



Regional Specialist

Prospectus

Make the right move...

Here are details of the Tinderbox Regional Specialist opportunity.

Are you an experienced businessperson with real business experience in Leadership, Management, Sales, Marketing or the Supply Chain now looking to earn well as a Business Consultant **or** operating as a sole Business Consultant already finding assignments tough to come by **or** looking for more assignments to build on your success? If so, Tinderbox offers an unrivalled opportunity for you to build a highly successful future for yourself with a proven model supporting you that will provide you with additional consultancy fee earnings. 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 – it really is up to you combined with our model and route to market.

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 working in their locality alongside the relevant Tinderbox Regional Director as Regional Specialists. We have 25 Regions around the United Kingdom each headed by a Regional Director and already have a number of Regional Specialists signed up but now need more, given the continued expansion around the UK Region by Region and demand for our services.

Our Regional Specialists 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 applicants the opportunity to join as a Regional Specialist. If you like what you see in this outline of the opportunity or have any questions please contact our Recruitment Board Director, Mike English, on 07545 432200 or at 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 as we only need a defined number of additional Specialists. Working alongside us 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 join our team as a Regional Specialist with a small Registration Fee of £995 plus VAT and a £50 plus VAT per month Management Fee. This puts them into one of our Regional Teams under the wing of a Regional Director who will pass suitable assignments to them where their specialism is appropriate to the client needs. This allows them to take full advantage of the opportunity with the support of the successful network group. The registration fee secures a spot in the team, visibility on our website, Tinderbox Business Cards and Tinderbox e mail address and access and use of our Intranet site and also The Box Academy online platform. Plus, the opportunity to introduce The Box Academy to clients and **earn additional fees** beyond those earned from Tinderbox from monthly subscriptions paid by those clients.

The group provides training, support and assistance which, because of our success in helping so many clients over the last decade and more, has built 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 needing Tinderbox support. All of this is supported by ongoing central marketing activity.

The Regional Specialist's role and 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 six Regional Specialists in each of these Regions to support the Regional Director and help build that regional business. We require a further number of Regional Specialists to support our national expansion.

This regional expansion provides an unprecedented opportunity for the right type 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 as a Regional Specialist 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.
- 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

- 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 450 businesses do better.



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 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 match 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 add real value to the business.
- We decline work, (politely) with prospective clients where, in our view, the connection will 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.

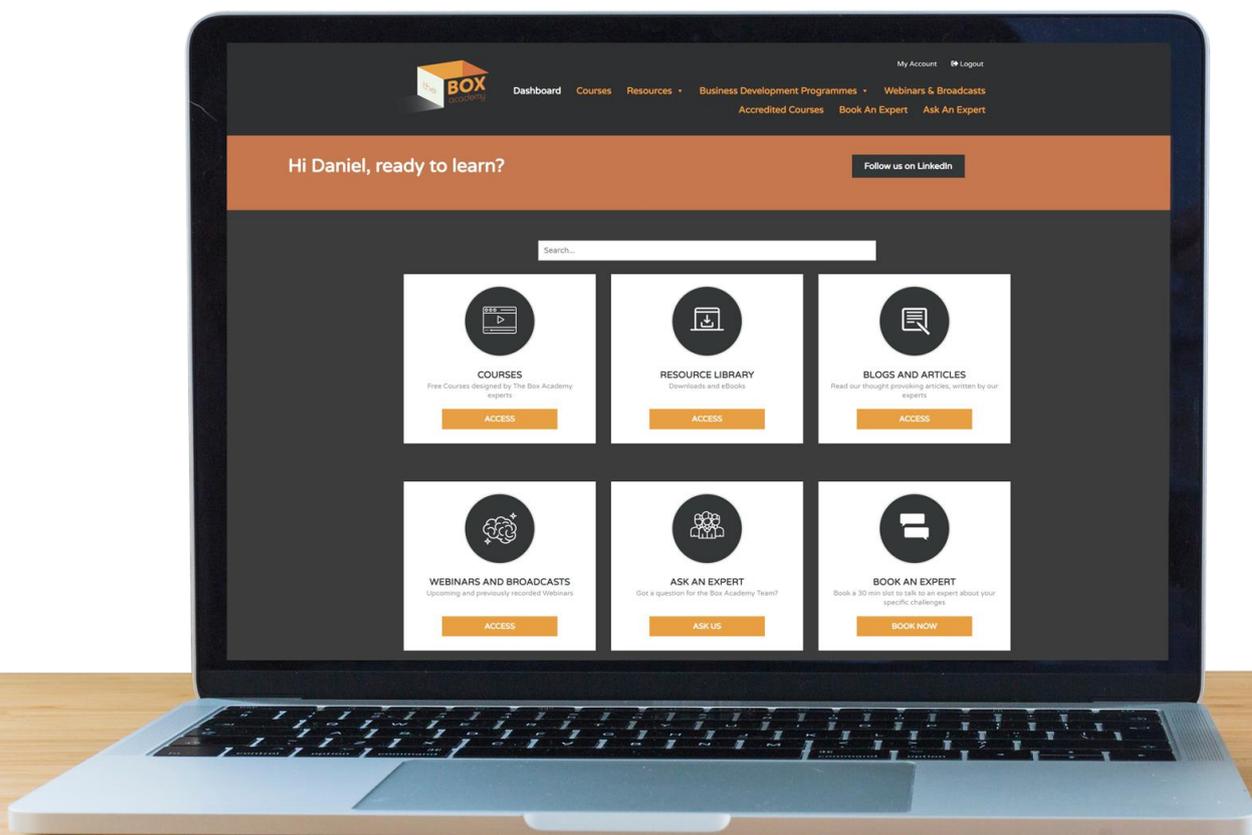
The Box Academy offers access to business ideas, processes, tools and also links the customer with any of its Experts – and these experts are Tinderbox Regional Directors and Regional Specialists. It provides a great opportunity for a Tinderbox Regional Specialist to pick up even more clients and some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

Regional Specialists 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 Specialists once they join.

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 across future years, all available to these businesses via a very affordable monthly investment. The platform will alleviate challenges in these areas and assist in areas like:

- 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 Specialists with demonstrable skill and experience, but importantly, both Tinderbox centrally and our Regional Directors 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 the individual's character, experience, ability and work ethic.

We also run a comprehensive onboarding Training Course at our HQ and then provide on-going 'in field' training and further occasional training at our HQ in Leicestershire in new techniques and ideas to assist our Regional Specialists 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 (if appointed) 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 investment and what do I get for it?

- The Investment to become a Regional Specialist is £995 plus VAT (1.5.23) plus a £50 plus VAT Monthly Management Fee. This also embraces 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 postcode protected geographic territory led by a Tinderbox Regional Director, with the right degree of interest, involvement and collaboration, a Regional Specialist can earn significant fees over the year. You will be referred clients by your Regional Director or from Tinderbox Central where the assignment needs match your skills. Our average assignment generates £32,000 in fees.
- Ongoing Central Marketing and PR from Tinderbox.
- 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 work closely with the Regional Director to build the region. Simply put, the more involved you get the more fees you earn.
- The opportunity to move up to Regional Director where a vacancy exists after a suitably successful period as a Regional Specialist (requiring 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.
- Indemnity and Insurance cover of £1,000,000.
- Access to online support, training and delivery materials and techniques.
- Access to our online forum
- An opportunity to build a successful Consultancy business with high earnings.

Are there any other fees to pay?

- No.

How do I earn?

- By delivering quality assignments to clients, where your business skills match their needs.
- 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 where we receive an ongoing number of 'warm' leads.
- By providing introductions to Tinderbox – where (if your skills do not match) you can refer to a Tinderbox colleague and earn 10% of the total fee value from that client.
- By selling personally and alongside the Regional Director/ Leadership Team.
- By fully participating in The Box Academy – selling it and being an Expert on it and earning fees as a result.

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 Regional Specialist when combined with the power of our model, contacts and approach. Based on the performance of existing regions a successful Regional Specialist could expect to recover their investment in full and much, much more within the first 3 - 6 months of working in their Region. The fee potential depends on how involved the Regional Specialist wants to get and there is no limit.

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 Region you will operate in will be shared when we talk with you.

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) six Regional Specialists and who, between them, cover all of the business disciplines we advise on.
- 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 Regional Specialists 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?

- You remain an independent Consultant and can run other assignments outside Tinderbox. You will sign an Agreement which ensures that Tinderbox introductions are only billed by Tinderbox and also protects us from Regional Specialists taking our clients in the future. Naturally the amount of time you spend on Tinderbox and the level of interest you show in it will determine what your earnings potential is.

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 5th - 2023) 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.

When can I see the Regional Specialist Agreement?

We will provide you with the Regional Specialist Agreement which is a relatively simple document for agreement and signature prior to your coming on board.

How long is the Agreement?

The Agreement is for 1 year with an automatic right of renewal provided work undertaken has always been delivered with a high standard.

What do I do if I am interested?

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 move forward with us. We will provide you with a Regional Specialist Agreement after this discussion.

After the discussion 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...

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