

## Guide to membership

If you work in social business or social enterprise you can become a member of ClearlySo.

Membership costs just £200 a year and will cover every employee of your organisation.



## About us

ClearlySo is the leading global hub for social business, enterprise, commerce and investment. As a champion for the sector, ClearlySo helps social businesses and enterprises raise their profile amongst peers, the investment community, the public, press and government – working towards a more social economy, for the benefit of many. With the largest social business angel network in Europe and a vast directory social businesses and enterprises (SBEs), ClearlySo connects social enterprises with investors and the corporate world. Our guiding mission is to help social entrepreneurs succeed. ClearlySo is expanding internationally and has offices established in Canada and Italy, with further openings in Asia and Africa planned in 2012.

## Benefits of membership

### 1. Professional consultancy

ClearlySo's expert team provides consultancy on the four pillars of business success: raising capital, building a winning team, selling your product, and managing your finances. ClearlySo members are entitled to two hours of free consultancy in the

following areas, tailored to your requirements.

- **One-to-one investment advice**  
focusing on investor readiness advice, who to approach when raising capital and how best to go about it, and guidance on refining your investment proposition and successful pitching techniques.
- **Copywriting services**  
Our in-house professional writers provide high quality copywriting services, from website copy to marketing materials, editorial, executive summaries and much more.

### ■ **PR and social media tips**

PR and marketing are crucial for any business. Our in-house team of experts can offer affordable services for all social businesses and enterprises listed on our directory. We can help with everything from advice, to writing press releases and providing access to our media contacts list.

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## 2. The ClearlySo Membership Bible

All the industry advice, contacts and content every social entrepreneur needs. Our Membership Bible has it all in one handy guide.

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## 3. Generous discounts to industry events

ClearlySo events support social enterprises at every stage. Members receive a 20% discount on social enterprise rates and 50% off the ClearlySo annual social business conference.

### ■ **Workshops**

Working with partners such as The Guardian, we're running seminars on a range of issues including raising capital and accessing public assets. We also run a number of more intimate workshops in which expert tutors provide all the information you need to drive your business forward.

### ■ **Conferences**

The ClearlySo Social Business Conference has grown steadily to become one of the major features of the European social enterprise calendar. It focuses on practical advice and connections of genuine value to any entrepreneur. This is the annual event

for any entrepreneurs ambitious about their social business or enterprise.

### ■ **Social investment speed dating**

A simple way to help you to access high net worth individuals looking to support and/or invest in social businesses and enterprises on a one to one basis. Demand for these events is high, so we only take forward those applicants we believe have the best shot at securing investment. Once selected, we'll invite you to our offices for an intensive pitch preparation session with experts. We help you refine your pitch, ask the tough questions and help to maximise your chances of gaining investment.

***N.B.** Attendance is by way of successful application only.*

### ■ **Social investment pitching**

offers a unique opportunity to connect a select group of social entrepreneurs with a large number of high net worth individuals. Entrepreneurs present their pitch before fielding questions from the audience. At the end of the evening, pitchers and investors network over drinks and food. Prior to these events we do everything we can to prepare social entrepreneurs, putting them through an intensive pitch preparation session with experts. These events have proved successful not only for raising capital, but also in providing access to successful individuals who have a wealth of experience, expertise and contacts to share.

### ■ **Watch this space**

as we will be launching new events and services for social entrepreneurs in the near future which members will receive discounts and benefits on.

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## Why membership?

Membership of ClearlySo provides social businesses and enterprises with information, advice, and support in four key aspects of running a business. We believe that it is by addressing these four pillars of business success that social entrepreneurs will fulfil their huge potential to create a better, more social, economy for all.

## Raising capital

Raising capital is one of the most important, but difficult jobs any entrepreneur faces. However, it is doubly challenging in the social business and enterprise sector because investors seek social as well as financial return.

In our comprehensive member guide, ClearlySo CEO Rodney Schwartz offers hints and tips designed to maximise your chances of securing investments. Rodney looks at the scope for social investment in this sector, what people are most likely to invest in and what they want to see from any entrepreneur. He'll help you refine your pitch and present your business in a way which maximises its chances of securing investment.

### About the author

Having gained over 30 years of experience in finance, investment and venture capital, Rodney Schwartz turned his attention to social investment. He now writes regularly on the subject in the national press, and is a leading figure helping social entrepreneurs to get their businesses investment ready.

## Building a winning team

Investors want to make sure they back credible teams that can deliver their business plan, create a return on investment for them and attract more money for further investment opportunities. So how do you make sure the investors have confidence in the team you lead? Post investment, the quality of a management team influences the performance of the business by some 40% - making it an increasingly critical issue for investors. Many investors cite getting management quality right from the outset as their key learning over their lifetimes.

John Sutherland of Strategic Resource outlines in detail what investors are looking for and what you can do to increase your chances of finding funding. For those who want to take it further, John is running a series of half-day workshops with ClearlySo, working closely with a select number of social entrepreneurs on the preparation work needed to secure investment.

### About the author

Having run over 100 due diligence assignments on management teams, for a wide variety of venture capital organisations, private equity houses and banks, John Sutherland has extensive experience in helping companies build an effective team. John was a highly rated speaker at the 2010 ClearlySo Social Business Conference and is committed to helping social entrepreneurs.

## Selling your product

Creating a great product or service is one thing, but that's only half the battle. Any successful entrepreneur needs to perfect the dark arts of salesmanship. These can be difficult to master, and may be uncomfortable for many people.

In this guide, Lara Morgan, founder of Pacific Direct, a leading supplier of hotel guest amenities and toiletry products, offers lessons from her own experiences on how to make the most of every opportunity. She offers advice on everything from cold calling to improving customer retention and dealing with difficult clients.

### About the author

Lara Morgan was the founder and CEO of Pacific Direct. A founder member of the Young Entrepreneurs Association, Lara has been a finalist in the Ernst and Young Entrepreneur of the Year Award on three occasions as well as a finalist in the Veuve Clicquot Businesswoman of the Year Award. Her recently published book, "More Balls than Most", draws on her own

experiences in business to offer advice for any aspiring entrepreneur.

## Managing your finances

Good financial management can make the difference between success and failure, particularly in a time of economic uncertainty. The issue is particularly important for social entrepreneurs who may lack the resources for a skilled financial management team.

In this guide, Ian Oakley Smith and Rachel Taylor of PWC explain why financial management is crucial for any business and what you can do to put your house in order.

## Upgrade to membership now!

For all questions and queries about ClearlySo Membership please contact...



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