City of London Corporation support for pre-startups and small businesses

SME Strategy

Small Business Research & Enterprise Centre

Samuel Wilson's Loan Trust (SWLT) – business funding

SME Toolkit for Enterprise Progress Programme – UKSPF funded

Cyber Griffin – cyber resilience

Procurement

Business Healthy

Small Business Research & Enterprise Centre (SBREC)

- A **FREE** public membership service to support anyone wanting to start a business and for those already trading. Supporting entrepreneurs and small businesses anywhere in the UK.
- Offer includes:
  - Specialist data (info is worldwide and has in-depth information on companies, investors, consumers, influencers, market research, statistics, international trade, commodities, practical ‘how-to’ support)
  - Business support and 121 business advice
  - Free workspace
  - Webinars, seminars and workshops
  - Low-cost room hire

Small Business
Research + Enterprise Centre

Business Resources

COBRA
COMPLETE BUSINESS REFERENCE ADVISER

MOODY'S | Fame

GlobalData.

Exporters Almanac

BeauhurstImpact

IBISWorld

ProQuest

GlobalTradeTracker®

statista

Business Source Premier

Business Resources

SV Angel Seed
Private Equity and Venture Capital managed by SV Angel

Redpoint Ventures
Private Equity and Venture Capital managed by Redpoint Ventures

7Percent
Private Equity and Venture Capital managed by 7Percent Ventures

Acequia Capital
Private Equity and Venture Capital managed by Acequia Capital

Greylock Partners
Private Equity and Venture Capital managed by Greylock Partners

Digital Currency Group (DCG)
Private Equity and Venture Capital managed by Digital Currency Group

Ascension
Private Equity and Venture Capital managed by Ascension

Dawn Capital
Private Equity and Venture Capital managed by Dawn Capital

Force Over Mass Capital

Private Equity and Venture Capital, managed by Ascension

Funding type and amount

Types of funding	Equity.
Amount on offer	Typically invests between £75k and £700k.
Type of transactions funded	Seed, Venture, Growth. The fund invests in companies at Seed and Series A stage.
Terms of funding	Not specified, dependent on business.
Exit horizon	Unknown.
Fund status justification	The fund is currently active.
Additional Information	The fund was founded in 2015 and was voted Seed VC of the Year 2022, presented by the UK Business Angels Association.

Fundraisings by Ascension

Summary

Ascension has participated in 255 fundraisings totalling £391m with an average fundraising size of £1.57m. The stake taken by investors in these deals averaged 20.3% at a £6.70m pre-money valuation.

Recent fundraisings

Toggle columns

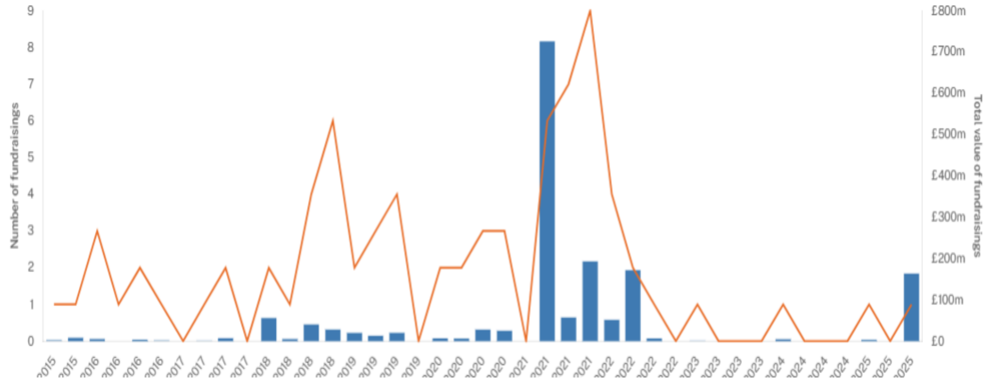
Investee	Sectors	Type	Amount	Date
Synkka	Analytics, insight, tool...	Seed	£521k	July 8, 2025
Sprive	Consumer banking an...	Venture	£5.44m	May 9, 2025
Lick	E-commerce, Househo...	Venture	£4.49m	April 22, 2025

77
£1.66b
Number of fundraisings

£23.4m
Average amount invested

£20.8m
Average pre-money valuation

24.9%
Average stake taken



Source: BeauhurstImpact

Business Resources

1. Active/Inactive: Active	6,643,845	6,643,845
2. SME Companies	7,392,810	3,547,125
3. NUTS regions: All trading addresses, Prim. trading address, Trading address if no prim. trading address: London	2,758,353	553,352

Boolean search: 1 and 2 and 3

Total: **553,352**

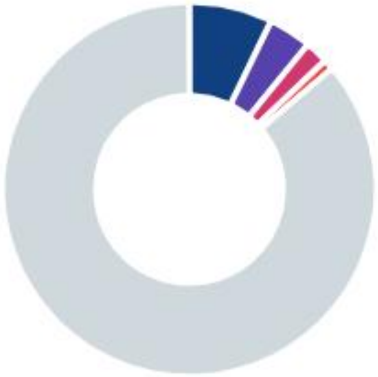
Company name	Website	Turnover th GBP Last...	Number of employees Last avail. yr	Primary trading address	Trade description
RANDA UK LIMITED	www.randa.net	57,240	74	Capital House, 25 Chapel S...	A group engaged in sale
J W ANDERSON LIMITED	www.jwanderson.com	29,862	84	Flat 21, Sawmill Studios, 1...	A group engaged in clot
CK MORGAN LIMITED	www.ckm-uk.com	40,847	53	12-14 Chase Road, London...	Wholesalers of fashionw
JOHN SMEDLEY LIMITED	www.johnsmedley.com	17,729	291	Lea Mills, Lea Bridge, Matl...	Manufacture and sale o
BLOCH.UK. LIMITED	www.uk.blochworld.com	16,979	38	33 Endell Street, London, L...	A group engaged in sale

Source: Fame

Business Resources

Products and Services

Major Players >



SWOT

S **Strengths**

- Low & Increasing Level of Assistance
- Low Imports
- High Profit vs. Sector Average
- High Revenue per Employee

W **Weaknesses**

- High Product/Service Concentration
- High Capital Requirements
- High Competition
- Very High Volatility
- High Customer Class Concentration

O **Opportunities**

- High Revenue Growth (2021-2026)
- High Revenue Growth (2026-2031)
- International tourist numbers

T **Threats**

- Low Performance Drivers
- Real household disposable income

☆ Key Success Factors

How can potential entrants overcome barriers to entry?

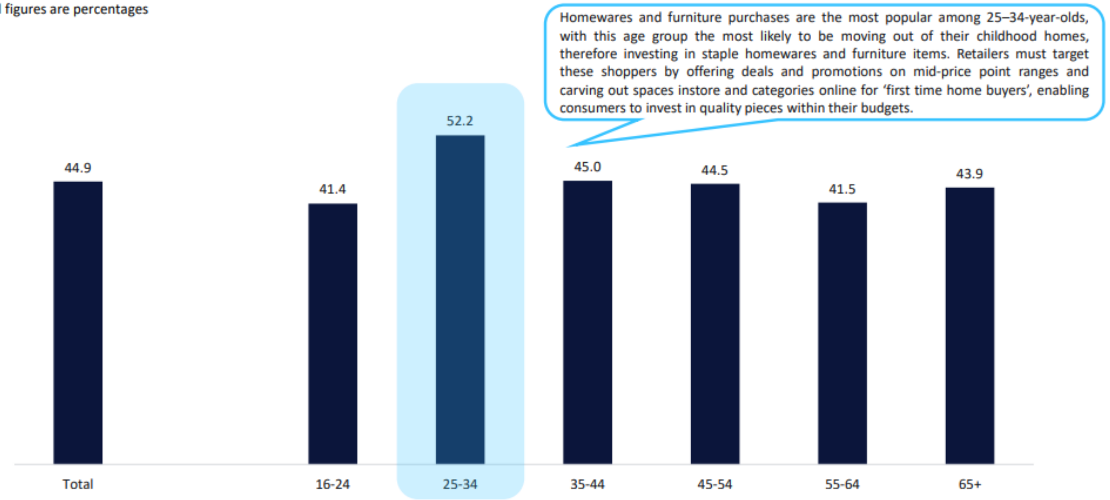
Source: IBISWorld

Business Resources

Consumers shopping for homewares and furniture in the last 12 months

Retailers must target first time homeowners to entice spend for home categories

All figures are percentages



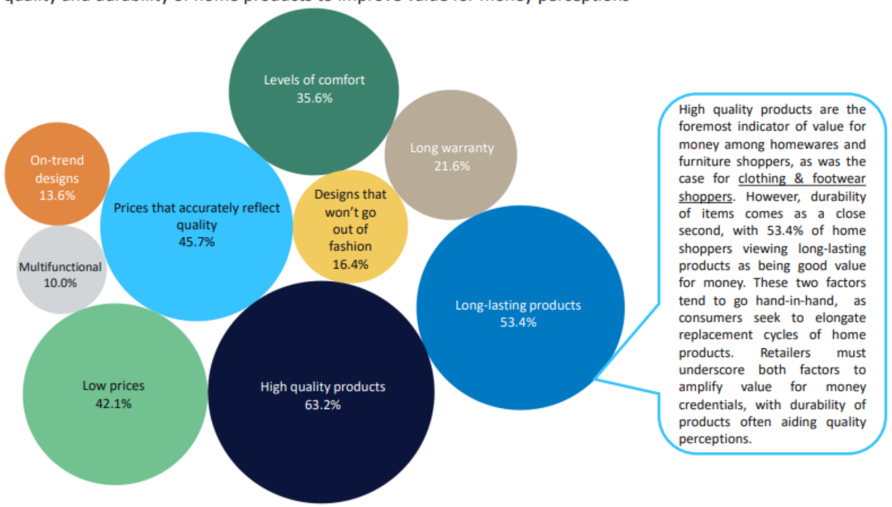
The chart above shows the proportion of consumers that have purchased homewares and/or furniture in the last 12 months, total and by age. Data is derived from GlobalData's March 2025 monthly survey of 2,000 respondents.

3

What qualities consumers perceive as good value for money when buying for the home

Retailers must focus on quality and durability of home products to improve value for money perceptions

All figures are percentages



The chart above shows which factors consumers consider good value for money when shopping for furniture/homewares, among consumers that purchased homewares and/or furniture in the last 12 months. Data is derived from GlobalData's March 2025 monthly survey of 2,000 respondents.

8

Source: GlobalData

Wendy Foster - SBREC Manager

Mohib Ali - Business Adviser

Brendan Hastie - Business Adviser

[Small Business Research + Enterprise Centre - City of London]()

Luther, Phoebe, Nellie, Daisy, Lennon
Reception, room hire, marketing, events, business support

Pat - SWLT

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