



# Regional Director

## Prospectus

**Make the right move...**

## Thank you for requesting details of the Tinderbox Regional 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 business for yourself with a proven model supporting you. There is literally no limit to the earnings potential or to the value of the business, your business, that you can build.

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 onwards. 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, building their region and recruiting, managing and motivating

their team of Associate Directors and selected Specialists. They need to be sales savvy and willing to work hard at building their own successful regional business 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 Regional 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 once in a lifetime opportunity to become involved with a successful and rapidly growing business which can provide you with an excellent income and a business of your own with its own exit value when you choose to do so.

**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 a Regional 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 remains a limited number of opportunities to be part of this group through a moderate level of financial investment – this investment will not only secure your own postcode protected Region and business, but also a stake in the parent company? 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.

We guarantee to set you up with **10 business appointments**, with prospective clients, within the first four weeks of your tenure. This initial 'feed' investment is covered by us as part of your package.

# The Regional 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 have a limited number of Regional Director positions still available.

This regional expansion provides an unprecedented opportunity for the right quality of individual to take the Tinderbox model and develop it in a specific 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 run your own business – a business that provides an exceptional sale value when you decide to exit.
- 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.
- Dynamic leadership skills.
- 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.
- Total commitment to make a service work and a focus on successful outcomes for clients.



# 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-sized 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 a third-party resource.
- They have had many, 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 underdeliver.
- 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 match the client's needs with 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 will add 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 over 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. It provides a great opportunity for a Tinderbox Regional Director to pick up even more clients and some will naturally develop into face-to-face consultancy projects.*

*Regional 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 Regional 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 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 Regional 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 Regional 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 who is 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 purchase a full Region is £36,500 plus VAT (1.5.23). This package includes the **supply of 10 business meetings with business owners** within the first four weeks and the opportunity to introduce The Box Academy to appropriate clients earning additional commission by being an Expert on The Box Academy platform.
- An exclusive geographic territory that should generate on target fees in excess of £200,000 by year three.
- Ongoing Central Marketing and PR from Tinderbox.
- Exclusive use of the Tinderbox brand and business system within a defined postcode protected territory.
- The full support of our Website and Social Media activity.
- The opportunity to build your own regional team around you.
- Assistance with the recruitment and assessment of your team of Associate Directors (if required) and Regional Specialists.
- 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 your own business and to benefit from the £££ exit value of that business in the future.

## Are there any other fees to pay?

- Yes. Monthly Management Fee for central marketing and ongoing support fee: £550 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 £32,000 – (one assignment delivered will recoup the vast majority of the initial investment).
- By building a successful regional team.
- By providing introductions to Tinderbox.



- By selling personally and through your team
- By fully participating in The Box Academy as an Expert

### What is the earning potential?

There are no guarantees and equally no limits. The earning potential will depend on the ability, the dedication and the effort of the Regional Director when combined with the power of our model, contacts and approach. Based on the performance of existing Regions a successful Regional Director could expect to recover more than their initial investment within 3 months of trading in their Region and should be looking at fees in excess of £200,000 within three years.

### How long have you been established?

The Tinderbox concept was launched in 2009. The equity partnership national expansion commenced 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.

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 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 but do not own any equity in the Region or Parent company. We will advise available Regions prior to meeting with you.
- Each Regional Director will recruit their regional team of Associate Directors and Specialists covering all key business

### 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. **You are also supplied with 10 business meetings with business owners as part of your initial investment package.**

### Do I need an office?

An office is not essential and Regional 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?

## Frequently Asked Questions

### 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 annual turnover threshold is more than £85,000 (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.

- 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 optimize your potential business levels without a significant time commitment.
- We understand that you may wish to retain on-going assignments, particularly initially as you build your region. That is acceptable and understandable and can be continued after 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.

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

When we meet you to discuss your interest in Tinderbox and your suitability to build a Tinderbox Region, we will provide you with a draft Regional Director Agreement for you to 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 purchase fee.

### Can I sell my Region 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 business with real value. Your Tinderbox Region will have a value not dependent solely on your on-going involvement and we see this as key to our / your future success. Details are in the Regional Director Agreement.

### Will there be an opportunity to own equity in the Parent Company?

You will of course be in control of 100% of the equity of your own business – your Region. ***We also give Regional Directors a stake in the sale value of the Parent Company if/ when it is traded.***

### 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 build a successful Tinderbox Region, we will invite you to meet with us. You can take away a draft copy of the Regional Director Agreement from this meeting.
- After meeting with you 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

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

**Direct:** Mike English - 07545 432200



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