

CASE STUDY

Walking the walk and talking the talk helps experienced business advisor launch her own business



Julie Mather Associates

With over 30 years experience in advising start up businesses and working with organisations of all shapes and sizes Julie Mather decided in 2017 it was her time to shine and she created Julie Mather Associates.

Julie started her business with planning support from the Enterprise Team at the East Midlands Chamber and they helped her to access the New Enterprise Allowance which provided her with some initial funding towards her living costs.

Having defined the business support service she was going to offer and the launch of her company website, the challenge was on to build a customer base. The D2N2 Growth Hub was invaluable in terms of providing Julie with opportunities to meet potential clients. Seven months on, she's loving her new life and feeling very optimistic about the future.

“ In October 2016, I attended a D2N2 LEP business breakfast and made two important new contacts. One of them introduced me to one of their contacts which led to two days work a week, for five months! The other contact arranged for me to make a presentation about the Apprenticeship Reforms and the Levy to the Nottingham Rotary Club which led to some very useful contacts being made.” - Julie Mather, Julie Mather Associates

KEY POINTS

- The Growth Hub and the East Midlands Chamber supported Julie with marketing, pricing and developing a realistic cash-flow. She was also introduced to some very useful contacts.
- Julie feels very optimistic about the future and says it really helps to be able to attend D2N2 Growth Hub events and to know she can call someone for guidance.

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