

Case-study: The Supper Club

1) Description of initiative(s)

- The Supper Club (TSC) supports high growth amongst CEO/founders of businesses above £1m turnover
- TSC delivers this through a series of carefully designed peer-to-peer learning events, including around 15-20 chaired roundtables per month
- TSC is growing but is currently over 300 members and has been going for over 10 years
- As well as face to face learning through roundtables and forums, also provide an online and offline concierge/support service for urgent matters

2) What need does this solve for scale-ups?

| | | | | | |
|--|---|--|--|---|---------------------------|
| (1) Coordination, connectivity and promotion | (2) Access to Skills | (3) Leadership Capacity Building | (4) Customers (Domestic & Export) | (5) Financing | (6) Infrastructure |
| TSC is for businesses beyond micro. Most members in £1m to £100m sales range. National coverage. | Peer group learning – match people appropriately at events/in forums to ensure maximum value. | Involve advisers and experts as well as more seasoned entrepreneurs to mentor and augment our peer-to-peer events. | | Run an early stage investor group in which members invest and mentor start-ups. | |

3) Which stakeholders in the ecosystem are involved with running this?

| | | | | | |
|--|---|---|--|--|----------------------------|
| Entrepreneurs | Ecosystem umbrella organisations | Government (national/ local) | Private sector | Investors/financers | Education providers |
| Value is created by ability to curate the experiences of members, making it easy for the sharing of often confidential learnings. Members also contribute to a range of other programmes, developed from the best practice seen from over 1,500 roundtables. | | Regularly host roundtables with ministers and government departments. | TSC is part of the Prelude Group (owned by founder/ CEO Duncan Cheatle). A team manage events, communications, member management and deliver services. | Partner with firms like Octopus Ventures, Dunedin Private Equity, banks and corporate financiers to help deliver programmes. | |

Example activities

Funded through subscription Owner/delivery/content

4) What does success look like? What impact/outcomes are expected?

- Success of the Club is measured primarily in retention rates (as members can leave with one month's notice) currently >90%
- Average year on year sales growth of members consistently over 25% per annum
- Focus on growth rates by sales which are consistently over 25% per annum.