

EQUIDISTANT LTD
Influencing London-Based Brands

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Equidistant - Influencing London

Essentially, Equidistant brings together the most influential online personalities in the form of sustainable London based brand events. We invite female-only influencers aged 18-30 to join an exclusive members programme which helps them to connect with other influencers, enjoy prestige events, receive weekly gifts and have access to wellbeing classes.

Even in the digital age, we crave real human contact.

1. The Business Model

Equidistant is an idea that has become stronger and clearer over several years starting in 2017 when I was studying my first degree, Event Management at BIMM London. The idea first felt realistic when I was invited to an event hosted by a membership programme called Don't Die Wondering. I found the event fascinating and I have wondered how I could create my own since then. I had been to most of London's exclusive private member's clubs and I thought to myself, it would be great if there was a membership that was exclusive but at all different venues, and that is what Don't Die Wondering provide. Since the recent pandemic, it has become evident that people are seeking out a healthy work-life balance more than ever and more people are choosing entrepreneurship over regular office jobs. I used the Inner Circle app for some in-person research, the app is a paid-for service that allows you to meet professionals. I purposely sought out investors and business owners using the app and shared my start-up idea with them. The feedback was extremely valuable and urged me to proceed with this plan. Following these meet-ups, I realised that my idea could help many business owners in London, especially those who were not very tech-savvy and did not yet know about the benefits of influencer marketing.

Equidistant events will supply everything the brand owner needs for a successful marketing campaign, in one room to leave everyone wanting to know more about the brand, and to be involved in further collaborations. Equidistant aims to bring all of the right people together to birth new ideas, new start-ups, new projects and most importantly, new valuable relationships. Meeting with such investors also made it clear to me how many investors there are in London and it helped me to practise pitching my idea. It has recently come to my realisation that creating a female's only group, will allow females to feel more comfortable when creating social media content at our events. I feel that London is currently lacking woman's only clubs and although they are becoming more popular, it seems they are targeted to women over thirty and are too overpriced for students and the like. I hope that Equidistant's events can become selling platforms for local start-ups to see London based brands thrive. Although this is one of the focus points, the initial focus is to form a loyal group of passionate young women to engage in regular meet-

ups to build a strong client base of local brand owners. The target market is social media savvy young women who are seeking a social life off-line as well as seeking online work opportunities. See appendix 1 for a customer profile example.

Currently, many people who are starting small businesses have to spend a lot of time and expenses on marketing, especially when they are starting from scratch. Marketing start-ups can be timely and sometimes expensive, especially when you have to go through trials and errors to seek what type of marketing fits the brand. Equidistant believes that in-person, network and influencer marketing is the most effective approach. Our events can almost imitate a recruitment process for the brand owners as our events will be filled with natural brand ambassadors and the brand owners can naturally gravitate towards those they may wish to collaborate with. Imagine a recruitment process in a completely relaxed environment where you could watch people being themselves for several hours, bonding over your product. Such marketing would allow business owners to organically grow their client base. We propose to treat each brand as special as a newborn baby, and we aim to seek out the right people to introduce it to the community.

Our members are thought to be those who wish to be invited to fashionable party scenes in London but may not have enough funds or networks to do this regularly. The targeted potential members are those who have skills and an online network, which can be transferred into an income and an offline social circle. Three of the main aims of this company are 1) To provide the members with a fun social life and create collaboration opportunities 2) To secure the right venues and negotiate the best prices and deals in order to generate profits 3) To explain to and convince local business and brand owners how influential the members could be to their brand and how the events can impact their marketing and sales revenues. The world of influencers is shifting, they don't just want to receive free things anymore, it is about human connection. They are more likely to post and talk about a brand online that they have had a real-life experience with (Hayes, 2018).

Following research, it has been found that there are many similar membership clubs in London, which only came to my realisation after putting together the competitor analysis found further into the plan. One of the main differences Equidistant propose is a low pricing strategy to target younger and female-only

members. One disadvantage of inviting younger members is that they are more likely to have a lower income however, one strong advantage is that they are bound to be more tech-savvy and have a deeper interest in social media. The marketing plan is key to the business' success and finding the right brands to work with. It may be necessary to seek out brands and venues before the marketing launch (please see appendix 2 for examples of brands we intend to reach out to), we can then give the members examples of the events and brand collaborations they can expect to be involved in for the following year. Reputation is a huge aspect for the business and its influencers, so ensuring that all of the stakeholders values align with one another will be one of the main obstacles. The niche aspect of this plan is that all of the members are to have at least ten thousand online followers, they are females who predominantly work from home and are seeking a social life offline whilst sustaining income from their online content. The members will gain a social life whilst the brand owners gain online exposure.

It has not yet been found that there are any similar concepts in London. We feel that focusing on brand collaborations, and only London based brands, for women only is a unique and niche market. The business follows the theme of a traditional English concept with a girly touch and celebrates local brands that have been conventionalised in the UK tailored to people in London. I feel that it is important for people who live in the UK, especially London, to support one another for economic, environmental and social reasons. Equidistant may need to alter its offering overtime to ensure it suits the member's expectations. There may be overspending in the first year as we try to discover which activities and brands the members are most interested in. Equidistant aims to keep ongoing communication with its members by sending regular, personal emails and text messages, encouraging in-person liaisons where possible. There is an app included in the plan which works as a social page, members can interact and support one another via the app, similar to the Victoria app with more attention paid to wellbeing, personal growth and brand collaboration opportunities.

Recently, a good friend of mine whom I met at university showed me a TikTok video of hers that had gone viral. It was a video asking girls in London if they wanted to attend a random meet up. Seeing how popular it has been, we have decided to work together in the creation of this business as it appears we have a similar vision with similar values. This research has given me an insight into how keen women are to meet other women in the city. The business model is in no sense feminist, it is

to create an open space and to create events where women can meet new friends and discover new local brands. We want to ensure that the tone of voice for the brand does not portray any sense of feminism.

Essentially, the pricing structure is; sponsorship is gained from brands, the brand's sponsorship pays for the event and our profits are made from the monthly membership payments. The members are to be online influencers with followings of more than ten thousand which then adds value to the brand that sponsored the event. There are also extended parts of the business such as the online shops where we will sell special local products, branded merchandise and an alcoholic beverage with we aim to make popular for 'pre-drinks'. There will be other events including wellbeing workshops, clothes swap events and a book club. Members will also have access to 1-1 coaching at our Hoxton Hotel Southwark office on evenings and weekends where we offer career and personal support which requires members to book at least twenty four hours in advance.

2. Business Research

Influencer marketing in our digital era has allowed many people to quit their usual 9-5, mundane jobs and live their lives in much healthier ways. An interview with Battersea based, social media star Chiara King confirmed this as she mentioned "music is my true passion, however, creating TikTok content is what has allowed me to quit my property manager office job and focus on my content full-time, the income and freedom have allowed me to rent my beautiful two-bedroom apartment in one of my favourite places in London, travel to six different countries last year and focus on my music". When asked if she uses any agencies "I try not to as I have been promised lots of work through paying to join agencies and no work has come through, I just use my contacts now". This interview brought to my realisation that larger influencer agencies seem to focus more on their client/brand owner rather than the influencer. At Equidistant we aim to focus on the needs of the influencers before the brand owners, which will eventually pay off for the brands as authentic content reaps the most rewards (Exchange, n.d.).

Moving on to the reason why we feel bringing people together in person is going to benefit London communities. In this day and age, the emotion of loneliness is growing and it doesn't look like it will get any better with the vast increase in AI and work from home schemes. The past couple of years has shone a light on the impact of loneliness. The measures to control the coronavirus have had a devastating effect on our collective mental health and wellbeing (GOV.UK, 2022). Farida Charania, CEO for Empower mentioned the three reasons why she believes working from home is increasing mental health problems on her recent blog "people are more likely to feel alone when they lack the support they need. Working from home can also increase the workload because of the need to adapt. Thirdly, virtual meetings back to back are becoming a new trend that is not possible in a physical office" (Charania, 2021). It appears that a lot of the stress and anxiety caused by working from home comes from the feeling of being alone and having a lack of in-person support. Although it is an incredible time to be alive, in the rapidly enhancing digital age, we are still programmed to crave human to human, physical contact. Artificial intelligence and the use of social media can also help lessen mental health symptoms and make people feel more connected which is why we support this however, we aim to find the balance. This business model is created to support both online and in-person social interactions in the form of brand collaborative events and 1-1 support for members.

From my personal experience, I sit alone all day at an office, and one of my only interactions is at the gym, where I can sense that people are itching to speak to each other. Living in a large city can be extremely overwhelming, isolating and lonely. People are now valuing a larger group of acquaintances over a handful of close, supportive friends (Manson, 2019). With more people working from home and choosing technological pleasures over simple human pleasures, people are starting to lack basic needs. Equidistant is designed to bring like-minded people together over the bonding of London-based (locally sourced) products and brands.

There are three main stakeholders involved in this concept with each one being as important; that is; the venue owners, as we maximise the use of unused venues (e.g. art galleries and shops which are usually unused in the evenings). Our potential members, who are people who use the internet as their primary income and have a large social media following, and thirdly the brand owners who want to give their customers a personal introduction to their product through an exciting event.

Although the Equidistant app takes on similarities to some dating apps, the Equidistant app gives its member's discussion topics and interesting concepts to each event. The reason we want to make the events so interesting and unique has come from personal observation. I recently attended one of the Victoria Apps events at Home house London. There was nobody to greet us, the venue was in the basement which was cold and damp and there was no real atmosphere to the event which made me re-think my membership. I love to network, I love to meet new people and I have many friends that I don't get to see regularly and one reason for this is because the only thing we have to bond over is an alcoholic beverage. It is lovely to go out for dinner however, it can be extremely expensive and is usually in small groups meaning it takes up a lot of time finding time for my wide network of friends. Equidistant provides all of these things in one room making nobody feel obliged to do one thing over another. The food and alcohol aspects of the business use local products to cater to the events and the members do not have to feel obliged to spend any money if they wish as food and drinks will be provided. Equidistant aims to target the five senses of all of its guests ensuring everything is locally sourced including food, drink, scent sticks, candles, visual art and local musicians.

The emphasis on the locally sourced products is due to the environmental issues we have at hand, the introduction of Brexit making it more costly to source from overseas and also to celebrate local talents. The app could be appealing to travellers and newbies to London, giving them a warm welcome to the thriving social scene and local products available. Being a proud British, I sometimes feel like we aren't celebrated enough and I would like to see more of its success celebrated in the coming years by supporting local start-ups.

It is proven that there are multiple benefits people gain from being part of a private club and it can give people a highlighted sense of self-worth "private clubs can restrict its membership and membership benefits to people who share a particular protected characteristic" (Equalities Office, 2010). Equidistant wants to make its membership packages accessible to as many young females as possible by keeping its pricing strategy lower than the other established member's clubs in London. As we are keeping influencer marketing at the forefront of the concept, it is however important that content creation and maintaining an online audience is a strong ambition of its member's and the management team.

We have found an office space package which we feel suits the business perfectly. The location is in Southwark at the Hoxton Hotel. The ‘side hustler’ package costs only £75 per month for access on evenings and weekends and has access to a yoga studio, hot drinks, glamorous office space and access to large board rooms. This is where we will invite potential members and clients for interviews and meetings (Coworking Membership Options at Working From_Southwark, n.d.). We feel that there is currently a gap in the market for young female members clubs with the majority of established clubs being targeted at the mid-thirties business and corporate crowd. Although targeting an older age group means that they will be able to afford to pay a higher price for membership fees, we aim to create a lower-priced bracket and focus on creating a strong community of brand collaborators.

As a society that supports and encourages start-ups, each member will receive branded e-business card/physical business cards to share with those they meet. Equidistant take pride in offering 1-1 support to its members at our office. The venues will be bespoke to the client, for example, if the brand suits a quiet setting where people can talk, we could use a large jewellery shop, an art gallery, or an air b and b at a luxury property. Using such venues will ensure that the venue doesn’t feel too empty, too crowded or too basic and will suit the needs of the brand sponsorship. As Equidistant wishes to take pride in its atmosphere and ambience filled events, each venue will be checked for its technological capacity to ensure all expectations can be met (PR & Communications, 2018).

3. Economic Climate

This year, November 2021, the UK hit its second-highest record by borrowing £17.4 billion pounds due to the unfortunate events caused by the coronavirus pandemic (National Statistics, 2022). Over the same period, the government spent a further £70.3 billion on services such as health care, defence and education. Taking this into consideration, Equidistant wants to create an affordable membership scheme so that people can still benefit from the social interactions and

closeness of each other without falling into debt. Moreover, the fact that people have spent so much time being isolated in their homes over the past couple of years, means people are seeking value in living a minimalistic lifestyle. Music venues continue to suffer, even when the restrictions were lifted; a report from the Night-Time Industries Association, surveying 500 nightclubs in the UK reveals that 40% of music fans didn't turn up to gigs that they had bought tickets for this year (Richards, 2021). A lot of businesses have been forced to closure meaning there is a host of potential unused venue spaces. Due to the increased demand for isolation, many people have found themselves becoming more creative and have used technology to start up online businesses or are making a living from creating entertaining content online. Equidistant are here to bring the two together by creating a private members group who come together to maximise the unused spaces and celebrate local brands creating more circular income for the community.

A study found that economic gain can be connected to physical touch. Keltner links economic benefits to physical touch, probably because "touch signals safety and trust; it soothes. Basic warm touch calms cardiovascular stress. It activates the body's vagus nerve, which is intimately involved with our compassionate response. "NBA teams whose players touch each other more, for example, win more games" (KHCA, n.d.). This research is one reason why the brands that collaborate with us, especially the ones that seek their customers from online marketing alone will reap huge benefits from our brand events. Equidistant believes that creating a members group for young females is going to play a vital part in keeping the local communities in London thriving.

4. The Events

The events for this business are the make and break of the companies stability as this is where the members will physically connect and bond whilst creating content that will benefit the brand owners who are to sponsor the events. Equidistant plans to launch parties at carefully selected venues, locations, lighting, music, food, drinks and everything down to the smells which are intended to enhance connections using products sourced from London based brand. Please see appendix 3 for a list of potential venues. We will also contact real estate owners who have empty properties (as this is something I have two years of experience in) to see if we can

use the space on a one day lease such as empty office spaces and residential apartments to host slumber parties. Everyone who is involved in the events has their data held in one place, on the Equidistant app, where you can see who attended each event. Members will be given a membership card where they will collect points for attending each event. As the target market is predominantly young females with a large online presence, we suspect that they will be creatives with lots of start-up ideas. We plan to create an event where we will invite investors and re-create a Dragons Den pitching event to support the member's career progression.

As the target members are young females, we intend to incorporate a large focus on female musicians. With strong connections from BIMM university, Tileyard and Londons music scene, we feel that it is important that we build upon those relationships and create gig opportunities for female musicians where possible. We believe that stimulating all five senses at each of our events is extremely important. If there is not an option for live music at one of our selected venues, we plan to select playlists specifically to suit the scene of the event, focusing on female playlists. As we are catering to a younger age group compared to the other existing membership clubs, we aim to seek out venues where we can play music as loud as possible, to create a fun party atmosphere. There are plans to host 'slumber parties' where content creation will be encouraged as we will choose minimalistic, stylish large spaces to host such events.

Here are a few reasons why we believe people should choose a membership at Equidistant: hosted by tech-savvy, experienced in project and property management, interior and fine art lovers who are well connected in the music industry and wish to support a group of young females in their passions, social and career ventures. We have an authentic passion for bringing people together and helping the collective to increase their financial and social abundance. Let's make friends, collaborations and produce fabulous ideas whilst celebrating some of Londons most beautiful, unique venues and products. Having close connections with many of central Londons most successful PRs means that all of our events will be followed by an after-party in one of Londons most prestigious clubs. To support the female-only concept, we will ensure that there is always a membership-only section at each venue so that the members feel safe and protected.

5.F&QS

How much will this cost me? We will give you a quote with a bespoke design package for your brand, we will meet in person, come to your store, assess your customer market, look at your start-up plan or future marketing aims based upon a realistic budget and size scale for your product. If you have a tight budget in mind, we can work around that however, we put reputation first and we aim to host the most ‘Instagramable’ events in London.

How am I going to get sales from this?

I am sure you love to sell your product, especially when you are at an event and everybody is asking the typical “what do you do”, now imagine an event that is focused on only your brand. Being exclusively invited to an event based on your brand will be the topic of everyone’s conversation and will lead to social media traffic from our members which will eventually turn to new authentic customers and sales. Our members are only accepted to the membership programme if they have over 10,000 followers across their social channels, this is how you will gain authentic brand exposure.

Seeing your product being sold to a cluster of people in an impactful environment will be a great learning curve for you, it is market research, it is seeing peoples live reactions to your product. You will receive authentic and honest feedback from people who are regularly exposed to similar products. You will be able to sell to like-minded people who will truly understand your product and will develop an emotional connection to the product. Your product will, of course, be available to buy at the event too, and we encourage gifts and freebies to be sent to our members following the event which will encourage them to re-post content related to your brand. Valuable feedback and a detailed customer analysis package will be given to every client after each event. Following the event, you will receive a promotional video, filmed by our carefully selected videography team which will be professionally edited and sent to you. Your product will almost certainly be shared on the influencers and members social channel's too.

Can I design the event and you put it together? Of course! We have the connections and the passionate energy to get your event to exactly how you imagine it. By using CAD software, we can propose to you the 3D interior designs. We value your brand event as much as we would your wedding day and we will do everything we can to make your vision a reality. You can be as involved or uninvolved as you wish, every package is bespoke there are no set prices. It is in our best interest to ensure your brand sees a return on investment following the event.

Do the members have to pay for a membership? Yes, our members pay a small membership fee per month and gain a multitude of advantages and access to new career ventures and brand exposure opportunities.

6. Financing

6.1. Funding pitch

Since the coronavirus pandemic, it has meant that multiple venues have been forced to close down due to a drop in profits. Before the pandemic, we already had an issue with grass-roots venue closure and now the issues have multiplied. Lack of funding means that there are now fewer venue spaces, and a lot of venues have not been refurbished in a long time. Beverly Whitrick, strategic director of MVT voiced her concerns “this is the busiest time of the year for Grassroots Music Venues, representing more than 20% of their annual income being raised during the party season. Rapid declines in attendance at this time of year represent an exponential threat to the whole sector, and losses of this magnitude cannot be sustained without throwing hundreds of music venues into crisis mode and at risk of permanent closure. A ‘no show’ isn’t just lost ticket income, it’s lost bar take and excess staff costs” (Music Venue Trust, 2021).

Part of this plan is to help venues to fix up again by bringing customers to their venues. We believe that our valuable music industry contacts and future members can benefit the unused venues by creating vibrant atmospheres and soaking up the bars. Our offer in return for use of the venue is to create content and exposure for the venues, especially for days when the venues are less busy. We also aim to help local stores by using them as entertainment venues out of their usual opening hours. The plan is to have the brand owners sponsor the event which will cover the venue costs or negotiate with venue owners to receive free use of the venue in return for heavy bar sales and venue exposure.

A lot of people with large social media followings do not know how to accumulate money from it. Equidistant want to encourage making money from home and online whilst combining it with an in-person bonding club ensuring mental and physical health are taken into consideration. Also, some brand owners do not understand how effective influencer marketing can be and how much they can get returned on their investment by putting on brand events.

Below are key influencer marketing statistics that help point to how well influencer marketing works:

- 80% of marketers find influencer marketing effective.
- 71% of marketers rate the quality of customers and traffic from influencer marketing as better than other marketing sources.
- 89% of marketers say influencer marketing ROI is as good or better than other marketing channels.
- 65% of marketers plan to up their influencer marketing budgets in 2019 (Mediakix, 2021).

6.2. Initial Costs

As a rule, startups should spend about 20% of their time on marketing. For example, if in a week you work on a business for 70 hours, then 14 must be allocated for promotion. If in the first months you notice that there are few customers, but the quality of the product is high, then marketing needs to be given much more time (Shepetyuk, 2021). Taking research into consideration, we aim to stick to the rule that 20% of our time and money is to be spent on marketing. There are two scenarios for our start-up budget, one being we find an investor to invest fifty thousand pounds, and the second scenario is that we each use two thousand pounds of our personal savings equalling four thousand and maximise the use of our contacts and spend more of our time on marketing ourselves.

The start-up costs will inevitably be paid toward marketing, app development, buying time, merchandise materials, inventing and producing a vitamin-based gin cocktail in a can, wages to cover the directors living costs, the business launch event and legal matters. Please see appendix 4 to see a projection of the expected initial costs. The cost of marketing can be divided into design, paid ads, photography and content, PR, website design, SEO and merchandise. If an investor is found, we have calculated that the directors can live off a two thousand pounds per month wage each dedicating a minimum of forty hours each to the business. If an investor is not found, the directors will need to seek income elsewhere meaning they can only dedicate a maximum of twenty hours per week to the business. We aim to keep the team at two people for as long as possible and in the future, we plan to recruit an accountant and an assistant when necessary. This plan is based upon a start-up balance of four thousand pounds.

6.3 The Membership Pricing Structure

Our fixed costs include; the office space, website and app use subscriptions, wages to directors, ongoing paid ad marking, material costs for the merchandise, the alcoholic drink brand and taxes. Our variable costs are dependant upon how many brands sponsorship deals we secure and whether we may need extra staff. We plan to make a profit of fifteen thousand pounds in the first year based on memberships alone. After thoroughly researching similar members clubs in London, we found

that the average cost for such memberships is between fifty and two hundred pounds per month. As we are trying to target a younger age bracket and make private memberships accessible to those who are living off income from creating online content, we have decided to charge twenty-five pounds per month for students and thirty pounds per month for non-students. To earn fifteen thousand pounds profit in the first year from memberships, we will need to sell fifty memberships minimum.

6.4 Income

Our fixed income will be from our members monthly subscription fees explained above. Further income will come from selling our branded merchandise which we will sell to our members. We plan to start by only selling hoodies and tracksuit bottoms which cost nine pounds per item. The sets will be sold for thirty-five pounds, equalling fifteen pounds profit made from each set. If we manage to accumulate fifty members in the first year and can sell a tracksuit to each member our total income from the merchandise shall be seven hundred and fifty pounds.

Another way that we plan to bring in income is by selling our branded gin drink to our members which will be available at all of our events and to purchase online for delivery. We have estimated that the drinks will cost two pounds and fifty pence to produce, taking the branding, marketing and delivery into consideration and we plan to sell the product for three pounds fifty. As none of the directors has experience in the production and sales of alcohol, it is difficult to predict how popular the drinks will be, however with hope, we are expecting to sell fifty per month which will bring nine hundred pounds profit in the first year. Lastly, our clients (brands) will pay a sponsorship fee for us to host events dedicated to their brand. In the pricing structure for the events, we plan to add 20% VAT on top of all expenses which we will keep as a profit. The VAT is to be added to additional staffing costs, food and beverage, decor, music and lighting. It is difficult to predict income for this area of the business as all events will be bespoke and tailored differently.

7. Marketing Goals

The first goals of the marketing plan are to solidify the brand concept and ongoing theme of the company. We have created some mood boards to get a feel for the brand, as seen in appendix 5. The mood boards, along with the values and customer profiles are to be taken to a graphic designer to create the logo. The first month of the business will be spent solidifying the plans for the logo, website, social channels and the voice of the brand. To rectify the voice of the brand, twenty example blogs are to be written so that we can get a feel for which tone suits the brand. Before setting up the social media pages, we are to ensure that we have an image bank of five hundred images which will be taken by ourselves if we do not find an investor and will be taken by a professional photographer if we do find an investor.

7.1 Market and Competitor Analysis

COMPANY 1 - Victoria App

“A community of creative, existential, and out-of-the-box thinkers that connect through their deepest desires and passions – art, music, culture, and powerful conversations.” As part of the research, I went to one of the Victoria Apps events at the private members club Home House. In all honestly, the event was an absolute letdown as it was in the basement of the private members club and there was no drinks reception and the music started late. Although the event itself was not impressive, the people who were members of the app seemed very professional and creative. I met two valuable connections, a food influencer and an interior designer who were interested in future collaboration. If Equidistant can produce higher quality events than this, however, use the members of the Victoria app as

guests, everybody wins! Unfortunately, I could not see the CEO, Vicky Cheng at the event, however, I will ensure that a meeting is set up as soon as Equidistant is launched. We hope to encourage collaboration over competition.

COMPANY 2 - Don't Die Wondering

Don't Die Wondering is a members club that isn't tied to one venue. They have tiers in their membership and the tier tiers essentially get more invites to exclusive press launches. Our initial idea was to start something similar as we think it is a great idea and a way to secure regular monthly income. Don't Die Wondering focuses on magazines, high society, music and fashion whereas, although Equidistant values these things, the core values are investments, start-up ideas, locally based brands and entrepreneurship. Equidistant is fully supporting the local community and only works with London based brands. Part of this is to celebrate the greatness of London, and another reason for this is to maintain sustainability. Equidistant is ethically different and protects entirely different values. DDW comes across as a money circle and is the home of investors who have inherited money and learn financial freedom. The people who pay for a membership here are those who are invested in finding investors and learning how to become financially free themselves. Don't Die Wondering targets its memberships to the prestigious and wealthy which does not interfere with Equidistant's target group.

COMPANY 3 - Investor Networking Groups

There are many groups in London which you can join and pay a monthly fee to meet investors once a month. Companies such as Capital Enterprise offer business support programmes and encourage business collaboration at their monthly events for £1,200 p.a. This is similar to Equidistant, we want to help to encourage collaborations and we offer feedback and reports on start-ups and existing brands, however, we feel that these types of events lack excitement, prestige and the sense of elite society like you can sense from Victoria and Don't Die Wondering. Capital Enterprise would be a customer base we shall target in the future. The model of Equidistant is to reach out to specific people to match the brand, Equidistant is very bespoke and invites are very exclusive to online influencers whereas investor networking groups invite start-up owners from all categories.

The base model of the business is quite simple - the brand owner gives a vision and a budget - Equidistant fills the room with influencers and the relevant people to start a live marketing campaign - the brand owner leaves with a promotional video - their brand flourishes across influencers social channels and potential investors - Equidistant does all of the pitching and organising - Influencers pay a membership fee - venues get recognition and bar sales - a female-only society forms over time.

COMPANY 4 - Secret Society Uk

Secret society UK focuses on growth, community and happiness. They have seven consultants/Gurus who will consult you to understand how you feel and how you want to grow, helping you understand more about yourself and select activities (if you want). They will consult with you monthly to discuss how you feel you are progressing and help select other activities to achieve the growth you want. The fact that this is only health-focused is where we feel this company isn't suited to our customer market. We believe that there should be an equal mix between career, personal growth, friendships, spirituality, fashion and most importantly, fun!

7.2 S.W.O.T Analysis

Strengths

The strongest element the company has is that it offers the benefits of all of the society's and clubs that have been mentioned above, in one package, for a better price with added elements. One of the things Equidistant takes into consideration is that the working people of London like to spend their time wisely, which is why we want to create a space where all five senses can be stimulated and as many needs can be met under one roof. We believe that influencers will benefit greatly from joining our programme. Another strength is that we are supporting the sustainability movement and supporting local brands which is a benefit to the UK and the environment. Not only are we taking into consideration the environment, but we are also taking into consideration the physical and mental health of our members at all costs.

Weaknesses

One of the weaknesses is that the influencers may mistake us for an agency and think they are being used for marketing purposes. Following an interview with TikTok and Instagram certified Chiara King, she mentioned that she had used influencer agencies in the past who had taken start-up fees from her but failed to deliver collaborations and work opportunities. We want to make it clear that that is not our focus and the focus is to bring together brands and influencers in the hope that natural collaborations will happen. We envision ourselves as a moving private members club for influencers and brands rather than any sort of agency. Our events are to be enjoyed and benefit all who are involved.

Opportunities

One opportunity is our online shop which will select what we think are the finest and environmentally friendly from London based stores and then re-sell them on our online shop. We hope that we can build positive and fulfilling relationships with the stores that we wish to use as our suppliers. Another opportunity is investment opportunities, we thoroughly believe that this company is going to become a thriving success and will turn the heads of investment opportunities. Technology is going to be one of the main focuses and we hope that investors will be on board with our future vision. As our members will be online influencers with a wide online fan base, we hope that this will authentically create brand awareness and therefore, lead to an upheaval of growth in our membership packages. One of our greatest opportunities is that we are based in such a diverse city, that influencers who are moving here from overseas should feel welcomed by us as we introduce to them our benefits, and encourage them to support our local communities.

Threats

One of the biggest threats we have is licensing. It is unknown which licenses each venue will need for us to host our events and this may become a little tricky when curfews are involved. Other threats include the potential of bad press, negative reactions from competitors and the inability to reach the deadlines outlined in the timeline.

7.3 Marketing Timeline

Week 1. All local magazines and blogs in connection with the aesthetics are to be contacted with a branded pitch to make them aware of the upcoming project.

Contact all journalist connections. Liaise with as many influential journalists in London as possible. Speak to brand owners and venue owners to gain feedback and to make them aware that you will have a proposal coming to them soon. Use this time as research and feedback. Make as many calls and emails as you can to get the word around about the new business venture. The feedback given will give more clarity on the pricing structure and how to voice the tone of the brand. Speak to local brand owners and gather information on who their customers are and who they would like to attract to their product to decide if the brand aligns with the target audience.

Week 2. Plan out all of the mini-events which you are going to host to seek out potential members. Aim to host one mini event per week in this phase. Try to host an event in as many areas as possible in zones one and two for diversity. Seek out venues that will let you host free of charge for the mini-events. Create a mixture of different styled events to gain clarity on interest including; clothes swap events, fashion pop-ups, music gigs, restaurant meetups and wellness events. Post the event on all social networks (personal) and maximise online presence on a small budget. Speak to friends and family about the new venture and gain feedback from as many sources as possible. Contact influencers and invite them to the events. The reason we are creating these events before launching the brand is so that we can get

an authentic sense of who we think may be interested. In this week social media timesaving software should be set up with all content ready for the launch in week three.

Week 3. Launch the website, app, Kasabi and social channels. Ensure all social media content has been released correctly. Carefully monitor any interactions. Ensure engagement is kept on top of. Follow and message potential members. Gain attraction by releasing content at the right times, focusing on Facebook and Instagram stories. Release TikTok videos. Follow the social media schedule precisely. Use the social media scheduling tool to ensure all content is shared at the right times and set up for the following week. Release the competition. Release information about the launch event and put a link in all bios for tickets. Please content related to the launch event to gain public awareness.

Week 4. The launch event week. Dedicate time to ensuring the event is perfectly prepared. Contact all RSVPs. Send out invitations. Invite brand owners. Arrange photographers and videographers. Do a practise run to ensure musician/s and other staff are prepared. Stay in close contact with the venue owner. Launch the drink product. Use influencers to post wearing the tracksuit merchandise and gin drink to create a hype. Guerilla Marketing Stunts released.

Week 5. Contact everyone who came to the event with thank you gifts. Ask for honest feedback from the venue owner and brand owners, encourage criticism. Contact journalists to tell them how the event went and send the photography to them. Release content and promo videos from the event. Arrange meetings and interviews with potential members. Ensure gin and merchandise are available to buy on the website. Start to plan the next event. Reach out to potential sponsors. Create a de-brief document of the event.

7.4 Hashtags/SEO

Londonmeetups, Centralondonmeetups, Locallysourced, Locallondon, Islandsupport, UKcreatives, Londoncollaborations, Londonpress, Londonbrands, Londonbrandevents, Organiclondon, Communitysupport, Cometogether, Ivestoropportunities, Findyourtribe, Londonlaunch, Brandlaunch, Pressevent, Sustainbilettogether, Humanconnection, Usagainsthumanity, Womeninbusiness, Femaleentrepreneur, Londonstartups.

8. USP

As a unique selling point, we aim to make our service as personal as possible by hosting regular 1-1 coaching with our members, listening to their needs, keeping in regular contact and remembering birthdays. Our events have a primary focus on London based brands and stimulate all five senses. We intend to create unique experiences by focusing on the following: smells; locally sourced candles, perfumes, holistic calming oils to set a calming atmosphere plus organic deodorant and soaps in the bathrooms. Touch; hosting massage therapists at our events. Our therapists will go around the room giving shoulder and hand massages whilst people are in conversation, using the locally sourced oils and moisturisers creating brand awareness. Sound; we will carefully select DJs and producers to mix the most unusual and enticing sounds incorporating live music where possible. Sight; using the most beautiful venues, we shall choose venues that demonstrate some of London's finest architecture and interior design. Taste; we know that Londoners love a variety of food offerings and trying out different restaurants and dishes. Not only do we host locally sourced brands and products to carefully selected influencers of London, but we also ensure that the products will be blown up in local magazines and blogs.

9. Legal Aspects

It has been decided after looking through the different options, that a limited company is the most suited for this brand. A limited company is a completely separate entity from its owners. Everything from the company bank account, to ownership of assets and involvement in tenders and contracts, is purely company business and separate from the interests of the company's shareholders (Bytestart, 2021). This is especially important since the company is going to be shared between two directors, so there will be no damage made to our personal accounts in a worst case scenario of debt. We will use accountancy software which will be 'FreeAgent' and will cost between £13 to £30 per month. The service option from this online accounting software includes Self Assessment filing, Dividend Vouchers and Corporation Tax forecasting (Agent, 2021). We plan to start using the accountancy software within the first six weeks providing we reach our first six-week financial goals. You can see the predictions for our 6-month financial cash-flow in appendix 6 followed by the 5 year expectations in appendix 7.

Another possibility is to buy an existing events company and change the name and branding etc. The reason for this is because it will give us a head start for venue contacts and a customer base, the data is valuable for a brand new start-up which will reduce start-up time and will reap profits sooner. Another reason we are opting to purchase an existing business is that by doing this it makes it easier to get traditional financing support. In addition, the application process for a business acquisition loan will be a lot smoother as the loan company will be able to view the existing company's finance records (Financial, 2021). For example, a working capital lender will be able to look at revenues, profits, and other financial statements to determine the viability of your business, if the existing business is healthy, this will increase the likelihood of securing a higher loan. Of course, although buying an existing company will eliminate time spent on starting up, we are aware that this can also come with issues such as debt, staffing issues, incompetent software and a line of unsatisfied clients. We believe that it will still be worthwhile, as long as we study and research the company carefully before purchase. A lawyer would be involved in this process.

Insurance will be taken out where necessary; employers' liability insurance is a legal requirement, and other insurances such as health cover for the directors and insurance for laptops and phones will be covered. Health and safety for each event will be taken seriously and a risk assessment will be carried out for each venue we work with. If and when we recruit employees to our team, risk management measures will be required to ensure compliance. Following this, as a

minimum, we will need to issue a written statement of their terms of employment setting out the particulars required by law. To secure our valuable data, we will need to register with the Information Commissioner's Office (ICO) and we will also need appropriate data protection policies and privacy statements which are to be written out after the branding process and checked by a commercial lawyer (Hargreaves, 2022). As the business is going to be co-owned, we must put in place an appropriate contractual agreement between the owners – a shareholders' agreement in the case of a company or a partnership agreement in the case of a general partnership or LLP. The contract will require both owners to take out life insurance as part of the contractual agreement. Lawyers details: Paul Matthews 0161 761 4611, paul.matthews@whnsolicitors.co.uk.

10. Staff

The company will start with two directors, one will focus on the overall operations of the company and venue and brand sourcing and the other will focus on marketing and membership management. Director one has an event management degree and a music business masters degree, the other has amicable social media skills and is naturally entrepreneurial balancing an online clothes business and freelance songwriting. The two met at BIMM university and together host an altitude of valuable skills, a solid London network of connections and similar core values. Additional assistants may be employed at a further date however, this will likely be on an internship basis for busier periods and this has not yet been agreed upon.

11. Reflective Summary

On reflection, in the recent times of the pandemic with venue closures and a huge increase of people working from home I feel that this is the perfect time to start forming this business and bringing people together. I believe that it will take a year of focusing on networking and building connections. Further researching on exactly what the members would hope to get out of their membership is needed. I believe that mental health is something that needs a heavy focus right now and Equidistant can normalise therapy and wellbeing whilst bringing like-minded people together in a happy environment. It has become clear to me that hosting non-for-profit events will give me the experience and knowledge that I need to proceed with this business plan. Although initially, I believed I could not begin this without the help of funding and investment, I feel that the interest of investors and brand collaborations will come later on once the members club is solid and defined. Investors will eventually see my dedication and passion for this business. The main struggle will be getting the message clearly across to the potential members and helping them to see the benefits of forming a social circle offline with future opportunities for career growth as influencers. The lives that people portray on social media are not always their reality, the people I intend to target may not openly admit this and that will be a challenge.

The online shop will be ongoing progress by seeing which products the members gravitate towards. Originally I wanted to include an online shop hosting a multitude of products however further down the line I realised that I needed to entertain a more niche market after undertaking the market analysis. I did not originally realise how many members clubs there are in London which is why I changed my mind from a mixed-gender club to a female club and from a mixed age group to an under thirties age group. I am now twenty six and I understand the struggles that young females may be going through and I know how it feels to be alone in a new city. I intend to get the message across to the public that I do not by any means want to make this a feminist movement however, throughout my teens and early twenties I have been abused by men in my personal life and career and those were the times my female friends helped me, or I had to be my own female friend. I want to create a space where young females feel that they can have open conversations about any struggles they are going through and know they have a place to come to if they need support as well as a thriving social life to meet friends and make the most out of the London city life without breaking their bank accounts.

Admittedly, I struggle with creating interesting online content and I lack confidence when it comes to video recording and photographs however, interestingly, I am extremely confident with face to face interaction and when making business negotiations. I realise that the digital era is starting to overtake in-person interactions and although I see this as evolution and there is no way to slow it down, I do believe that it is taking a toll on people mental health. I would like to continue my research on this matter and host more interviews with social media influencers which I hope to meet through my new business venture. The business partner I have chosen to pursue this dream with is extremely confident in her online presence and has natural entrepreneurial skills. I did not originally plan to start this project with a partner however, since realising that she has a very similar vision to me and has the motivation to bring this to life, I feel blessed to have somebody to work with.

Bringing people together in the form of events has always been my passion which is why I opted to study event management for my bachelor's degree. I am the first person in my family to gain a degree and I chose this path without any encouragement. I have gone through some mental and physical battles on my way to this point including additions, toxic relationships, bad career choices, financial crises and homelessness. I hope that the resilience I have built over the years, and continue to build will benefit other young women as I can help to guide and support them in their journeys. With my mental struggles in mind, I hope to add elements of mental wellbeing into my business where possible including yoga classes and meditation retreats as this has proven to help many people I know. There seems to be a lot of dogma based around the ways of teaching in schools and how they do not teach basic life skills including self-care, finances and sexual health, I aim to ensure that the members of Equidistant receive teachings on anything along these lines and as the company grows, it will become more apparent to what teachings the members require.

Even though I have completed a degree in event management, I have had many interviews and rejections which have led me to work in a field that I am not necessarily passionate about. This is one of the reasons I am so determined to make this business work because I know that I have talents that can benefit the community. I once walked past a Porsche shop and saw the quote "I couldn't find the sports car of my dreams, so I built it myself" and this is what I intend to do

with my events. I have always looked at events from a critical point of view and imagined how they could be improved, I want to create the events of my dreams and see others enjoy them too. I have often been told that my ideas are too contrary and unrealistic however, I am not willing to back down on my dreams. I believe that if a path has already been walked, then it is not your path, I am determined to forge my unique path and show the world how beautiful and beneficial my ideas are.

As mentioned previously, I want to ensure that the memberships are affordable for all prospective members as those who have little money may be the ones who need the memberships the most. I want to encourage brands to share free products with the members to make them feel that they are valued. On the other hand, I want to support brand owners because I believe that it takes a huge amount of strength and courage to set up a business and I want to help those brave people thrive. I look forward to forming relationships with local brand owners and finding out what struggles they go through and what their needs are. I believe that influencer marketing is one of the most effective ways to gain brand exposure and I look forward to coming up with creative ways to pitch this to business and venue owners.

As I studied at a music-based university, I spend some of my spare time helping upcoming artists to find gigs and market their music. I know that some of them would not have got up and done it alone, and most of them are extremely talented with a lot to offer to the world. Part of this project is creating platforms and opportunities for upcoming music artists to play in intimate venues. I hope to form close relationships with the tutors of London's music colleges so that that can help me to create opportunities for upcoming music artists. The influencers who will be targeted to gain membership are going to be those who are involved in creative industries such as fashion design and journalism which could create even further opportunities for collaboration between the music artist and the members. TikTok is one of the most popular social media platforms right now and influencers are continuously looking for music to match their content. I hope that I can act as a mediator between influencers, brands and musicians which eventually turns into financial opportunities for them.

It has taken me some time to realise that balancing all aspects of life is the key to success. I often find myself working too hard, or focusing on only one thing and then everything around me seems to fall apart. As a part of this project, I aim to focus on my wellbeing just as much as the business as I have come to realise that

there can not be a success unless one can focus on all areas of life. As I would like to dedicate as much time to my members and clients I intend to make my health a priority. I intend to meditate for one hour per day which will help me to stay present, cut back my alcohol consumption which will help me to stay energised and financially stable and to exercise at least three days a week to keep my stress levels at bay. Taking on a business like this will inevitably come with a huge responsibility and my reputation will be at stake, especially when journalists and press get involved which I want to happen more than anything.

uk.businessesforsale.com/uk and other websites alike have given me some insight on what kind of businesses are up for sale and how much. I thought of this as an option, to buy an existing business however, I have not found any that suit. I am not currently in a secure financial position which is something I wish to build upon in the next twelve months. I plan to have ten thousand pounds worth of savings by 2023 and to actively seek out investors so that it could happen sooner. The majority of investors that I have already spoken to have said that they will expect me to have at least ten thousand pounds saved to initially put into the start-up. Having this money saved up this will show the investors and lenders how passionate I am about starting this business and how much I am willing to make sacrifices. My goal is to save £500 per month from my regular £30,000 p/a salary and to work side jobs such as bar work and cleaning work to make the money up to £10,000 before 2023.

Researching the need for human touch and the benefits on the mental and physical health as well as economical benefits has brought to my attention how important it is to launch this business as we delve further into the digital era. It is evident that there is an increasing amount of people who are lacking in their social lives, and I feel that women in particular, benefit from having the support of other females and something to look forward to each week. It is a famine aspect to put make-up on and our favourite clothes and feel good in our bodies, I suspect that since the work from home culture has started, women are taking less pride in the way they look which could play on their self-esteem. I feel that the new culture has not been around long enough to reveal studies on how it is affecting peoples physical health, however, as there is already studies to show how it is affecting mental health I am sure it is also negatively affecting physical health.

It is understood that within this plan there is currently no proof of potential members who are dedicated to signing up. With this in mind, there are plans in place to discover and meet potential members by creating events and attending networking events. This is where I will use my outgoing personality as a selling point. I am aware that I have personal work to do on my self-esteem and confidence and this is something that I continue to develop throughout my career. My initial focus is going to be on forming relationships with women in London, I plan to do this by launching small events which are not in connection with this business plan. The first event will be at a small event space in Shoreditch which will be proposed at a networking event for women in business and everyone is to bring one outfit. The event is to enhance sourcing locally and to create a network of women who want to meet other women. If successful, I would like to eventually turn this into a high-class designer clothing auction whilst also introducing potential members to the Equidistant members club.

The part of the plan which I am finding the most difficult is the financial and legal aspects however, I plan to continuously develop this knowledge by attending seminars, further reading and online learning. I am currently reading Think and Grow Rich by Napoleon Hill which is giving me new insights and I often watch YouTube videos by self-made millionaires to learn about investment options. As my weaknesses lie in financial matters, I would like to hire an experienced accountant to help me to set up the financial structures for this business.

After researching the psychology behind networking events, I discovered that “once an animal makes a connection between a behaviour and the reward, the behaviour will occur more often” which lead me down a path of thought on how I can reward the members/influencers for posting the brand sponsor on their social media (Barber, 2018). One of my goals is to ensure that my events heighten the five senses of everyone who attends. I have noticed in my own experience that events usually have one of these missing, whether the music is phenomenal but the lighting and temperature is poor, or there’s an incredibly designed high-tech venue playing awful music. I believe that by further studying the psychology and behaviour of people at events, I can eventually host the mind-blowing unique events I dream of. I am a highly sensitive person and I am easily moved by slight smells, touches and sounds. I have not researched enough people to find out if this is the case for many people or few. I want to figure out ways that will positively manipulate people into making the event a success. For example, we want people to

take as many photographs as possible for marketing reasons; if we arrange the lighting so that it makes people look more attractive, release scents that make people feel sexy and play music that encourages people to feel free, they may be more likely to take photographs. Other things I would like to research is what makes people buy at events, what makes people drink a lot, what environments are people most likely to network in.

To bring the plan to a conclusion I believe that running a business requires a resilient and open mindset. I am looking forward to discussing this plan with investors as I am almost certain that people will see the potential. Of course, this is going to take a lot of my spare time and dedication to hosting the mini-events before building the company into a solid paid for membership company. It may take a few years until the company is recognised however, with the right press release packages and marketing campaigns it could blow up a lot sooner. I intend to start this as a side hustle alongside my property career, and there will be many sacrifices I will need to take including financial cuts to my lifestyle, continuous wellbeing practice and long working hours. I am so passionate about this business, that I hope once it is set up and I am working on it outside of my usual work hours, it will not feel like work and will instead fill me with creative energy.

Upon reflection, by thoroughly researching the market and different business options, my success no longer feels too out of reach. Before studying this degree, I believed that a business could only be set up with a large sum of money saved and a team of experts. I have realised that there are many ways to cut costs and maximise the skills I have already learnt throughout my education. Originally I didn't plan to create a female-only business however, since looking deeper into the possibility, my feelings for this option have become incredibly strong. I have found that many women are starting to open up to me about the problems they have had with men, especially those in authority and how they have often felt they couldn't tell anybody. I hope that this company will allow women to feel empowered enough to make their dreams come true and feel like they have a loyal support bubble. My initial plan was to host luxurious events, mainly for marketing reasons, now I have found a deeper meaning that has led to me feeling even more passionate and determined. Creating exciting events would be an achievement but changing lives through events will be liberating and endlessly rewarding. Now I have this new concept in mind, the financial gain doesn't seem as important.

By undertaking this masters degree, I finally feel confident enough to start putting my ideas into the real world. At the start of the course, I had no idea what kind of business I wanted to start and although this plan isn't predominantly music-based I feel that it has come naturally to me and I finally feel that I can make a change in the world by using the skills I have learnt from my education. As mentioned previously, I feel that I struggle with the financial planning side of the business however, I have realised that there are cheap and easy ways to overcome this obstacle. I do plan on taking on a short accountancy course to put my mind at rest and to develop my confidence however, I don't feel that that is necessary.

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13. Appendix

1. Example customer profile: Females under 30, live in zones 1-4, students, single females, entrepreneurs, creative content producers, social media-savvy, fashion conscious, middle-class, English speaking, educated at A-level and above, full-time work, feminists, vegans, side hustlers. Hobbies include: yoga, dancing, shopping, beauty, skincare, high street fashion, Netflix binging, partying, music gigs, pop music, social media, Love Island, restaurants, fine dining, exclusive events, female circles, art, digital art.



LAUREN EDWARDS

CUSTOMER PROFILE

PERSONAL PROFILE

I moved to London two years ago after completing my fashion degree at Manchester University. I work in the city as an assistant for one of the directors of BOOHOO fashion. In my spare time I create video content for my YouTube channel which is focused on veganism and fashion.

HIGHLIGHTED SKILLS

- Networking
- Excellent Communication Skills
- SEO
- Content creation
- Strong Work Ethic
- Fashion Design
- Photography

SOCIAL TAGS

Instagram: @lorenblogz 5k
Twitter: @lorenblogz1 2k
YouTube: Laurenblogz4u 100k
Website: www.laurenfashionblogz.com
Address: 121, Sloan Square, Chelsea, London

PSYCHOGRAPHICS

Habits: Ordering take-outs and binging on Netflix series

Lifestyle: Loves to party, likes to try new vegan restaurants, loves to meet new people and expanding social circle.

Interests: following fashion blogs, online clothes shopping, netball, watching the latest movies.

Values: supporting sustainable clothing and diets, maintaining friendships and staying glamorous.

WORK HISTORY

Secretary

BOOHOO
2020 TO PRESENT

- Resolves an average of 300 inquiries weekly
- Helps the company win stellar customer service ratings
- Trains new customer service representatives and supports creative director.

Customer Service Agent

BECNEL TECH SOLUTIONS MANCHESTER
2017 TO 2020

- Addressed customer service inquiries in a timely fashion
- Achieved a customer satisfaction rating of 98%
- Provided input in improving internal processes

PREVIOUS EDUCATION

Manchester University

BA IN FASHION AND DESIGN, 2019

2. Example of London-based Brands Data

Brand name	Owner	Contact details	Shop address (if one)	Business description	Website
Unmade	Hal Watts - CEO	https://www.linkedin.com/in/hal-watts-41453289/	Ink Rooms, 28 Easton St, London WC1X 0DS	Help fashion and sportswear brands realise the full potential of their iconic products.	https://www.unmade.com/
Beefeater Gin	Pernod Ricard	https://www.linkedin.com/company/pernod-ricard/	20, Montford Place, SE11 5DE	London based distillery since 1829.	https://www.beefeatergin.com/en-UK
Cabrini Roy London	Cabrini Roy	info@cabriniroy.com		Clothing - Founded by the daughter of two NHS nurses. Cabrini sources all of her materials from locally owned fabric shops encouraging a cycle of small companies supporting one another.	https://cabriniroy.com/category/press/
Bethany Williams	Bethany Williams	bethany_williams_london@bethany-williams.com		Gender-neutral fashion. Works collectively with East London community projects and uses recycled and organic textiles. Supports The Magpie Project for the homeless in Newham. As seen in Vogue Business magazine.	https://www.voguebusiness.com/sustainability/bethany-williams-offers-a-glimpse-of-sustainable-fashions-future?utm_campaign=likeshopme&utm_medium=instagram&utm_source=dash+HUDSON&utm_content=www.instagram.com%2Fp%2FCSeGRaitzac%2F
Jiya London	Mother and daughter	@jiyajewellery		Mother and daughter artisan jewellery makers located in Essex.	https://jiyajewellery.co.uk/
Retold Vintage	Clare Lewis	@retold_vintage		A one woman show located in Walthamstow. Using her platform to highlight circular and environmental issues and the benefits of second-hand shopping. Focuses on minimalistic workwear.	https://www.retoldvintage.com/our-story
Hot Futures	Tanya Brown and Jake Jarvis	178c Brick Lane, Brick Lane, London, England, E1 6SA https://www.linkedin.com/in/jake-jarvis-b5ab3856/?originalSubdomain=uk		Independent brand based in East London. A passion project for fashion designs made from Eco Acetate.	
Constellation Ame	Michael and Sarah Eustance	@constellationname	Putney	London based husband and wife duo. Luxury bridal wear using local machinists.	https://www.constellationname.com/
Franks London	Frankie Steed	https://www.linkedin.com/in/frankie-steed-04a68776/?originalSubdomain=uk		Designer Frankie, works from her home in London and focuses on finely crafted one off pieces made from locally sourced recycled materials.	
Mille Saisons	Jo Norton		Home - West Sussex	London based accessories brand creates affordable silk fashion including silk headbands and silk hooped earrings. Supports Princes Trust and Fearn Cottons Great Create.	https://www.linkedin.com/in/frankie-steed-04a68776/?originalSubdomain=uk

3. Example of Venues

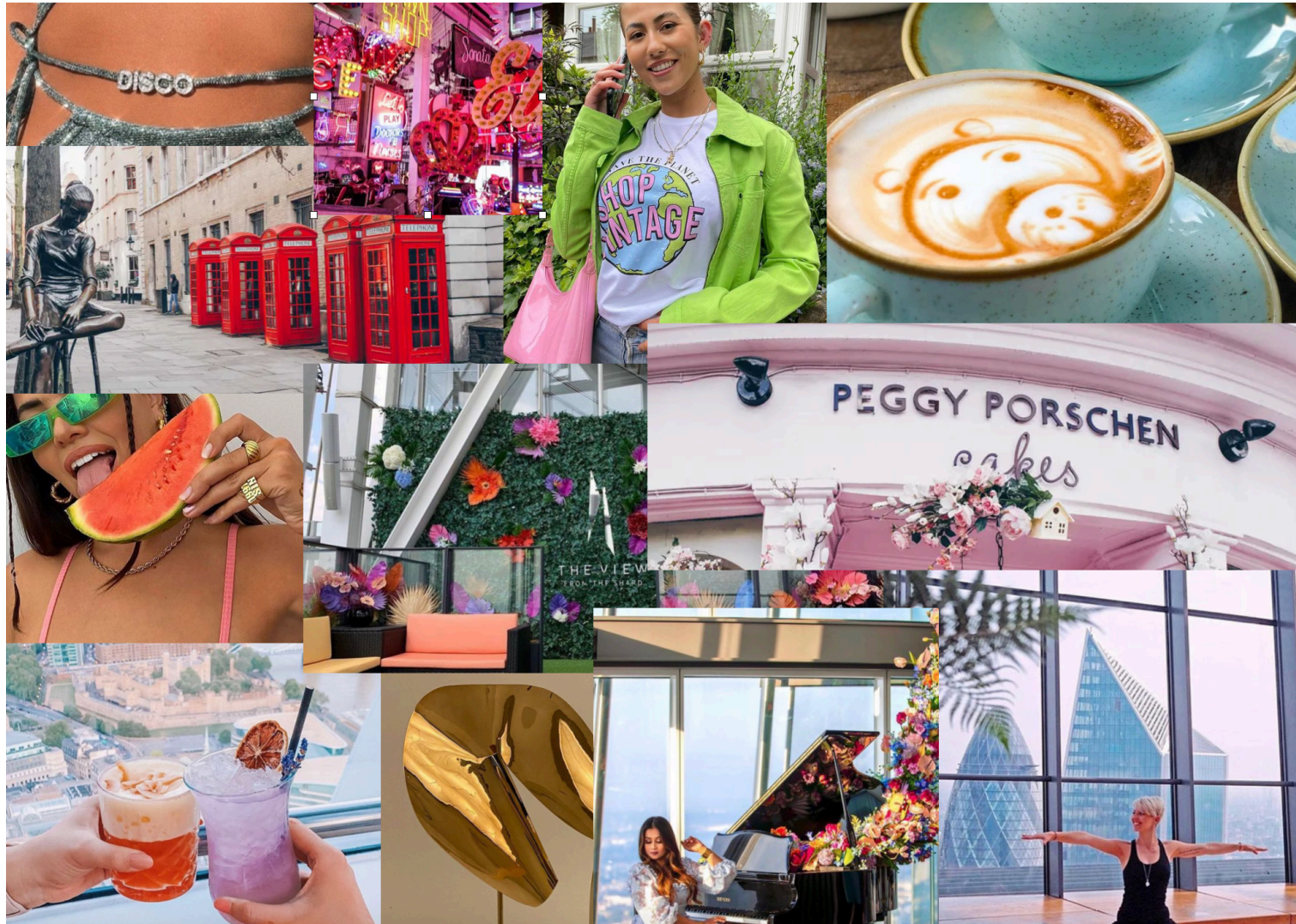
Venue list

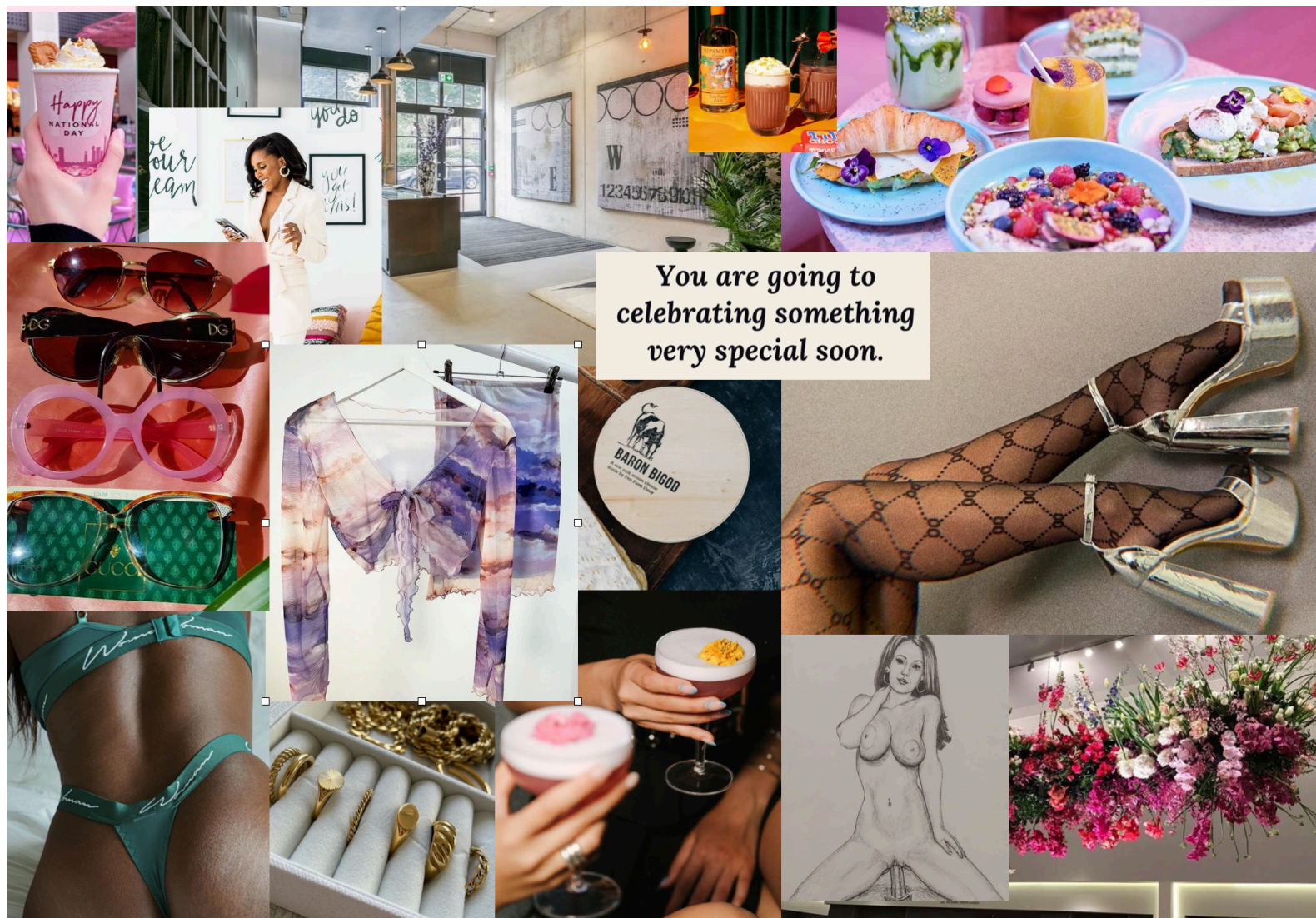
1. Lush Coffee Shop - Oxford Street
2. Sook Spaces - Oxford Street
3. Browns Store - Shoreditch
4. Hedonism Wines - Bond Street
5. Hirsh Jewellery - Mayfair
6. The Beaumont Hotel - Mayfair
7. The Four Seasons Hotel - Mayfair
8. Cobalance event space - Shoreditch
9. Unused parking lots
10. Various Independent stores - Chelsea
kings Road
11. Antique stores - East London / Central
12. Jealous Art Gallery - Shoreditch
13. 45 Park Lane - Park Lane
14. The Dorchester Hotel - Park Lane
15. London Roof Top - London Bridge
16. John Lewis Cafe - Oxford Street |

4. Initial Six Weeks Expenses

Equidistant Members Society						
Date	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6
Opening Bank Balance	£4,000.00	£5,075.00	£5,545.00	£6,069.00	£8,346.50	£8,996.50
Cash In						
Memeberships	£625.00	£250.00	£500.00	£250.00	£500.00	£250.00
Sponsorships	£0.00	£0.00	£0.00	£1,500.00	£0.00	£700.00
Mechandise	£450.00	£150.00	£0.00	£300.00	£150.00	£0.00
Gin drinks	£0.00	£70.00	£24.50	£227.50	£0.00	£70.00
Total Cash In	£1,075.00	£470.00	£524.50	£2,277.50	£650.00	£1,020.00
Cash Out						
Office space	£75.00	£0.00	£0.00	£0.00	£75.00	£0.00
CAD Software	£290.00	£0.00	£0.00	£0.00	£0.00	£0.00
Staff wages	£1,666.50	£0.00	£0.00	£0.00	£1,666.50	£0.00
Merchandise	£375.00	£0.00	£0.00	£0.00	£375.00	£0.00
Gin product	£500.00	£0.00	£0.00	£0.00	£350.00	£0.00
App	£50.00	£0.00	£0.00	£0.00	£50.00	£0.00
Paid ads	£100.00	£75.00	£50.00	£50.00	£0.00	£0.00
Domain	£20.00	£0.00	£0.00	£0.00	£0.00	£0.00
Logo design	£50.00	£0.00	£0.00	£0.00	£0.00	£0.00
Website	£3.00	£0.00	£0.00	£0.00	£3.00	£0.00
Membership cards	£100.00	£0.00	£0.00	£0.00	£100.00	£0.00
Photographers	£100.00	£0.00	£0.00	£200.00	£0.00	£0.00
Total Cash Out	£3,329.50	£75.00	£50.00	£250.00	£2,619.50	£0.00
Closing Bank Balance	£1,745.50	£2,140.00	£2,615.00	£4,642.50	£2,673.00	£3,693.00

5. Mood Boards





6. 6-month Cash-flow Expectations

Equidistant Members Society						
Date (day/ month/ year)						
Date	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6
Opening Bank Balance	£4,000.00	£3,313.50	£4,314.00	£5,719.50	£7,405.00	£9,125.50
Cash In						
Memberships	£625.00	£875.00	£1,250.00	£1,500.00	£1,500.00	£1,500.00
Sponsorships	£2,000.00	£2,000.00	£2,000.00	£2,000.00	£2,000.00	£2,000.00
Mechandise	£450.00	£450.00	£450.00	£450.00	£450.00	£450.00
Gin drinks	£392.00	£455.00	£455.00	£525.00	£560.00	£525.00
Total Cash In	£3,467.00	£3,780.00	£4,155.00	£4,475.00	£4,510.00	£4,475.00
Cash Out						
Office space	£75.00	£75.00	£75.00	£75.00	£75.00	£75.00
CAD Software	£290.00	£0.00	£0.00	£0.00	£0.00	£0.00
Staff wages	£1,666.50	£1,666.50	£1,666.50	£1,666.50	£1,666.50	£1,666.50
Merchandise	£375.00	£375.00	£375.00	£375.00	£375.00	£375.00
Gin product	£224.00	£260.00	£260.00	£300.00	£320.00	£300.00
App	£50.00	£50.00	£50.00	£50.00	£50.00	£50.00
Paid ads	£100.00	£100.00	£100.00	£100.00	£100.00	£100.00
Domain	£20.00	£0.00	£0.00	£0.00	£0.00	£0.00
Logo design	£50.00	£0.00	£0.00	£0.00	£0.00	£0.00
Website	£3.00	£3.00	£3.00	£3.00	£3.00	£3.00
Membership cards	£100.00	£50.00	£20.00	£20.00	£0.00	£50.00
Photographers	£200.00	£200.00	£200.00	£200.00	£200.00	£200.00
Legal fees	£1,000.00	£0.00	£0.00	£0.00	£0.00	£0.00
Total Cash Out	£4,153.50	£2,779.50	£2,749.50	£2,789.50	£2,789.50	£2,819.50
Closing Bank Balance	£3,313.50	£4,314.00	£5,719.50	£7,405.00	£9,125.50	£10,781.00

7. 5 Year Cash-flow Predictions

Equidistant Members Society					
Date	Year 1	Year 2	Year 3	Year 4	Year 5
Opening Bank Balance	£4,000.00	-£3,434.00	-£2,808.00	£31,203.00	£34,897.00
Cash In					
Memberships	£12,000.00	£18,000.00	£22,800.00	£24,000.00	£33,600.00
Sponsorships	£24,000.00	£30,000.00	£36,000.00	£42,000.00	£48,000.00
Mechandise	£1,750.00	£2,100.00	£2,275.00	£2,450.00	£2,625.00
Gin product	£6,300.00	£8,400.00	£8,400.00	£12,600.00	£14,700.00
Total Cash In					
Cash Out					
Office space	£900.00	£900.00	£900.00	£2,400.00	£2,400.00
CAD Software	£290.00	£290.00	£290.00	£290.00	£290.00
Other software	£150.00	£150.00	£150.00	£150.00	£150.00
Staff wages	£19,998.00	£19,998.00	£19,998.00	£24,000.00	£24,000.00
Merchandise	£900.00	£1,080.00	£1,170.00	£1,260.00	£1,350.00
Gin product	£4,500.00	£6,000.00	£7,500.00	£9,000.00	£10,500.00
App	£600.00	£600.00	£600.00	£600.00	£600.00
Paid ads	£1,200.00	£1,800.00	£1,800.00	£2,400.00	£2,400.00
Domain	£20.00	£20.00	£20.00	£20.00	£20.00
Logo design	£50.00	£0.00	£0.00	£0.00	£0.00
Website	£36.00	£36.00	£36.00	£36.00	£36.00
Membership cards	£240.00	£100.00	£100.00	£100.00	£100.00
Photographers	£2,400.00	£2,400.00	£2,400.00	£3,000.00	£3,000.00
Legal fees	£1,000.00	£500.00	£500.00	£500.00	£1,000.00
Events	£19,200.00	£24,000.00	£28,800.00	£33,600.00	£38,400.00
Total Cash Out					
Closing Bank Balance	-£3,434.00	-£2,808.00	£31,203.00	£34,897.00	£49,576.00