

# Business Builder

**A free, virtual tool to support  
early-stage and established  
businesses**



# Hello...

“Running your own business is an exciting, sometimes daunting experience and so having the right support at the right time is absolutely vital. With so much of our economic recovery dependent on the UK’s business owners, we are incredibly proud to be able to provide this support, whether you’re starting a new business or pivoting an existing one, free of charge, through Business Builder.

By putting the tools and guidance to grow at their fingertips, business owners can upskill at their own pace in a way that allows them to stay in control as they start, scale and succeed. We are with them every step of the way and look forward to supporting thousands of new businesses and entrepreneurs over the coming years. ”

**Gordon Merrylees**  
**Managing Director, Royal Bank Entrepreneurship**



# What's on offer?

Business Builder is a completely free online tool which is entirely self-serve and can be accessed 24/7 through the dedicated online portal. Designed to support entrepreneurs and business owners to upskill and develop themselves and their business at a time and pace that suits them.

Users can access a blended programme of support consisting of three key pillars;

## Digital Learning

A growing library of action-focused digital learning, catering for a wide range of business needs and learning styles, so individuals can consume the most relevant learning to them.

## Online Community

Supporting users to expand their local and national network through our dedicated Facebook community and access peer to peer support, update and thought leadership relevant to them.

## Wrap Around Events

Enhancing the digital learning, our expert team run a calendar of immersive, online events and workshops to upskill users, bring the community together and facilitate key areas of development.

# Who's it for?

Business Builder has been developed to support businesses and entrepreneurs at all stages (whether just starting out or an established business looking to make a change). It's completely free and you don't even have to be a Royal Bank of Scotland customer to join.

Business Builder supports:

- **Idea validation** - helping users to explore and validate of new business ideas or pivot their existing business
- **Business essentials** – giving users the knowledge, tools & techniques to put the business processes in place
- **Entrepreneur development** – helping users to develop themselves at the same time as their business
- **Growth strategies** – supporting users to put sustainable growth plans in place, identifying risks and opportunities

Let's go into a bit more detail...



# Digital Learning

“ I would recommend any early-stage business owner to sign up to it ”

**Sam Patchitt,**  
CEO, Finstant

Users have access to a growing library of digital learning covering a range of topics from Revenue Streams, Customer Segments through to Self-Awareness and Mindset.

Each module is made up of several video chapters, giving users some theory, practical tools and real life experience from business owners who have been there and got the t-shirt.

Entrepreneurs can download PDF workbooks for each module to implement the learning into their business through activities, tools and key actions.

And to keep users on their toes, there is also a quick quiz at the end of each chapter to test their knowledge.



**Understanding your finances**

37mins



**Revenue streams**

40mins



**Cost structure**

36mins



**Financial management**

34mins

# Online Community

“ It has already become a supportive network of ideas and help for my fledgling business, particularly at this challenging time ”

Caroline Phillips-Urch,  
CEO, The Yoga Crow

Our dedicated Facebook community helps users to expand their local and national network.

With regular Q&A sessions with our Business Builder Managers and bitesize content, giving users the chance to ask questions, share challenges and interact with fellow entrepreneurs and businesses right across the UK.

We have a thriving and diverse community of thousands of entrepreneurs from multiple sectors, backgrounds and skill sets helping users to connect with the right people at the right time. No matter whether they're looking to upskill, get feedback, engage with new people or simply observe, you could find it via the community.



# Wrap Around Events

“ Business Builder has really propelled us to where we are today ”

Kaitlin Fritz,  
CEO, Musemio

Business Builder events are designed to support and challenge users to develop the right foundations for their business; whether that's how to write a great pitch, how to define their Business Model or navigate through a changing environment.

Each 60-minute event is tailored to meet a specific business need, offering attendees an opportunity to upskill in the company of other like-minded business owners, share experiences, and work through individual and group exercises to implement the learning into their own business.

Each series of events run on a five week cycle so users can attend the events that are most relevant to them at the time.

## Mindset

### The Power of Mindset

Whether we realise or not, our mindset shapes everything we think and do, including our business.

## Customer

### Understanding Your Customer

Understanding your customers is vital to your business being able to operate as efficiently and profitably as possible.

## Marketing

### Writing a great 60-second pitch

If you haven't got a clear pitch, you could be missing out on opportunities to grow your business.

## Business Model

### Building a Resilient Business Model

Examine the 9 key areas of a business model and talk through the best practises for your business.

## Strategy/ Risk

### Setting Goals to Keep Growing

Having a plan in place is critical to keeping your business moving forward. In this session we'll look at creating a long-term vision for your business

## Responding to Change

Change is often something we're reluctant to do, especially when faced with circumstances beyond our control.

## Reaching New Markets

Being able to spot new opportunities is key to your business staying agile and being able to respond to change.

## Managing Unexpected Growth

Effectively managing and forecasting growth is key to building a sustainable and resilient business.

## Pivoting your Business Model

Embracing a culture of regular research, feedback and learning is crucial to developing a flexible and resilient business model.

## Continuity & Resilience Planning

Building a resilient business is key to weathering any storms that might arise.

# Additional Support

Business Builder is a small part of the support that the Royal Bank of Scotland offers to Businesses both big and small. Through the online portal users can also access additional support that is relevant to them including;

## Coronavirus Support Hub

Helping business owners to navigate the Covid-19 support that's relevant to them



## Business Hub

Find the latest news, market trends and sector Insights all in one place.



## Business Toolkits

Access our business toolkits designed to give you the basics for your business



## Mentor

Helping businesses to become and remain compliant through a range of HR and Health & Safety tools.  
*Please note that Mentor's services incur a cost.*



# We need your support

As an organisation, the Royal Bank of Scotland wants to support as many UK businesses as possible through Business Builder and our other support offerings, helping entrepreneurs Start, Scale and Succeed and doing our bit to support the UK economy to thrive.

## This is where you come in...

Partnering with other organisations, such as yourself gives us an opportunity to reach more people, whilst supporting your own Enterprise offerings. These are some of the ways you can get involved but we would love to discuss other collaboration opportunities with you too...

- **Promote Business Builder to your members/networks**
- **Co-host Business Builder events with your members**
- **Join our thriving Online Community**
- **Share your expertise with our members**

We're really proud of Business Builder and we'd be delighted to work alongside you to develop the next generation of exciting UK businesses!

# Existing Collaborations



## X-Forces

Business Builder is proud to support our ex-servicemen and women in their pursuit of starting up.

We provide additional support to X-Forces members via their Knowledge Exchange Hub, from where our Online Learning portal can be accessed, allowing individuals to upskill at their own pace, with control at their finger tips. This is bolstered by regular articles from the Royal Bank Business Hub, providing insight on a wide range of business topics.



## FinTech Scotland

Business Builder is working alongside FinTech Scotland, supporting the development of the fintech cluster in Scotland by supplementing their ongoing fintech support through the delivery of co-hosted events, specifically focussed on Personal Development and Business Resilience.

By working together to provide practical, accessible tools and techniques to be constantly change-ready and adaptable to rapid changes in trends, we are creating a great opportunity for Scottish entrepreneurs to scale and succeed sustainably.



## Find out more

[www.rbsbusinessbuilder.com](http://www.rbsbusinessbuilder.com)

## Get in touch

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## Follow us on

