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A new website to support budding entrepreneurs

Business Connections

swimmer turned business consultant
Adrian Moorhouse will also appear.
For details, visit our new website:
es-bc.co.uk

ANY entrepreneur who wants to succeed is encouraged to think big. But the chances are that before they make their first million, they have to start small.

With this in mind, the London Evening Standard is building on its long-standing commitment to the small and medium-sized enterprise community with the launch of Business Connections, a website dedicated to London's growing small firms.

Our army of small businesses will play a big part in reviving economic growth. When he launched a business start-up campaign in January, David Cameron said: "Small businesses and entrepreneurs are the lifeblood of the British economy ... I want to encourage people to go for it and make this the year of enterprise – whether that is fulfilling

their dream of starting a new business or taking the leap to grow their business, to employ more staff, or to start exporting."

Business Connections will combine the best small business coverage from the Standard and our sister newspaper, The Independent, as well as articles tailored to the needs of entrepreneurs. It will throw a spotlight on small London firms bucking the economic gloom, as well as featuring advice from [James Caan](#), our small business agony uncle. In addition,

David Prosser, the leading small business writer, will tackle issues close to every entrepreneur's heart: how to navigate tricky areas such as finance, red tape and logistics. Members will be able to contribute to our online forums, a useful tool for exchanging ideas.

Business Connections will run a series of networking events in London, featuring high-profile speakers. Our first event, on March 26, will hear from the chief executive of the London Organising Committee of the Olympic and Paralympic Games, Paul Deighton, on the opportunities the Games present for small businesses. Olympic gold medal