

Evening  Standard

SME XPO

— Powering  —
scaleup businesses

23 & 24 April 2024
ExCeL London

Show Guide

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Theatre Chairs



Irene Graham OBE
CEO, **ScaleUp Institute**

Irene is the founding CEO and a board director of the ScaleUp Institute, a private sector, not-for-profit company focused on making the UK the best place in the world to scale up a business. A former senior banker at Standard Chartered, Irene held European and global managing director roles, developing a range of their corporate, institutional and transactional bank services, as well as undertaking some key M&A activities across their global footprint. During the financial crisis Irene led the Business Finance Taskforce and Better Business Finance, which founded the Business Growth Fund, SME Finance Monitor and led initial developments in Open Banking and the Small Business Act. She is a Visiting Professor of Entrepreneurship at Strathclyde University and holds non executive director and advisory roles across the creative, business and finance communities. She has served on various UK and international government led initiatives, such as the Fintech Strategy review; the Life Sciences Scaleup Taskforce; Creative Industry Council and Canada's National Research Industrial Advisory Council.



Christiana Stewart-Lockhart
Director General, **EISA**

Christiana Stewart-Lockhart joined the Enterprise Investment Scheme Association (EISA) as Director General in February 2022. She previously spent more than a decade working for economic think tanks in Westminster and Brussels. Christiana holds a BA in Politics from the University of York and she regularly speaks at events across the whole of the UK. She is a member of TISA's Children's Financial Education Policy Council and also sits on the Advisory Board for the All Party Parliamentary Group for Entrepreneurship.

Theatre Chairs



Guy Tolhurst

Director, **Indagate Group**

Guy is a founder, author and small business champion on a mission to drive capital into SMEs to stimulate growth and create a more supportive, diverse and inclusive investment community. A serial entrepreneur, he started in business at an early age running an events business while at Uni and recently exited his fintech business to a listed company. Guy has spoken candidly with the BBC, Sky News, Telegraph and other media outlets about supporting founder mental health. To recognise the positive impact of capital on businesses he launched the Growth Investor Awards, 100 Stories of Growth, Mindful Investor and the Growth Finance Awards.



Margaret Rice-Jones

Chair, **ScaleUp Institute**

Margaret has more than 20 years of board-level experience at public and private software and technology companies. She is currently senior independent director at De La Rue plc, chair at scaleup Origami Energy, and non-executive director at Holiday Extras Investment and Calnex Solutions Plc. Previously she was senior independent director at Xaar plc and chaired private companies Skyscanner and Confused.com until they were sold for £1.4bn and £509m respectively.

Tuesday, 23rd April 2024

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**SME
XPO**
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Theatre 1

Scaling Up 

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DELLTechnologies
intel.

Chaired by **Irene Graham OBE**, CEO, ScaleUp Institute

10:20 - 10:25

EVENING STANDARD WELCOME

Jack Lefley, Managing Editor, Evening Standard

10:30 - 10:35



KEYNOTE: Brian Horsburgh, UK & Australia Small Business Country Manager, Dell Technologies

10:45 - 11:20



FIRESIDE CHAT: Charlie Bigham, Founder of supermarket meal behemoth Charlie Bigham's
Hosted by **Irene Graham OBE**, CEO, ScaleUp Institute

11:30 - 12:10



PANEL: Finding - and keeping - the best talent: recruitment in a difficult market
Cynthia Davis, Founder of Diversifying Group
Greg Marsh, Founder of cost of living tool Nous
Claire Campbell, CEO of flexible-working focused recruitment firm Timewise
Moderated by **Rajeev Sharma**, EMEA Industry Advisor for Technology, Workday

12:20 - 13:00



PANEL: Going global - nimbly grow your business overseas
George Lineker and Sebastian Lewis, Co-Founders of Your Business Number
Jack Scott, Co-Founder of DASH Drinks
Vivien Wong, Co-Founder, Little Moons
Moderated by **Mark Burkett**, Export Academy Adviser, Department for Business & Trade

13:00 - 14:00



BREAK

14:00 - 14:40



PANEL: Planet-friendly profit - sustainable business tips
Sam Galsworthy, Co-Founder of Sipsmith
Katie Lopes, Founder of Stripe & Stare
Tristan Thomas, Founder of Packfleet
Moderated by **Peter Stojanovic**, Editor of HotTopics

14:40 - 14:50

WRAP UP

Irene Graham OBE, CEO, ScaleUp Institute

WWW.SMEXPO.CO.UK

Tuesday, 23rd April 2024

Theatre 2

Starting Up

10:20 - 10:25

WELCOME INTRODUCTION

Tanya Mitchell, Director of Income Generation & Marketing, The Felix Project

10:30 - 11:10

PANEL: Elevator pitch - writing a business plan and pitchdeck

Kathryn Bricken, Founder of Doughlicious cookie dough business

Edward Hancock, Founder of cheesegeek cheese subscription business

Dhruvin Patel, Founder of Ocushield eye-care brand

Moderated by **Tanya Mitchell**, Director of Income Generation & Marketing, The Felix Project

11:20 - 11:55

FIRESIDE CHAT: Theo Paphitis, entrepreneurial tycoon and former Dragons' Den star

Interviewed by **Dylan Jones**, editor-in-chief, Evening Standard

12:05 - 12:50

PANEL: Making a splash - how to launch your brand in the right way

Lizzie Carter, Founder of Only Curls

Annabel Lui, Founder of Cutter and Squidge giftable bakery brand

Kate Prince, Founder of Ancient and Brave supplements and wellness brand

Moderated by **Sahar Hashemi OBE**, Co-Founder of Buy Women Built & Coffee Republic

12:50 - 13:40

BREAK

13:40 - 14:20

PANEL: Starting up for success - startup advice from new and established entrepreneurs

Hanan Tantush, Founder, Intotum Adaptive Fashion and former AXA Startup Angel winner

Vince Ruane, Founder and Director of RCDC

Anais Engelmann, Co-Founder and Chief Product Officer, Team Repair and former AXA Startup Angel winner

Moderated by **Jonathan Prynn**, Business Editor, Evening Standard

14:30 - 15:10

PANEL: If there was one thing I could tell you...successful founders give advice on the start of their entrepreneurial journeys

Doron Meyassed, Founder of Plum Guide

Camilla Barnard, Founder of Rude Health

Amin Hamzianpour, Co-Founder of Qube members' club

Wednesday, 24th April 2024

Theatre 1

Money Talks

Chaired by

Christiana Stewart-Lockhart, Director General, EISA - AM
Guy Tolhurst, Director, Indagate Group - PM

10:20 - 10:25


WELCOME INTRODUCTION

Christiana Stewart-Lockhart, Director General, EISA


10:30 - 11:10

 **PANEL: ESG SOS - navigating the social investment minefield**
Hannah Leach, Partner at investment firm Houghton Street Ventures
Tom Stancliffe, Co-Founder of TRIBE healthy snacking and energy bar business
Ryan Kisiel, Partner at H/Advisors Sustain
Moderated by **Irene Graham** OBE, CEO, ScaleUp Institute


11:25 - 12:05

 **PANEL: Show me the money: Crowdfunding, banks and angels: what's best?**
Hatty Fawcett Founder of funding accelerator Focused for Business
Deirdre O'Neill, Co-Founder of healthy tech firm Hertility
Julia Elliott Brown, Founder of Enter the Arena
Ian Merricks, Founder of VenturePath
Moderated by **Christiana Stewart-Lockhart**, Director General, EISA


12:20 - 13:00

 **PANEL: Doors to manual - exits, expansion and succession planning**
Joanna Jensen, Founder of Childs Farm children's toiletry brand
Maxine and Darcy Laceby, Co-Founders of Absolute Collagen
Christian Owens, Founder of Paddle
Moderated by **Guy Tolhurst**, Director, Indagate Group

13:00 - 15:00

 BREAK

15:00 - 15:45

 **Q&A: Tim Martin, Founder & Chairman, JD Wetherspoon**
Hosted by **Guy Tolhurst**, Director, Indagate Group

15:45 - 15:55

WRAP UP

Guy Tolhurst, Director, Indagate Group

Wednesday, 24th April 2024

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Theatre 2

Future Tech

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Chaired by **Margaret Rice-Jones**, Chair, ScaleUp Institute

10:20 - 10:25

WELCOME INTRODUCTION

Margaret Rice-Jones, Chair, ScaleUp Institute

10:30 - 11:10

PANEL: Digital security - risk management, data and cybersecurity

Joanne Vengadesan, IP lawyer specialising in data protection at Penningtons Manches Cooper

DS Scott Lockington, Lead for Cyber Protect, Prepare and Prevent within the Metropolitan Police Cyber Crime Unit

Victor Murineanu, Head of Cybersecurity at Chelsea Football Club

Moderated by **Stav Pischits**, Founder of Cynance

11:20 - 12:00

Q&A: Rochelle Humes, entrepreneur, founder of Cloudcha and My Little Coco, author and broadcaster

Hosted by **Dior Bediako**, Founder, Pepper Your Talk

12:00 - 13:50

BREAK

13:50 - 14:30

PANEL: All about the numbers: Data-driven decision-making

Jeremy King, CEO & Founder of Attest consumer testing firm

Deirdre McGettrick, Founder of online furniture aggregator ufurnish

Gerald Chappell, Co-Founder and CEO of Render, an AI-powered credit decisioning fintech

Moderated by **Margaret Rice-Jones**, Chair, ScaleUp Institute

14:30 - 14:40

WRAP UP

Margaret Rice-Jones, Chair, ScaleUp Institute



FREE to attend workshop sessions to help you improve your skills and knowledge on key topics like strategy, finance and investment, marketing, technology, and more.

Tuesday, 23rd April 2024

Workshop 1

10:30	Workday	Smart Scaling: Leveraging Data and Technology for Sustainable Growth
11:30	Hayne.cloud	Scaling your business securely with Microsoft 365
12:30	First Rate Marketing	The Complete SEO Guide
13:30	Arch	Bespoke Brilliance: Unleashing SME Success with Custom Websites and Apps
14:30	Stobbs	The Intangible Assets (IP): how to harness your brand to grow your business
15:30	Masterclasses	AI hacks for small businesses Navigate the ever-evolving AI landscape with confidence and build a toolkit to supercharge your productivity with the content expert Andy Pemberton. This session is brought to you courtesy of Masterclasses from the Evening Standard.

Workshop 2

10:30	Dell Technologies	Bring AI to your data
11:30	Oury Clark in collaboration with Grow London Local	Business Without Bullsh*t Presents: Go Fast, Go Hard or Go Home. The 5 things you really need to know about expanding your business overseas.
12:30	Acuity Solutions	Transform Financial Management with Sage Intacct & Acuity
13:30	UK Export Academy	Ten Steps to Export Success: How to grow your business international
14:30	AXA	Pitch perfect: how to elevate your business to new heights
15:30	Eurostar	Sustainable Travel Practices

Workshop 3

10:30	Ebury	SME Currency Clinic: Global Currency Trends and Managing Volatility
11:30	London Metropolitan Police Cyber Crime Unit	Investing in infrastructure - Interactive exercise
12:30	Tableau	Delivering on your Data Strategy with Tableau
13:30	HewardMills	Enabling Growth with Data and AI: How to Tailor your Privacy Programme
14:30	The Travel Counsellors	SME Business Travel Trends
15:30	Rouse	How to increase your value using Intellectual Property



FREE to attend workshop sessions to help you improve your skills and knowledge on key topics like strategy, finance and investment, marketing, technology, and more.

Wednesday, 24th April 2024

Workshop 1

10:30	Workday	From Startup to Scaleup: Scaling with Soul
11:30	Chartered Association of Business Schools	Help to Grow: Management Course New, online short course to help more SME leaders unleash their business potential
12:30	The Travel Counsellors	SME Business Travel Trends
13:30	Arch	Bespoke Brilliance: Unleashing SME Success with Custom Websites and Apps

Workshop 2

10:30	AXA	Know You Can: how to startup with confidence
11:30	Oury Clark in collaboration with Grow London Local	Business Without Bullsh*t Presents: Scale Up or Shut Up. The 5 things that will help you understand how to scale your business in the UK
12:30	Acuity Solutions	Transform Financial Management with Sage Intacct & Acuity
13:30	UK Export Academy	Taking My Business Internationally, What I Wish I'd Known: Top tips from UK Businesses
14:30	Eurostar	Sustainable Travel Practices

Workshop 3

10:30	Dell Technologies	Bring AI to your data
11:30	Salesforce & Slack	Unlocking Your Superpowers: Propel Your Business with Salesforce and Slack!
12:30	Hayne.cloud	Scaling your business securely with Microsoft 365
13:30	HewardMills	Enabling Growth with Data and AI: How to Tailor your Privacy Programme
14:30	London Cyber Resilience Centre	Secure your business against cyber-crime without spending a £

Members Meet Up

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RETAIL MEET UP

Are you in retail and want to connect with other retail business owners? If the answer is yes then make your way to one of the Retail Meet Ups on stand S328.

The meet-ups start promptly at:

11:30 and **14:00** on Tuesday 23rd April

11:30 and **13:00** on Wednesday 24th April

No need to prepare or bring anything, just be ready to meet likeminded entrepreneurs looking to expand their network and hear new ideas.

Sessions last for approximately 30 mins each.

Entry is on a first come first served basis and we may need to stop entry once capacity is reached.



AI MEET UP

Are you interested in the advancements of AI and how it can help you streamline your business operations? If the answer is yes then make your way to one of the AI Meet Ups on stand S501.

The meet-ups start promptly at:

11:30 and **14:00** on Tuesday 23rd April

12:15 and **14:00** on Wednesday 24th April

No need to prepare or bring anything, just be ready to meet likeminded entrepreneurs and AI experts all looking to expand their network and hear new ideas.

Sessions last for approximately 30 mins each.

Entry is on a first come first served basis and we may need to stop entry once capacity is reached.



Meet Investors



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You know that investment will mean bigger and faster returns for your business, but aren't sure what options are best for you or how to go about securing it?

Meet investors and other business owners on a similar journey to you as part of your visit to SME XPO.

Created in partnership with EISA, who help thousands of Small Businesses access the successful SEIS and EIS initiatives every year.

The meet the investor sessions start promptly at:

14:00 and 15:00 on Tuesday 23rd April

14:00 and 15:00 on Wednesday 24th April

IT'S FREE!

How to take part:

Register at smexpo.co.uk/meet-the-investors. Confirm you're a senior SME director planning to seek finance or investment in the next 12 months. Also, specify if you've raised investment for your business in the past.

In Partnership With:



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Speed Networking

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WHERE YOU CAN MEET 50 NEW CONTACTS IN 60 MINUTES!

The goal of 'speed networking' is to expand your business connections by meeting professionals from various sectors and industries. With one-minute mini-meetings, you'll have the opportunity to pitch your product or service to dozens of individuals quickly and efficiently.

It's free! Running on the hour: From 11.00-16.00

Location: Dell Stand S322

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Sign up for the ScaleUp Standard; our new fortnightly newsletter dedicated to Powering ScaleUp Businesses

The ScaleUp Standard, powered by SME XPO, is your go-to source for valuable insights and guidance on scaling up your business. Stay informed about the latest strategies and inspiring stories to help enable you to achieve your business goals.



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ScaleUp Standard Newsletter



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Evening Standard

PRESENTS

THE SPORT OF BUSINESS

An incredible opportunity for you to learn how a sporting mindset can influence and enhance your business

WEDNESDAY 12 JUNE 2024

7PM – 9:30PM

HAM YARD HOTEL,
LONDON, W1D 7DT

Includes welcome drinks and canapés

Amex presents an evening of guest speakers from the world of national and international sport, as they come together to discuss how to develop a winning mindset, create effective habits and strategies, and supercharge your motivation.



Lucy Tobin

Host and senior business reporter at the Evening Standard



Sir Steve Redgrave CBE

Multiple Olympic gold medal-winning rower



Alistair Hargreaves & Chris Wyles

Former national and international rugby captains and founders of Wolfpack beer



Kike Oniwinde Agoro

Ex-Great Britain javelin thrower and award-winning founder and CEO of BYP Network



The Evening Standard is offering SME XPO attendees a limited chance to buy early bird tickets for this exclusive event.

Simply scan to buy to enter or visit

amexsportofbusiness.eventbrite.co.uk

Terms apply. 18+. UK residents only. Discounted entry offer period closes at 23:59 on Sunday 19 May. 170 tickets are available in total. For full terms and conditions, visit standard.co.uk/amexevent