



# **Associate Director**

## Prospectus

**Make the right move...**

# Thank you for requesting details of the Tinderbox Associate Director opportunity.

Whether you are taking the first steps out of Corporate Life on the road to building your own business or are already an experienced independent “consultant” we believe that Tinderbox offers an unrivalled opportunity for you to build a highly successful future for yourself with a proven model supporting you. There is literally no limit to the earnings potential or to level of fees that you can earn as you help build our Regions around the UK.

Since its launch in early 2009 Tinderbox has achieved remarkable success, helping hundreds of clients develop their business in the toughest market conditions, even building success for them in 2020 and 2021, in the height of the pandemic. We are not happy with our clients doing a ‘bit better’, we help them deliver truly exceptional performance improvements and have a genuine 100% success rate. Our belief is that every business deserves a chance to be successful or more successful and this is what drives everyone involved with Tinderbox on. In this Prospectus we detail the opportunity available to the right people as we continue our national expansion.

We are looking for talented, experienced professionals capable of transferring their knowledge and skills to clients’ businesses while supporting our Regional Directors in building business around the UK.

They need to be sales savvy and willing to work hard at building their own success on the back of our proven model. All of our people are backed by our extensive training support and provided with tools and techniques which, if used correctly, are proven to deliver success. Our success is based on maintaining the highest standards and for very good reason as the Tinderbox brand reputation is highly dependent on the quality of our people. We are therefore very selective when offering Associate Director positions to people who are keen to join us. If you like what you see in this outline of the opportunity or have any questions please contact our Board Director, Mike English, on 07545 432200 or at [mike.english@tinderboxbd.com](mailto:mike.english@tinderboxbd.com)

Mike will be happy to provide any information you need and advise you of the next steps in our recruitment process.

This is a time limited opportunity to become involved with a successful and rapidly growing business which can provide you with an excellent income and potentially a business of your own with its own exit value in the future.

**We hope to get the opportunity to meet with you in due course and potentially to work with you to develop a world class business with the Tinderbox model.**

## The Opportunity - There are around 4.5 million SME businesses in the UK employing 22.5 million people with turnover of £3,200 billion annually.

We focus on businesses from £2.5 million through £130 million with a 'sweet spot' of c£5 million through to £35 million. This represents the target market for Tinderbox.

Following recent events in particular these businesses are faced with the challenge of competing in increasingly difficult markets and the need for them to improve their top line performance at a highly profitable level, to improve their efficiency and add new skills to their teams to take them to the next level has never been higher.

The situation creates an ongoing opportunity for high quality, experienced professionals to provide assistance to these businesses driving them to success whilst generating a high level of income and enormous job satisfaction.

### The usual route....

Often the first step that an experienced professional will take is to become "a consultant" usually focusing on their own industry and contact base to generate clients. This approach can prove productive initially but, relatively quickly, their network may grow stale and they will almost certainly be faced with the dilemma of chasing fees by undertaking projects / assignments outside their skill base with predictable consequences and disappointing for clients.

### The Answer

We provide a group of highly skilled, experienced and motivated individuals who work together and offer EVERY SME IN THE COUNTRY a complete service that covers all of the key business disciplines.

Our model allows people of the right level of ability and experience to invest in an Associate Director position which allows them to take full advantage of the opportunity with the support of the successful network group.

The group provides training, support and assistance which, because of our success in helping so many clients over the last decade and more, builds a professional Intermediary Partner group of Banks, Accountants and other professional service firms who are happy to refer us to their customers/ clients because of our proven track record with them. From this follows a significant and rewarding local client base. All of this is supported by ongoing central marketing activity.

There remain a limited number of opportunities to be part of this group through a moderate level of financial investment – this investment will secure your position in a Region alongside a Regional Director and allow you to earn a proportion of all assignment fees generated in the Region, whether secured by you or not and of course fees from assignments that you secure. If this sounds attractive and you are both sales savvy and have the dedication, experience and ability to deliver quality assignments to clients, then Tinderbox could be the opportunity you have been seeking and you could be the type of individual we are looking for.

## The Associate Director's role & USP's: The rapid growth of Tinderbox across the UK has been a **real success story** in some of the toughest economic times ever experienced.

We are rapidly expanding around the UK after successfully piloting the model for eight years in the central UK area to test its sustainability. We have 25 Regions around the UK. We appoint a Regional Director to head each. We appoint a maximum of two Associate Directors in each of these Regions to support the Regional Director and help build that regional business. We have a limited number of Associate Director positions still available.

This regional expansion provides an unprecedented opportunity for the right quality of business individual to work within the successful Tinderbox model and its unique route to market and develop it in a specific geographical Region.

What do we mean by 'the right type of business individual'? To get the opportunity to join in our success the following must be demonstrated to meet our strict criteria:

- A strong desire to take control of your own destiny and not rely on others.
- A track record of success within a business at a strategic/ senior level, initiating strategy.
- A passion to be in charge of your own destiny.
- A hunger for more learning and to add value to businesses.
- The ability to present well in front of clients and professional partners and the ability to demonstrate excellent interpersonal skills.
- Management Dynamism.
- A belief in your own ability and a willingness to invest in it and work hard at building your business through our model.
- A good networker capable of developing regional contacts and professional relationships

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- Total commitment to make a service work and a focus on successful outcomes for clients.

By combining these qualities with our successful business model, we provide the SME market with a business advisory service that delivers outstanding results for clients and provides a significant return for them on any investment they make in us. We have already helped over 350 businesses do better.



*Tinderbox Ltd. The Old Rectory, Main Street, Glenfield, Leicester, LE13 8DG  
Registered in England No 7663634*

# So, what makes **Tinderbox** different?

Before launching Tinderbox, we drew on our own years of consulting experience (in excess of 50 years combined) and reviewed the market and the competition intensely. We also took time to understand exactly what it is that a small to medium size business (£2.5 million to £130 million by our definition) seeks, their current and prevailing challenges and what therefore they would ideally look for in an advisor. We drew the following conclusions:

- They seek a return on any investment they make in third party resource.
- They have many experiences with third party personnel (consultants!) where this has not been the case.
- They are therefore skeptical about consultants in general.
- They have had many consultants over promise and under deliver.
- They have found that these consultants go beyond their experience and skill set when 'chasing' work and fees.
- They often note that the consultant who 'sells' the assignment with such skill often doesn't deliver and disappears and the client feels misled.
- They see too many textbook solutions put forward that (in their view) don't work.
- They want to feel understood and see ideas that work in practical terms.

We took the above into account when putting our model together in early 2009 and launching it in the Midlands from mid-2009. From a totally 'cold' start we have developed a business that works superbly with a large number of respected professional intermediaries who now willingly provide introductions to their colleagues around the UK and their customers/ clients who need our help as we 'open up' in those Regions.

## Some of our achievements with clients have been exceptional in very tough times:

- A 75% profitable sales increase in 1 year for an Exhibition Design & Build Business.
- A complete restructuring of a major Construction firm which transformed their performance in all areas.
- A 25% profitable Sales increase for a Haulage client.
- A 30% sales increase for a £28m million Logistics business.
- A successful extensive project with a major Local Authority helping with their healthcare planning and provision.
- A 40% sales and profit growth level for a Toy supplier of retailers across the period of the pandemic

## Why our approach works:

- We take time to fully understand the exact client needs.
- We matching the client needs to the right Tinderbox expert with the right skills.
- We have a clear focus by business discipline and sector.
- We always over deliver and provide a great ROI for the client.
- We transfer new skills to our clients' teams that adds real value to the business.
- We decline work (politely) with prospective clients where, in our view, the synergy does not work.

# The Box Academy

Across the period of the pandemic, we took steps to further develop the concept of expert help for SME's. This online platform is specifically designed to suit the small end of the SME community. Below £1 million in turnover is really the target. We created this new offer across the lockdown period as we had identified the fact that more was required to help the very small – typically sub £1 million customer.

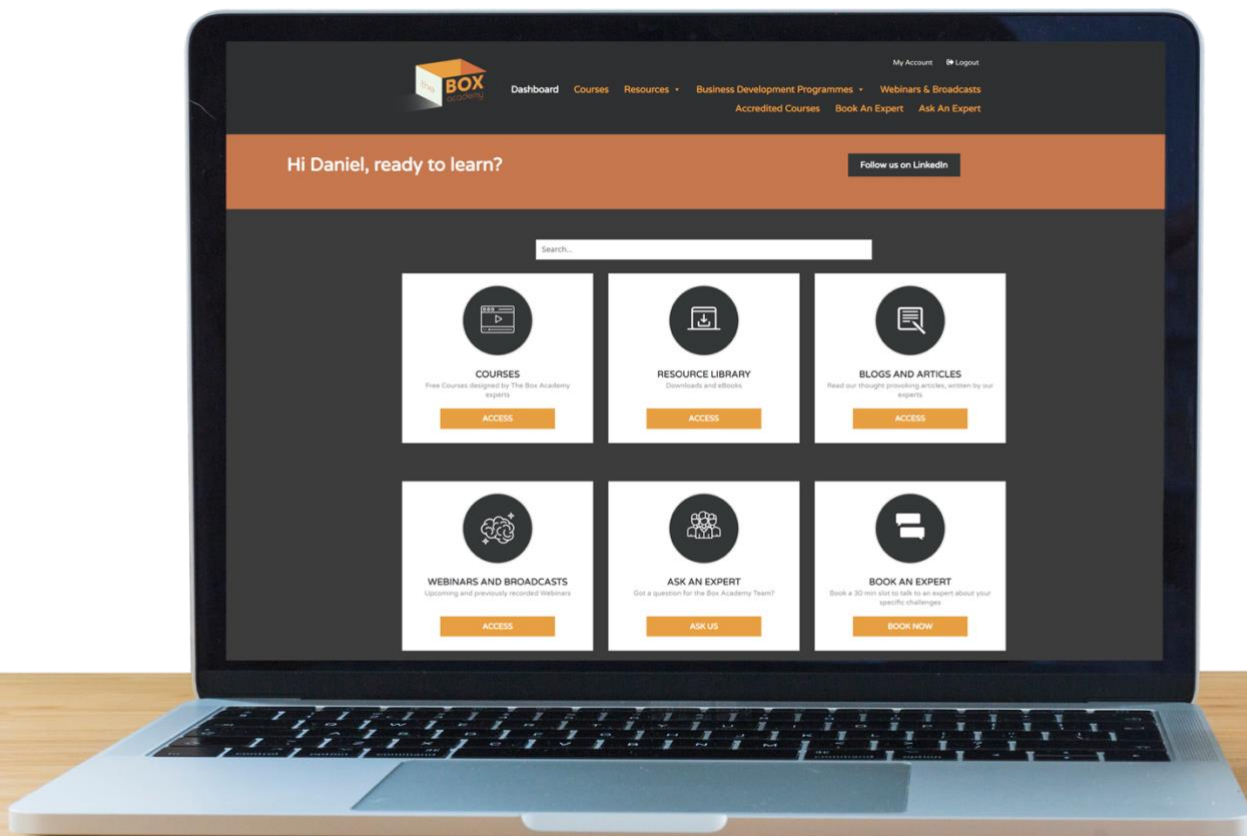
The Box Academy offers access to business ideas, processes, tools and also links the customer with any of its Experts – and these experts are Tinderbox Regional Directors and Associate Directors. It provides a great opportunity for a Tinderbox Associate Director to pick up even more clients and some will naturally develop into face-to-face consultancy projects.

Associate Directors will pick up an ongoing attractive commission for any clients they introduce to The Box Academy providing a great monthly residual income

– the opportunity to link with The Box Academy is available for all of our Associate Directors.

The Box Academy allows the management of the SME business to create Learning Plans for their teams and enables monitoring and feedback as that learning continues. The Box Academy will help thousands of small businesses in the future years, all available to these businesses through an affordable monthly investment. The platform will alleviate challenges in these areas and many more:

- Development of staff
- Retention of good people
- Productivity and Efficiency
- Management and Leadership development challenges
- Succession Planning
- Employee motivation and job satisfaction



## Training & Support

We only recruit Associate Directors with demonstrable skill and experience but importantly we provide in depth training in how to work the Tinderbox model and achieve success. Anyone who joins us must accept that they 'don't know what they don't know' as success will only come through working the model well and combining it with an individual's character, experience, ability and work ethic.

We also provide on-going 'in field' training and occasional training at our HQ in Leicestershire in new techniques and ideas to assist our Associate Directors and other team members. We also provide a full spectrum of online support tools and techniques that facilitate success via our Intranet site.

You will, on an ongoing basis, have the support of your Tinderbox leader /mentor and Regional Director who are there to help you achieve your business goals.

## Summary

This represents a wonderful opportunity for a select group of people to take control of their destiny and combine their commercial skills with a model and system that is proven to succeed. Our success has been achieved across a number of sectors and markets and also across tough economic conditions at times.

This is indeed testimony to the robust business model and strength of the offer. It is also the 'tip of the iceberg' in potential terms.

For those who join us and follow our approach the rewards are great, and we provide an opportunity for you to truly earn what you are worth rather than be paid what someone else thinks you are worth!



# Frequently Asked Questions

## What is the initial investment and what do I get for it?

- The Initial Investment to become an Associate Director is £17,500 plus VAT (1.4.22). This will include the opportunity to introduce The Box Academy to appropriate clients and earn additional commission and be an Expert on The Box Academy platform.
- Operating in an exclusive geographic territory that should generate on target personal fees in excess of £150,000 by year two/ three – by winning your own clients through our connections and process and sharing in all Regional Fees generated (5% of all Regional Fees from the Region you operate in).
- Ongoing Central Marketing and PR from Tinderbox.
- Exclusive use of the Tinderbox brand and business system within a defined postcode protected territory.
- The support of our Website and Social Media activity.
- The opportunity to work closely with the Regional Director to build the region and earn substantially from all regional business generated.
- The opportunity to move up to Regional Director where a vacancy exists after a suitably successful period as Associate Director for a balancing payment.
- The benefit of going through the full Tinderbox Initial Training programme.
- Ongoing training from your Tinderbox leader/ mentor.
- Access to exclusive and extensive Tinderbox IP for use in handling client assignments – all downloadable from our Intranet site.
- Full Suite of Marketing and Communication materials – Business Cards/ E Mail address etc.
- Tinderbox Head Office administrative support including all client invoicing and credit control / receivables management.
- Use of the Tinderbox CRM system.
- Indemnity and Insurance cover of £1,000,000.
- Access to online support, training and delivery materials and techniques.
- Access to our Directors' online forum
- An opportunity to build a successful Consultancy business with high earnings.

## Are there any other fees to pay?

- Yes. Monthly Management Fee for central marketing and ongoing support fee: £275 plus VAT.
- Royalty of 20% of fees to Head Office.
- 10% introducers fee is payable to the provider of the client initial contact (where the initial contact is yours this fee is payable to you) – note - if Tinderbox introduce a client, we do not ask for an additional 10%
- All fees are subject to VAT at the current applicable rate.



### How do I earn?

- By delivering quality assignments to clients – our AVERAGE assignment fee per client is £28,000
- By working alongside the Regional Director and/ or Central leadership team and taking advantage of our great intermediary (Bank and Accountant) relationships built over twelve successful years of delivery.
- By providing introductions to Tinderbox.
- By selling personally and alongside the Regional Director/ Leadership Team.
- By fully participating in The Box Academy

### What is the earnings potential?

There are no guarantees and equally no limits. The earnings potential will depend on the ability, dedication and effort of the Associate Director when combined with the power of our model, contacts and approach. Based on the performance of existing regions a successful Associate Director could expect to recover their initial investment in full and more within 3 months of trading in their Region and should be looking at fees in excess of £150,000 within two/ three years.

### How long have you been established?

The Tinderbox concept was launched in 2009. We broke out regionally in 2017.

### How have the regions been established?

- Each exclusive Region dictated by postcodes contains approximately 3,000 – 4,000 SME business with a turnover of £2.5 million to £130 million. These Regions are more than the size of the original Pilot Region. This careful and objective construction by region, has allowed us to put together realistic regional fee expectations based on the experience in and performance of the Pilot Region in its first seven years (with 3,000 businesses in it) and other Regions to date.
- Full details of the postcode breakout by region will be shared when we meet with candidates.

### How many key personnel do you / will you have?

- The country (UK) is split into 25 exclusive Regions all postcode dictated and protected. Each will be owned and managed by a Regional Director. Each Regional Director can be supported by (up to) two Associate Directors who will also have invested at a lower level and share in all regional fees generated.
- In addition to the two Associate Directors each Region will build a team around them of Specialists covering all key business disciplines with our help. We go into how this works when we meet with you as it forms part of the initial training course.

### How do I find clients?

We have developed an intensive, thorough and reliable method of attracting new clients and this forms part of the initial training carried out at our Head Office.

### Do I need an office?

An office is not essential and Associate Directors can operate from a home base. As your business expands you may wish to move into office accommodation, but it is your business and your decision.

### Will my involvement in Tinderbox be full time?

- It is your business in which you will be investing. The amount of time you spend on it will be your choice, but you will not optimise potential business levels without a significant time commitment.
- We understand that you may wish to retain on-going assignments, particularly initially as you build up your business. That is acceptable and understandable and can be continued on discussion with us prior to joining.

### Do I need Professional Indemnity Insurance?

- Yes, and this will be provided by us as part of your investment in your business.

### Do I need to set up a limited company?

- Although you will be self-employed Tinderbox will be the contracting body with clients and you will be covered by Tinderbox's Limited Liability status. You must register for VAT before commencing trading through Tinderbox.
- You will invoice Tinderbox for your services and Tinderbox will invoice you for your contractual fees.
- We recommend that you take advice from a professional Accountant in deciding how to structure your business. Our legal partners will be happy to advise.

### Should I be VAT registered?

The current (April 1<sup>st</sup> 2022) annual turnover threshold is more than £85,000 (i.e. the fees that you invoice to Tinderbox Head Office from which point your business must be registered for VAT). You must register for VAT before you can trade. We recommend that you take professional advice on this. Our legal partners will be happy to help.

### When can I see the Associate Director Agreement?

When we meet you to discuss your interest in Tinderbox and your suitability to be a major player in a Tinderbox Region. We will provide you with a draft Associate Director Agreement for you take away and examine. We recommend that you take legal advice on the agreement prior to progressing.

### How long is the Agreement?

The initial Agreement is for 5 years with an automatic right of renewal (subject to a small administration fee) provided Key Performance Indicators have been met.

### What if I am not successful?

- Success will be measured against various KPIs and provided these are met then the agreement will remain in place.
- The KPIs will be detailed when we meet.
- If KPIs are not met Tinderbox reserve the right to terminate the agreement, absolving you of any further obligations under the agreement but will not refund the initial investment fee.

### Could the Region be sold at some point in the future?

Yes. One of the main benefits of being part of Tinderbox is that you will have the opportunity to build a region with real value. The Regional Director owns the region and can decide when to sell. There are vacant regions at present and strong performing Associate Directors can step up and become regional owners.

### What do I do if I am interested?

The first step is to complete our online application form, email:

[opportunities@tinderboxbusinessdevelopment.co.uk](mailto:opportunities@tinderboxbusinessdevelopment.co.uk)

Or get in touch with our Director (Mike English - details at the bottom of this Prospectus) - for an initial discussion.

If we believe you have what it takes to help build a successful Tinderbox Region, we will invite you to meet with us. You can take away a draft copy of the Associate Director Agreement from this meeting.

After meeting we will advise if we wish to progress, you can decide if you want to progress the application and we will explain the next steps.



# Make The Right Move...

Director: **Mike English**

Email: [mike.english@tinderboxbd.com](mailto:mike.english@tinderboxbd.com)

Call: **01162 325 231 (Office)**

Direct: **Mike English - 07545 432200**



## **Tinderbox Ltd**

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