

BUSINESS BUTLER ™



WELCOME TO BUSINESS BUTLER CO-FOUNDER OPPORTUNITIES

www.businessbutleruk.com





What is Business Butler?

Business Butler is a professional services platform that allows users to identify and book vetted and appropriate business experts using a bespoke matching engine, the only one of its kind in the UK.

Presented alongside business guides and blogs, Business Butler is being developed as the go-to platform for businesses looking to grow, as well as the new generation of entrepreneurs emerging from the economic damage caused by the pandemic.

Experts pay an initial fee to join the panel, followed by a small monthly listing fee, creating a cost effective way of growing web traffic, boosting their network and meeting new clients.

Our mission

In the UK, around 50,000 new businesses are registered every month. Of those businesses, 1 in 5 will fail in their first year of trading, and 60% do not make it past the 3rd year, an awful statistic.

Our goal is to improve that survival rate, by giving people access to knowledge and advice free of charge, and when needed, connecting them with vettted, local professionals. These experts understand the challenges faced by startups and small business, and are able to provide high quality and affordable services.

We believe that advice should be trusted, relevant, impartial and timely. If every business had this type of advice when they were starting out, or looking to grow, how much better would business survival rates be?

Our solution

Our solution has been to develop a web-based matching platform that will gather user requirements, profile against members of the Business Butler panel, and return a shortlist of suitable experts, all fully vetted against a 50-point checklist.

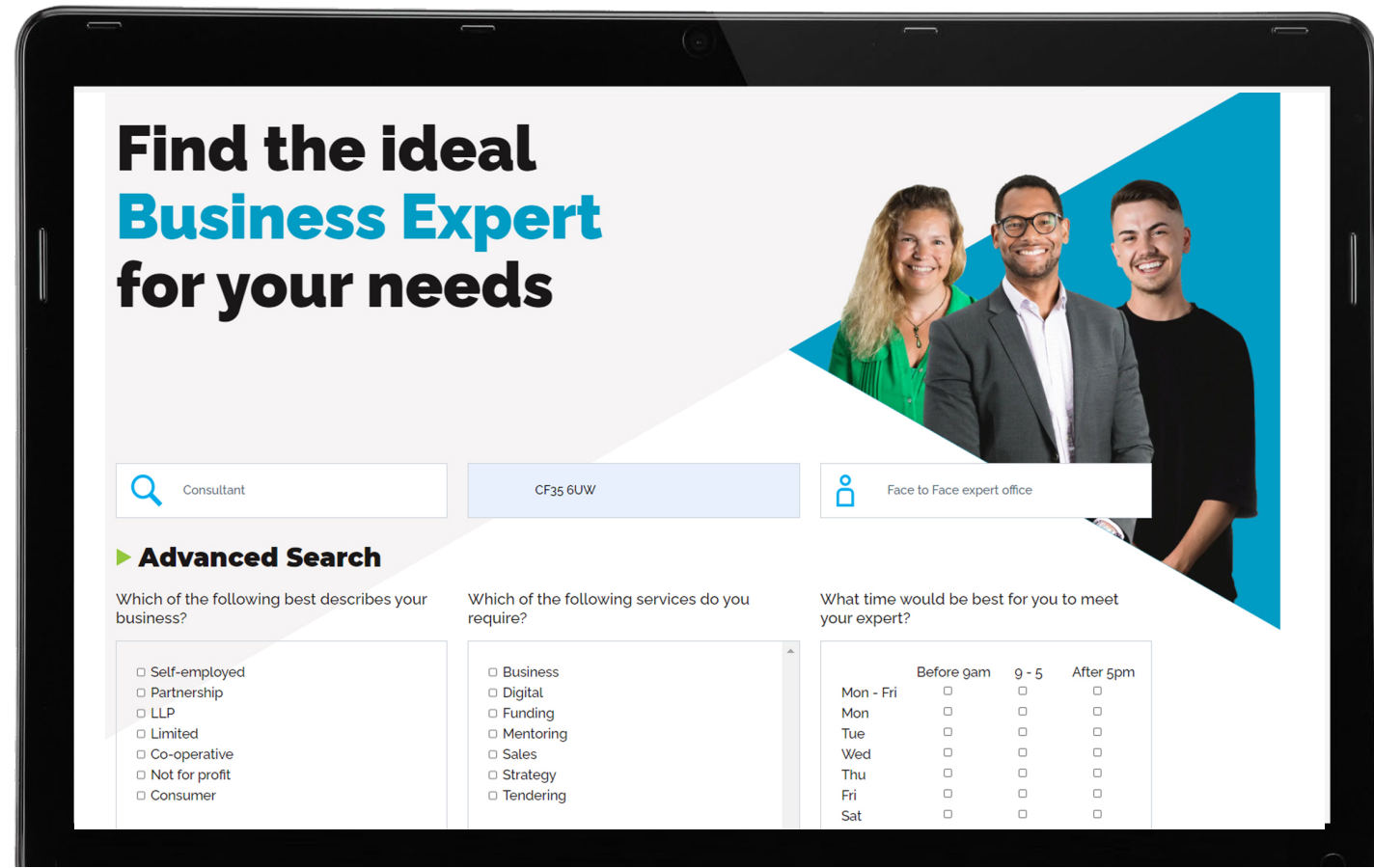
Business experts you can trust, when and where you need them

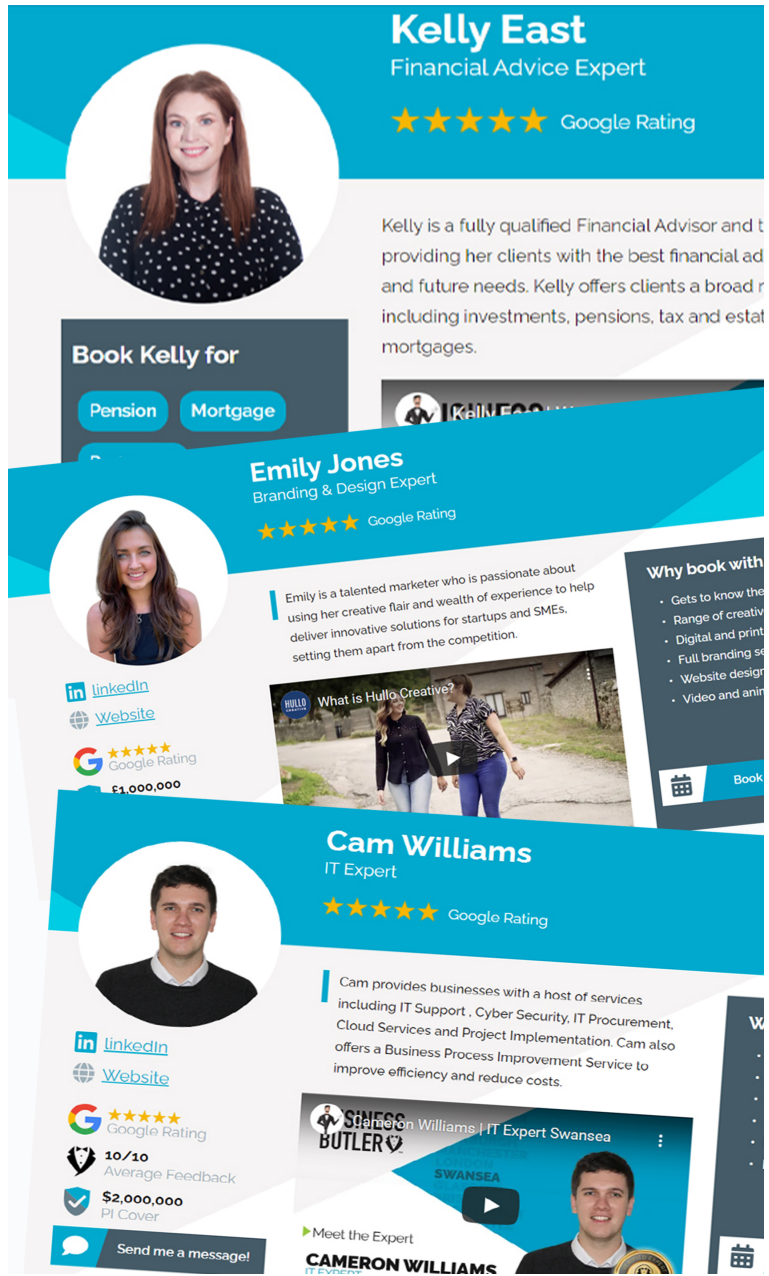


The Matching Platform

Our platform has been designed so that users can easily identify appropriate support from a panel of fully vetted business experts.

- Intuitive drop-down search
- Free text search option
- Choose from 15 key business areas
- Select from 120+ sub-services
- Tell us how you like to receive advice
- Pick the days you are available
- Select times that are convenient
- Filter by travel time to expert





The Expert Profile

Expert found, users get a chance to review a detailed profile before booking an appointment, sending a messaging, or finding out more by visiting the experts website or socials.

Biography

Photograph

Expert Rating

Google Score

Introductory Video

Web & Social Links

Calendar Availability

Key Services

Testimonial

Where do you come in?

We are looking for Co-Founders who can help take Business Butler across the UK, and beyond. Take a look at these questions, is this you?

- Do you have the drive to run your own business?
- Do you have a good knowledge of your local area?
- Have you previously worked in a business to business environment?
- Do you have an existing network of business contacts?
- Do you have a real passion for small business?
- Do you want to knit together your local business community?



Mike | Cardiff

What will you be doing?

Co-Founders are responsible for identifying and recruiting business professionals to create a panel of vetted experts in their local area.

We offer three tiers of membership, Associate, Affiliate and Expert, and recruit across more than 120 business services. You will also need to allow time for other membership activities.

- Attending expert networking sessions
- Keeping in touch with your experts
- Taking part in team calls
- Contributing to social media
- Reporting for your area



BUSINESS BUTLER 
The platform for business experts

Join The Experts

Elevate your business

Affiliate Membership just £25 per month!

Find the ideal Business Expert for your needs

- ▶ **Winning online profile**
- ▶ **Increased website traffic**
- ▶ **Appointments in your diary**
- ▶ **Effective online promotions**
- ▶ **Free Zoom, webinar and phone**
- ▶ **Networking and events**

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Membership tiers

Service	Benefit	Market Value **	Associate Free to join No monthly fee	Affiliate Free to join Monthly fee £25	Expert £150* Monthly fee £50
Networking	Grow your business through flexible networking	£50 per month	✓	✓	✓
LinkedIn engagement pod	Increase your reach with guaranteed engagement	£97 per month	✓	✓	✓
Cashback/credit	Reward for community activity	£200 per annum	✓	✓	✓
Credit searches	Assess prospects or revise payment terms with clients	£24.99 per month	£5	✓	✓
Access to members directory	Exclusive offers, appointments, 121s, Zoom account	£25 per month	£10	✓	✓
Video conferencing	Branded URL, waiting room, cloud storage	£159.90 pa for video conferencing + phone pack	£10	✓	✓
Zoom phone pack	Bespoke telecoms package	£159.90 pa for video conferencing + phone pack	£10	✓	✓
Vetted badge***	Accreditation builds trust with prospects	-	£200	£200	✓
Social media promotion	Reach target audience across several platforms	£100 monthly (Google price from £100 to £500)	POA	POA	✓
SEO for Google and Bing	Ensures visibility on search engines to receive traffic	-	N/A	N/A	✓
Digital profile and matching engine	Able to be easily found by qualified prospects	£100 per month	N/A	N/A	✓
Web traffic generation	Add web and LinkedIn link to profile for results	-	N/A	N/A	✓
Hosting events	Events promoted in community and on social media	-	N/A	N/A	✓
Appointment scheduling software	Simple and quick booking process for prospects	£10.50 per month	£10	£7.50	£5
Webinar licence	Invite 500 attendees, with 3 TB/month cloud storage	£96 per month	£60	£45	£30
LinkedIn network builder	Grow business by reaching new prospects	£500 per month	£250	£200	£150
Video & Headshot***	Portrays a professional image and builds trust	£570 (Av £450 video + £120 for headshot)	POA	POA	POA
* All prices ex. VAT and are payable monthly unless stated otherwise **For validation of market value please email: members@businessbutleruk.com *** Vetted badge, video and headshot are a one-off fee		Monthly saving	£164	£181	£ 381

Building the community



As a Co-Founder you'll be doing far more than running an appointment matching platform, you'll be building a community with multiple benefits:

- A community of like-minded business professionals
- Attendance at regular online events
- Access to a thriving virtual networking space
- Great value white labeled business products
- Support from fellow experts
- Dedicated Founder in each region



What support do we offer?

We offer Co-Founders an established model with all the tools required to achieve success.

- Joint-venture model with just a £5k upfront fee
- Exclusive geographic area
- Immediate presence from an established brand
- Marketing initiatives carried out centrally
- Tech ready giving an immediate online presence
- Work to an existing business model
- Services have an established customer base
- Support includes training, appointment generation, networking and admin
- Use our model to compete with larger businesses

Why do Experts join the panel?

- Quality traffic direct to your website
- Get more visitors to your LinkedIn profile
- Boost your presence on Google search
- Effective social media promotions
- Real time calendar booking system
- Join and trade with a thriving community
- Free networking and engagement tools
- All inclusive Zoom business package
- Rewards for community engagement



Why do businesses use our platform?

- Contact experts direct if they wish
- See suitable experts matched to their needs
- Stop picking those ranked highest on Google
- See an expert at a time and place that suits them
- Match and book an expert in less than 5 minutes
- See real time expert availability
- All experts highly vetted for peace of mind
- Free to use service and initial consultation





Key numbers

- Growing by 100 members per month
- 3,000 website visitors every month
- Multiple 1st page Google rankings
- 35% of visitors use web engine to find expert
- 12% click through rate to expert web or social
- 95% expert retention rate
- 82% appointment to sale
- 8,000 social follower

Where will you make money?

New expert onboarded	£75 + vat	One off
Expert Membership fee	£25 + vat	Monthly recurring
Affiliate Membership fee	£12.50 + vat	Monthly recurring

Earn and own

Our innovative model allows Co-Founders to purchase their territory in full after just four years with Business Butler. These are estimated earnings for a typical territory.

Year	Income	BB Fees	Profit	Franchise Fee	Co-Founder Net Profit
1	£31,181	£15,591	£15,591	£5,000	£10,591
2	£95,100	£47,550	£47,550	£9,900	£37,650
3	£158,100	£79,050	£79,050	£12,000	£67,050
4	£238,031	£119,391	£118,641	£12,000	£106,641
5	£238,031	£119,391	£118,641	£12,000	£106,641
TOTAL	£760,444	£380,972	£379,472	£50,900	£328,572

To discuss opportunities

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Bhupinder Sidhu | Founder
sid@businessbutleruk.com | 07717 212394

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