



Press Release - For immediate release

New edition of Ingenious Britain hits the shelves on Sunday, April 28th!

Tuesday 16th March, 2013

It's been a long wait, but the fourth edition of Ingenious Britain hits a newsagent's near you on **Sunday, April 28th**, tucked snugly in the warm confines of the Sunday Telegraph. And believe us, it's looking like an veritable encyclopedia of small business knowledge, advice and information.

The state of the British business environment is undergoing a huge shift at present. Greater numbers of small businesses are being refused bank loans despite being more than creditworthy, meaning that new sources of finance such as invoice trading and crowdfunding are taking to the fore, empowering not only those small businesses, but allowing *anyone* to be an investor in a company. Start-up accelerators are popping up all over the UK, offering small businesses and start-ups the ability to inject experience, capital and contacts to galvanise their prospects. New technologies such as cloud computing, smartphones and tablets are allowing small businesses in particular to be more flexible, whilst co-working spaces are encouraging business-to-business interaction and the sharing of expertise. Social media is revolutionising marketing and the opportunities offered to SMEs to reach a huge audience without the corresponding financial input.

All this combined together is creating something very exciting. Ingenious Britain give you the **'New Business Normal'**. And this new normal is the focus of this edition. There's a whole host of brilliant articles covering everything from the benefits of crowdfunding for your small business to how you can make the most of a business accelerator.

Ingenious Britain founder, Mark Moore, identifies: "The new edition of the magazine looks at the formation and implications of a new small business landscape. That landscape enables small businesses to raise finance and establish much better cash flow without having to guarantee the house and the family jewels to the bank.

We're calling the landscape 'the New Business Normal' and that encompasses some really interesting new services such as invoice trading and crowd funding, which you can find out more about in the upcoming issue."

It will have the usual mix of political commentary and insight on small businesses, well-known entrepreneurs providing advice, ingenious small businesses telling Ingenious Britain about their remarkable business journeys, and larger companies offering transferrable tips you can implement within your own enterprises over 80 pages of small business good stuff.

Here's what to expect from the next edition of Ingenious Britain:

- *Interviews with five government ministers, including Secretary of State for Business **Vince Cable**, Minister of State for Business and Enterprise **Michael Fallon**, Minister for Pensions **Steve Webb**, UK Trade and Investment Minister **Lord Green**, and Parliamentary Under Secretary of State for Intellectual Property **Lord Younger**.*
- *Ex-Dragon, Chairman of Startup Loans UK, and entrepreneurial behemoth **James Caan** explains to us how crowdfunding is helping both entrepreneurs and investors to think outside the box.*
- *We talk to **Sir Tim Smit**, founder of the Eden Project, about how the Eden Project can become a template for the wider business community to become more socially aware.*
- ***Julie Meyer**, founder of Entrepreneur County and CEO of Ariadne Capital talks about how large corporates must seek out emerging entrepreneurs in order to capture the next disruptive technology.*
- *Our new cover stars **Platform Black** give us the lowdown on the new short-term lending phenomenon, Invoice Trading, and their business journey.*
- *We talk finance, funding and where the money is going for SMEs with the **Federation of Small Businesses (FSB)**.*
- *In the wake of the soaring petrol prices, we talk fuel with **Shell**.*
- *Dragons' Den vanquisher Neil Westwood of **Magic Whiteboard**, tells of his own aspirations to be a mini-dragon in the wake of his success.*
- *We meet **Pixelpin**, an innovative software firm that is looking to transform the way we authenticate ourselves online by replacing passwords with pictures.*
- *Our previous cover-stars **Muddy Boots Foods** explore the ins and outs of customer trust in the wake of the horsemeat scandal.*
- *We talk to **iZettle**, an innovative technology aiming to democratise the payments industry, allowing small and independent traders to process card transactions by harnessing mobile capabilities.*
- ***Rockstar** detail the benefits and advantages mentorship can offer small businesses.*
- *We talk to Jayne Hobin-Wright of **Slim N Saucy**, about the trials and tribulations of a produce start-up and playing with the supermarkets.*

- *The chance for YOU and YOUR BUSINESS to feature in the next edition of Ingenious Britain!*

Plus – loads more small business stories, advice and support from a huge selection of larger businesses too.

In the build-up to the new magazine, there will be a whole host of interactive events across Ingenious Britain's social media platforms designed to help small businesses to get to grips with some of the topics covered in the magazine, so keep an eye out on www.ingeniousbritain.biz or their social networks for more information.

So, whether you're a sole trader or employing 50 people; a start-up or long-established family business; farmer or tech start-up, there's something for everyone in the upcoming issue. Get yourselves down to your newsagent's, pick up a Telegraph and don't plan anything else for that Sunday.

Press release ends

Ingenious Britain is a small business campaign, dedicated to supporting, advising and providing a voice for British small businesses. For more information about who we are and what we stand for, visit us at www.ingeniousbritain.biz, or join one of our many social platforms.

Twitter: @ingeniousbrit, Facebook: <https://www.facebook.com/Ingenious.Britain>,

LinkedIn: <http://www.linkedin.com/company/2485712?trk=tyah>, or Google+:

<https://plus.google.com/u/0/b/106575312945862060568/106575312945862060568/posts>.

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