



Intelligent Business Advice Software

Providing the best, tailored advice for
people who want to start or grow
their own business.

better
business
building.



If you want to start your own business
...give yourself the
best chance of success



We know that starting your own business is hard...

- ▶ The sleepless nights filled with worries and self doubt; the pressure to look like you know exactly what you're doing, when in fact your confidence is on the floor - and so the list goes on.



Statistics prove...

...that you increase your chances of succeeding by 49% if you take good advice - but where can you be sure of finding it?

There's lots of free and sponsored advice available, but it's mostly generic and may not be what you need. There are also many good (and bad!) business advisers around to give you advice, but they normally charge at least £100 an hour, which is a heavy cost for a start-up business.



"This new platform is truly innovative. It so simple to use and does exactly what it says it's going to do. I'd strongly recommend any emerging start-up or SME keen to grow, to go take a look! Really impressive"

Lisa Dancer (Start-up SME)



But **BuBul** START is different -
Uniquely different!

We've combined the power of technology with the wisdom and experience of business advisers. In effect, **BuBul START** puts you in a virtual room with over 70 business advisers - each an acknowledged expert in their field. Every **BuBul Expert** has been there, done that and bought the t-shirt!

They ask you questions about you and your business so they can work out what you need to do to succeed.

When they know what you need to do, they give you the recommendations you need along with links to their advice on how to make the changes. They also provide their contact information in case you need further help.

You also get a score showing how ready you are to start your business successfully. Every time you implement advice your score will rise, so you can be confident of success when you start trading.



And it's FREE. Why?

Well we want to give you the best chance of succeeding without having to spend £100s. We also hope that when your business is up and running you'll continue to want good advice and that you'll use **BuBul GROW**, our advice software for taking businesses to new levels: it's all yours for just £20 + VAT a month



Over 20% of businesses fail in their first year and 60% fail within five years ...

....so give yourself the best chance of success with **BuBul**





Save time, money and effort growing your business

without paying through the nose!



We understand that running your own business can be lonely and tough. We've been there (and still are)!

- ▶ It's impossible to be good at everything, which is why there are so many business advisers about. And most of them do a good job: statistics show that you increase your chances of success by 49% with good external advice.



Advice is vital to business success but where you do find it?

With most advisers charging up to £100 an hour, will one adviser be enough!

Many SMEs rely on free, generic advice, but it may not be right for you. For example, you may think you need more leads so look for marketing advice, but you may just need to improve your conversion or retention rates.

BUSINESS SUCCESS INCREASE BY
49%
WITH EXTERNAL ADVICE



"When trying to grow a business there is so much to think about and so many plates to spin. Having a group of experts on BuBul, who can help with my specific challenges, really helps in achieving my goals more quickly, easily and efficiently"

Tor MacKenzie, SME owner



That's where BuBul GROW can help!

We've combined the power of technology with the wisdom and experience of business advisers. In effect, BuBul Grow puts you in a virtual room with over 70 business advisers - each an acknowledged expert in their field. They ask you questions about you and your business so they can work out what you need to do to grow your business quickly, sustainably and profitably.

BuBul Grow sets challenges in nine key areas, including getting more leads, improving lead-to-sale conversion, customer retention and cross sales. If you already know what you need to focus on, you can just answer questions on that particular challenge. If you aren't sure, BuBul Grow will work out the right challenge(s) on which to concentrate.

Every time you complete a challenge, BuBul Grow gives you a score which you can improve by implementing the recommendations given in your report. Tracking your scores helps you monitor your effectiveness as you grow your business. When you've completed all the challenges, BuBul Grow creates a map of all the customer touchpoints in your business, highlighting any that need attention.



You get all this for just £20 + VAT a month. There are no long-term contracts: you just pay for BuBul Grow for as long as you need it.



Increase your chance of success in business with

BuBul GROW NOW!



A little more about



Business Advice Software

Created by experts in customer journey-driven business growth

For nearly 30 years, our founder, Nigel Greenwood, has helped global brands to flourish by mapping their customer journeys and improving customer experience. The approach and reasoning are soundly evidence-based: those companies who offer an outstanding customer experience have the greatest chance of significant success.



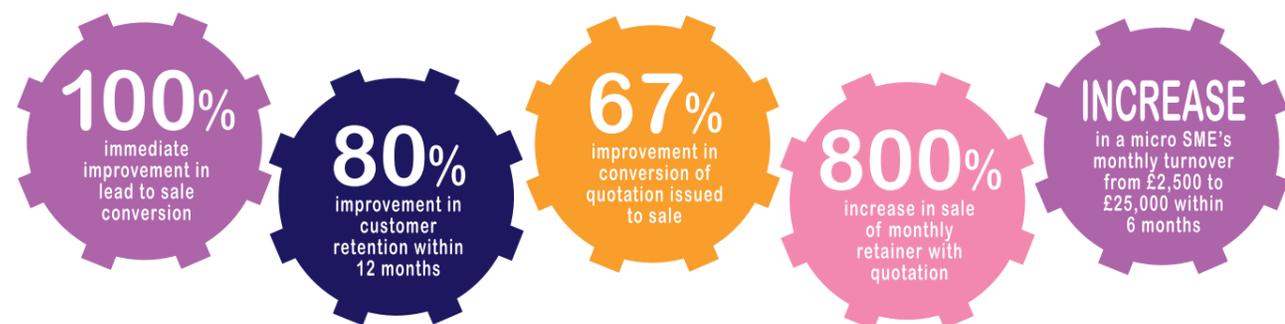
Committed to...

...sharing these blue-chip insights and methods more widely, Nigel launched Simply Customer in 2013 to focus on bringing the benefits of journey mapping and customer experience improvement to SMEs.

He developed a face-to-face process in which probing questions were asked in order to map the different journeys that customers take through a business. His process identified the issues and gaps that trigger complaints and lose both sales and customers. He would then give his clients tailored recommendations as well as sound, proven advice for resolving the issues and/or referrals to other business experts for specialist help.



Here are some examples of the impact his process had on SMEs:



Power in your hands



Now, Nigel has applied his highly successful process to create **BuBul**, a software package that enables any SME, anywhere to start, grow and thrive more rapidly.

BuBul provides a user-specific set of recommendations, with links to relevant expert advice from those who have been there, done that and built successful businesses. It's a superb way of ensuring success while also saving time, money and effort!

We don't believe in locking people into long term contracts so you can cancel at any time. We think the best way to keep customers is to offer great service and value so **BuBul** is continually evolving. Launched in March 2021 with 30 experts, we're growing the number of experts every month, adding more recommendations and advice.

By the time you read this we will have over 70 experts on board and we're not stopping there!

Go to www.bubulexpert.com to get your business off the ground or flying higher!



START



GROW



We also want to make as big a difference as we can to SMEs, so... **we donate 10% of BuBul profits** to charities and social enterprises that help people set up their own businesses.



BuBul[®]

**better
business
building.**

Go to
www.bubulexpert.com
to get your business off the ground
or flying higher!



You can call us on 01484 905 384 Monday to Friday 9am to 5pm
or email hello@bubulexpert.com any time!

www.bubulexpert.com