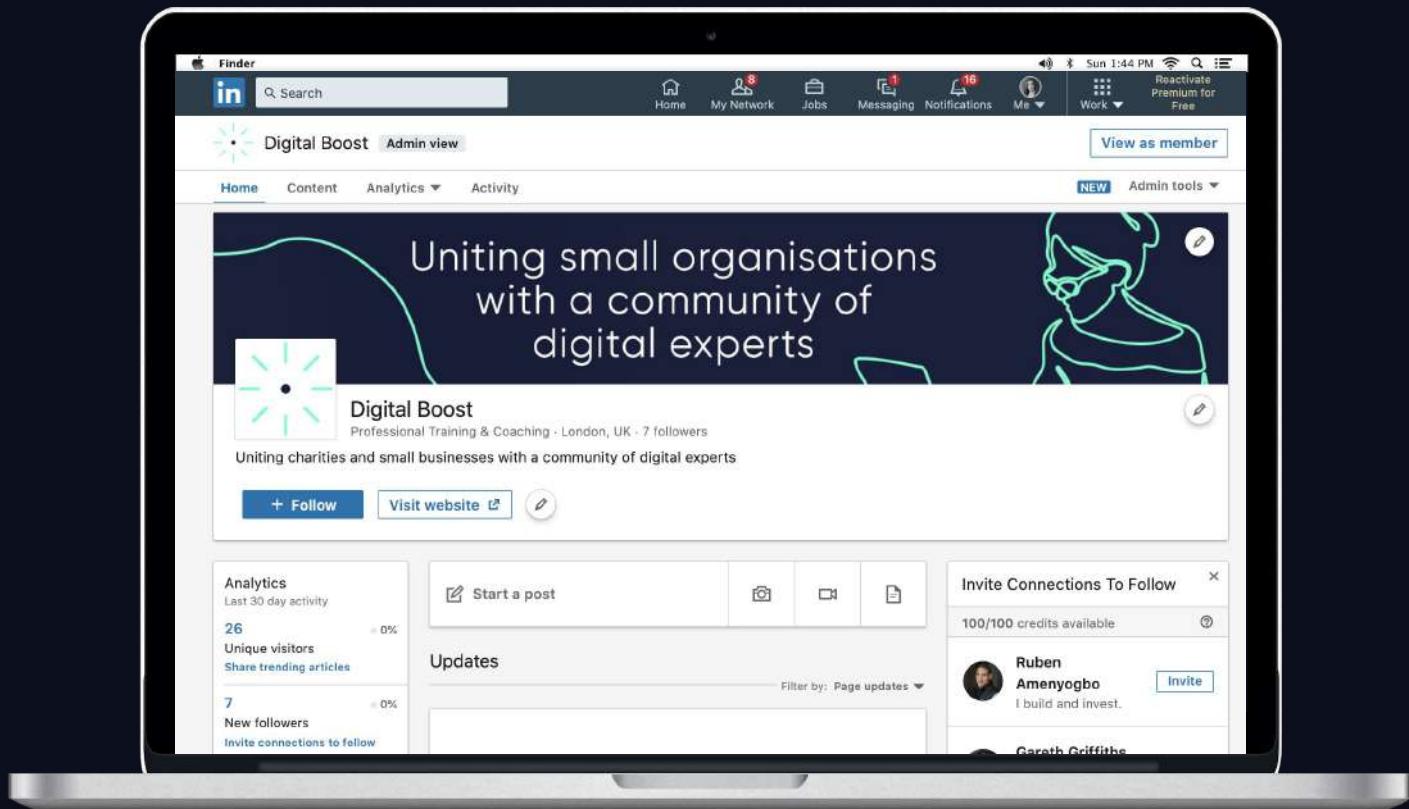
## Academic Institutions

UNIVERSITY OF OXFORD  
SAID BUSINESS SCHOOL

London  
Business  
School

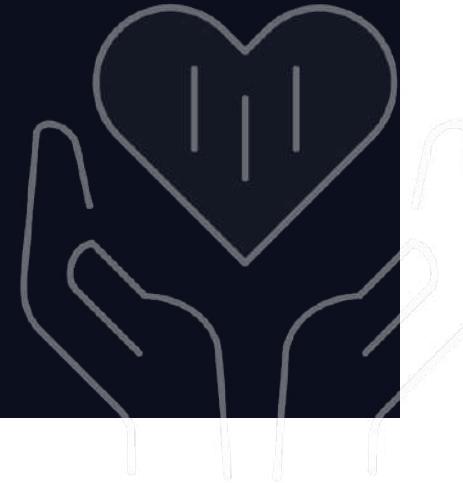


UNIVERSITY OF CAMBRIDGE





## 5 | Funding & Team



# Funding

- We have received sign off on **£250k funding from DCMS**
  - ◆ We are working on ironing out the details over the next week
  - ◆ Likely to be received in early July
  
- We have various **corporate partners** lined up that are interested in providing additional sponsorship
  - ◆ We are currently in conversations with all these potential partners



Department for  
Digital, Culture,  
Media & Sport



# Team

- We are in the process of building up a follow-on team to take over from BCGDV
- We have £250k confirmed for the next 12 months that will 90% be used to fund the team
- We are looking to onboard several pro-bono MBA summer interns
- We are looking to raise more capital to fund a larger permanent team

# Thank You!