

HIOIMIE

ENTERPRISE

IN THE UK





**Thank you for attending
our Predictions and
Prospects Event.**

www.enterprisenation.com

Welcome

Tonight, Enterprise Nation launches its Top 10 predictions for Home Enterprise in 2009.

The predictions are reassuringly positive. They are based on our in-depth knowledge and five year experience of the sector, plus survey results from Enterprise Nation members.

They include:

- The significant contribution to the UK economy from home based business
- Calculations on the environmental savings from homeworking
- Predictions of the high growth in self-employed and home-based enterprises as an effect of the downturn in employment opportunities

One point on which we are firm is that **home enterprise will remain the bright spot of the UK economy in 2009.**

Millions more people will earn an income from home. These enterprising homeworkers will stay off the roads cutting congestion and Co2 emissions and they will bring daytime neighbourhoods to life. Families will once again come together, using the home for respite as well as for economic productivity.

It's not only the Enterprise Nation team of analysts and commentators that make these predictions of hope and revival; four globally renowned experts gave us their prediction as to the scale and impact of home enterprise in 2009. I'm delighted that one of them is Dan Pink; author of 'Free Agent Nation' and the man who inspired me to start Enterprise Nation in 2001.



In 2009 Enterprise Nation will become bigger and yet more local. We will continue to serve the rapidly growing number of entrepreneurial Britons who are full time business operators, 5-9'ers building their business whilst in employment and those at the planning stages for starting home based enterprises.

We're updating the site to carry more local news, working with the National Federation of Enterprise Agencies on the UK's first ever Home Enterprise Week and launching a new marketplace that offers an advertising channel to our members.

We will also be extending our corporate partnerships as www.enterprisenation.com becomes the biggest online presence for home enterprise in the country.

I look forward to outlining the opportunities for businesses, organisations and individuals to connect to Enterprise Nation during the year ahead and hope you enjoy this evening of information and inspiration!

Emma Jones

Founder, Enterprise Nation

emma@enterprisenation.com

Predictions

We asked four home business experts for their personal predictions.

This is what they said:

“In 2009, we’ll see the same pattern we always see in times like these: While the big guys run scared and retreat to safety, the smaller players will think boldly, push frontiers, and chart our way out of this mess.”

-- Daniel H. Pink, author of *Free Agent Nation* and *A Whole New Mind*

“This will be the year when they realise that they did the right thing choosing to stay home-based in 2008! It is those who have separate offices and commute every day who are most at risk in a recession. When the upturn comes, home based businesses will be able to expand by collaborating, subcontracting and developing their websites not their warehouses...”

“Home based businesses may not know it but they are at the forefront of the new low carbon economy. When the recession starts to subside, doing ‘business as usual’ just won’t be an option for those who get this.”

-- Tim Dwelly, Director, Live Work Network



“I think 2009 will be a year for Home Businesses to exploit their low cost, simple business models. While larger business will go through instability, it is a time for Home Businesses to gain customer loyalty through great customer service, positioning themselves for the upturn in the economy when it eventually comes.”

-- Karen Hollands, Founder, Toniks and
2008 Enterprise Nation Home Business of the Year Award winner

“There will be a significant growth in the numbers of home based businesses in 2009. The key drivers of this trend, such as cheap and powerful IT, the ease of engaging in e-commerce, demographics and the growth of project-based employment will continue and, if anything, get stronger. But in addition, the economic crisis will drive additional growth, both through home based business start-ups by people who have lost their jobs and also through existing small businesses moving into the home as a means of reducing costs.”

-- Professor Colin Mason, Professor of Entrepreneurship,
Hunter Centre for Entrepreneurship, University of Strathclyde

Top 10 Predictions

Enterprise Nation Predicts:

In 2009:

1. **More than 8 million people will earn some form of income from home** and 2.8 million registered businesses will generate median annual turnover of £51,000 - £100,000*. While the majority of the 8 million homeworkers will earn extra income in their spare time, the broad gamut of activity within the formal business sector will comprise a three tier economy, ranging from multi million pound turnover businesses to sole proprietorships.
2. Operating on low costs and lean management systems, serving mainly niche markets, **home businesses will increase earnings and profitability**. They will innovate, bring new products to market and expand by increasing capacity via outsourced contracts to their 'colleague' freelancers. They will re-define our long held perceptions of business growth by increasing turnover, not headcount.
3. The **most popular occupations** to be operated from home will be professional services, online trading and creative services.
4. **Hub facilities** with professional meeting space and virtual office services will spring up in cities, towns and villages across the UK. Recommendations to ease planning permission and enable live/work in rural areas will be adopted by Government.

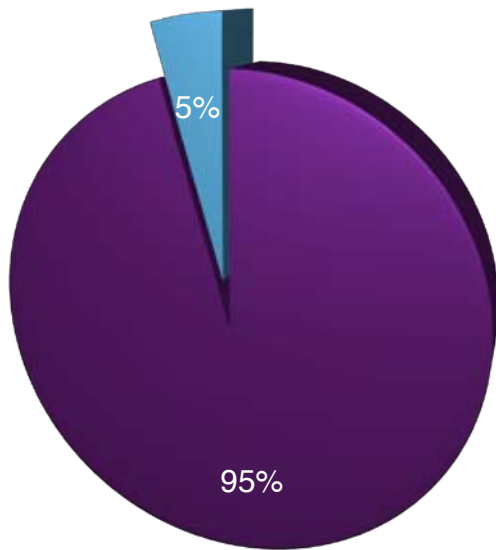
5. London and the South East will retain 1st and 2nd position as **Home Enterprise Hotspots** but will be challenged by regions running home enterprise support projects. In particular, watch out for activity in the West Midlands.
6. The **spare room will remain the most popular home enterprise space**, closely followed by the Garden WorkShed. The free markets will respond with the demise of the conservatory as the 'planning free' home extension and the most popular home 'add on' will become a 'clip on' office/workroom.
7. By staying off the roads at peak congestion times, homeworkers will **reduce CO2 emissions** by at least 18 million kg.**
8. Homeworkers will continue to use social networking to promote their services online; we will see **an increase in the use of micro-blogging platforms**, such as Twitter, in home enterprise.
9. **Handheld devices, such as smart phones, will become a necessity** for home business owners, as flexible working is encouraged.
10. Enterprise Nation will provide information, support and market exposure to millions of home enterprises and will remain the UK's leading home enterprise company.

More predictions

Predictions from Enterprise Nation members:

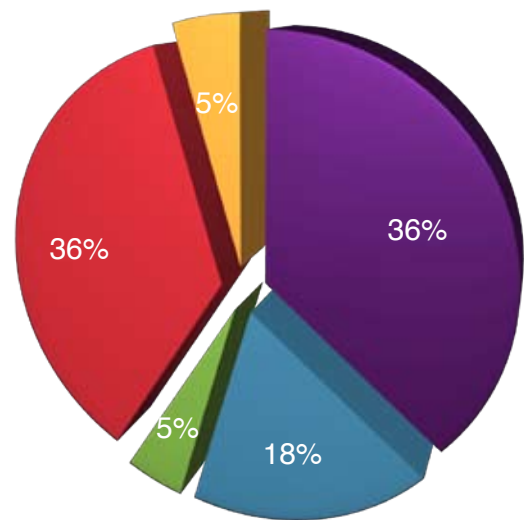
Do you think home business will continue to defy the economic odds and continue to grow in 2009?

● Yes ● No ● Don't know



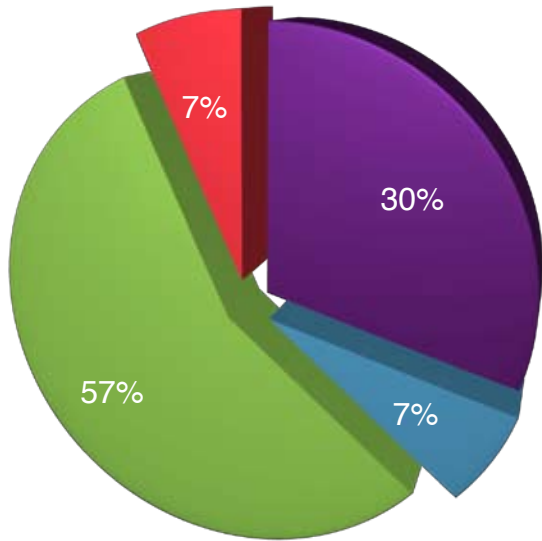
What do you think will be the most popular kind of home business in 2009?

● Professional services ● Creative services ● Domestic services
● Online selling ● Handmade goods



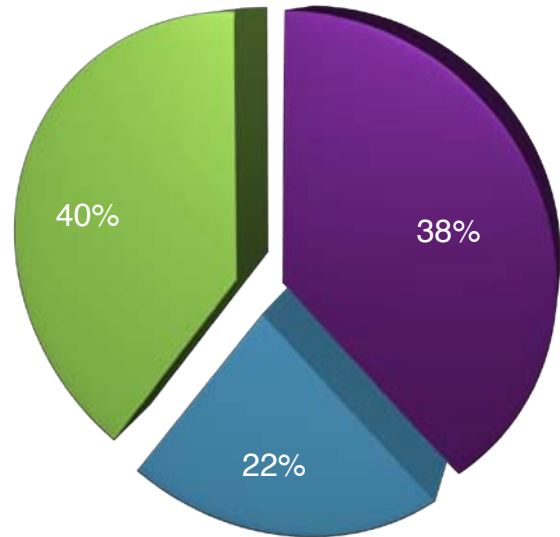
As a home business owner, are you looking to grow in 2009? If so, how?

- By working in partnership with other businesses
- By hiring staff or outsourcing work to contractors
- By extending my products or services
- I don't wish to grow my business in 2009



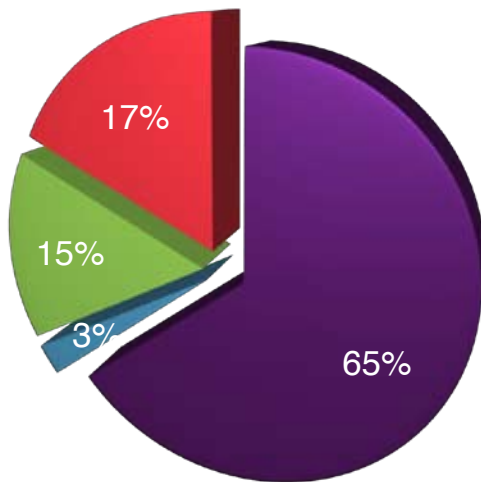
Will homes with home offices increase in value in 2009?

- Yes
- No
- Don't know



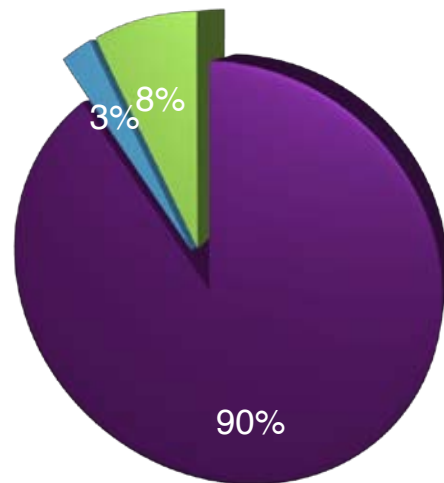
Where will you be working from in 2009?

- A spare room
- My bedroom
- Kitchen table
- Garden shed



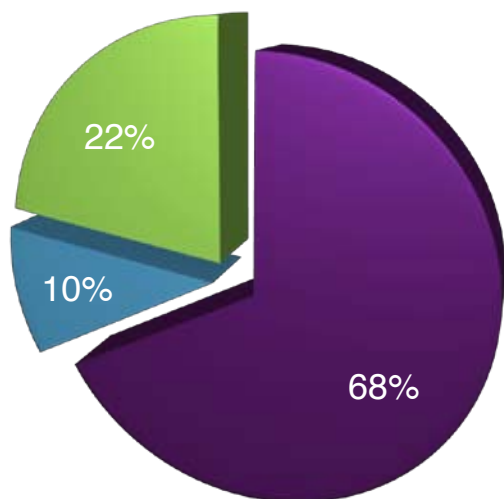
Will more home businesses trade online in 2009?

- Yes
- No
- Don't know



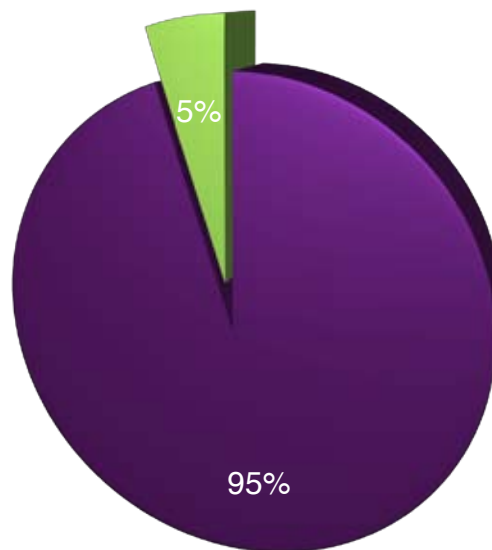
Will we see more devices designed for home business owners in 2009?

● Yes ● No ● Don't know



Will social networking continue to prove useful to home businesses?

● Yes ● No ● Don't know





**Many thanks to our
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Guests

Home Enterprise in the UK 2009

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| Chris Baister | Horsham District Council | Valerie Dwyer | East Midlands Development Agency |
| Errol Baran | Channel 4 | Fay Easton | Enterprise HQ |
| Anthony Barber | Focus Consultants | Patrick Elliott | Business Link in London |
| John Barker | Furness Enterprise | Valerie Elliott | The Times |
| Alan Bell | Business Begins at 50 | Robert Epstein | Microsoft |
| Alex Bellinger | SmallBizPod | Darren Fell | Freelanceadvisor.com |
| Ian Betteridge | Redwood | Richard Fifield | Tenon Group plc |
| David Blackburn | VoSKY Europe | Anneli Gascoyne | Balineum |
| Hannah Bourne | Enterprise Insight | Peter Grigg | Enterprise Insight |
| John Brazier | Professional Contractors Group | Julie Hall | Women Unlimited |
| Rachel Bridge | The Sunday Times | Ilana Harris | SMART |
| Duncan Brown | Influencer 50 | Olly Headey | FreeAgentCentral |
| Simone Brummelhuis | The Next Women | Chris Hinds | Kleeneze |
| Catherine Butler | Country Living | Chris Holder | Brand X PR |
| Nicola Carley | Business Link in London | Charlie Hoult | Castaway |
| Tara Carlile-Swift | Consortium Events | Nick James | Fresh Business Thinking |
| Guy Clapperton | Freelance journalist | Professor Robin Jarvis | ACCA |
| Natalie Clarke | photolate.com | Alex Johnson | shedworking.co.uk |
| Bill Code | cmypitch.com | Paula Jones | Sixth Level |
| Paul Collins | Buy Association | James Kerby | CCHQ |
| Nicola Cooper-Abbs | AllWords | Pavel Kilovatiy | venda.com |
| Ivan Croxford | BT Tradespace | Katie Kirk | Freelancers in the UK |
| Jenny Culshaw | Working Lunch | Jimmy Leach | Independent.co.uk |
| Pete Danks | Moo .com | Peter Lewis | RBS |
| Nicholas Davies | Microsoft | Ali Lindsay | Ratemyplacement.com |
| Ashley Davison | fixdit.com | Darina Loakman | darinaloakman.com |
| George Derbyshire | National Federation of Enterprise Agencies | Colin Mason | University of Strathclyde |
| | | Lisa McCance | Croydon Business |

| | |
|------------------|--|
| Carmel McCarthy | MORE TH>N |
| Jan McGinley | pr4.com |
| Debbie McMahon | BlackBerry |
| Adrienne McNaboe | BT Regions |
| Nicola Miller | Jump PR |
| Ed Molyneux | FreeAgentCentral |
| Charlotte Moore | freelance journalist |
| Natasha Moore | Shadow Minister for Business & Enterprise |
| Jonathan Moules | Financial Times |
| Sneha Nagmoti | Orange |
| Anthony Noun | Business Link in London |
| James Page | 3 Monkeys |
| Jamie Parkins | vzaar |
| Roger Paterson | Horsham District Council |
| Vanessa Phillips | Outsec |
| Jan Pinkerton | East of England Development Agency |
| Mark Prisk | Conservatives |
| Martin Read | BHP Info Solutions |
| Rebecca Ribbans | 3 Monkeys |
| Tim Rivett | Royal Mail |
| Sue Roberts | BlackBerry |
| Ian Robertson | National Council for Graduate Entrepreneurship |
| Ian Robin | Skype for Business |
| Lisa Rodwell | Moo.com |
| Stuart Russell | findnetworking events |
| Claire Sanders | National Family Week |
| Jon Sellors | RSA/MORE TH>N |
| Nabil Shabka | Zuumedia |
| San Sharma | Enterprise Nation |
| Oliver Sidwell | Ratemyplacement.com |
| James Simmons | Mail Boxes Etc |
| Jonathan Simnett | Spinvox |
| Chrissie Slater | Camberwell |

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|------------------|--|
| Lee Ann Smith | W3 Web Designs |
| Stephen Smith | East Midlands Business Link |
| Laurie South | PRIME |
| Andy Stevens | saga.co.uk |
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Thanks for coming!





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