



X-FORCES: Helping ex Service personnel become business owners

INTRODUCTION

Today there is a strong focus on economic growth through business enterprise. 95.5% of private sector businesses in the UK are micro firms with up to 9 employees accounting for 32% of private sector employment and 20% of private sector turnover.

The Department of Business, Innovation and Skills estimates that, if we were as entrepreneurial as the US, we would have nearly one million more firms¹.

The opportunity for, and support available to, those leaving the Services who want to set up their own businesses today is unsurpassed. X-Forces, working in partnership with Government and Industry, understands today's environment and is very well placed to offer advantage to former Service personnel through its model.

Service people have a set of shared values, of shared experiences, and a shared heritage. This allowed them every opportunity to thrive in the service of their country.

X-Forces seeks to take this immutable past and build upon it, working to match aspiration, ambition and ability with today's opportunity by delivering a robust and resilient programme to enable the seamless transition from military service to business ownership.

A FUNDED SOLUTION

It is anticipated that this year alone, 25,000 people will leave the Services and will need a second career.

Of these numbers, many more than realise it have what it takes to set up their own businesses yet today a large proportion of this number will not be considering self-employment. Tomorrow it will be different.

X-Forces presents itself as the partner of choice for all of these people. Our programme of review, development and planning delivers a personalised road map that is supported by selected mentors and advisers, and ultimately gives access to essential finance. As an approved Service Delivery Partner for Start-up Loans, X-Forces can approve loans of up to £10,000 to qualifying individuals.

FOCUS ON BUSINESS SUSTAINABILITY

X-Forces' view is that, as part of the broader programme of government-led strategic social change, we will be able to enhance the quality and delivery of enterprise options through our fund and methodology. This will deliver a consequent increase in the longevity and sustainability of start-up business, with consequent economic growth.

¹ Growing Your Business; a report on growing micro businesses. Lord Young, May 2013

X-Forces: People, Planet, Profit, Partnership and Purpose

BACKGROUND

From our own initial ideas and philosophy, X-Forces has continued to take shape in conjunction

with the aspirations of our key partners, including The Department of Business, Innovation and Skills.

The journey for all those who engage with X-Forces has been developed in alignment with our parent company's core methodology and the principles of the 5Ps:

People, Planet, Profit, Partnership, Purpose.

- **PEOPLE** - at the heart of X-Forces are the people we touch and the importance of meeting their needs. We seek to create opportunity to grow as individuals, to grow as businesses, and to grow wealth for the country by providing the best possible fit of ambition, skills and opportunity.
- **PLANET** - we will always look to promote social enterprises, or businesses with a strong commitment to social enterprise.
- **PROFIT** - underlying all of the X-Forces initiative, we ensure that all investment made into starting up a business has the ability to demonstrate a return on investment.
- **PARTNERSHIPS** – In practising what it preaches, X-Forces has sought to enrich its offering by building an impressive set of partnerships with government, charities and corporates to give it the reach and focus to deliver.
- **PURPOSE** - The purpose of X-Forces is to recreate the community that exists in the Armed Forces, to co-ordinate and combine opportunities



for this extraordinary pool of people, and to develop powerful partnerships with businesses that will benefit from them. Our Community website will deliver the diagnostic, enable the journey and signpost career direction, through enabling employers and interest groups to access this resource, to creating, growing with and responding to the needs of this community.

VISION

We enable the seamless transition from military service to business ownership

MISSION

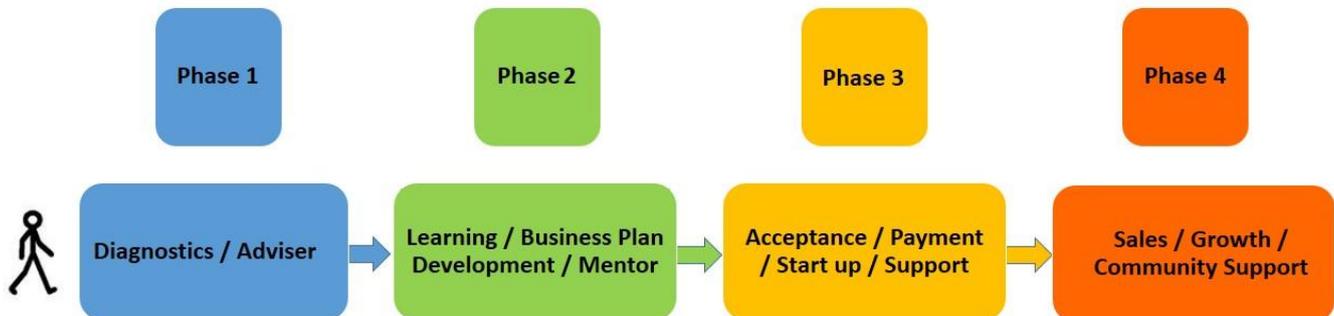
We attract people to realise their ambition and potential to become business owners by:

- Ensuring that all X-Forces candidates know what their strengths and capabilities are best suited to
- Matching aspiration to opportunity to enable the right choice between business ownership and employment
- Ensuring all start-up candidates will be able to define and start implementation of their business plan
- Building a self-sustaining community of business owners



X-Forces: A journey for life

Candidate journey



WHAT WE DO

From the start, X-Forces seeks to reveal the possibility of Business Start-up to as great an audience as possible through its reputation, its relationship with key military stakeholders, its website and through the wide range of marketing channels used by those already operating in the Resettlement and Transition area.



A successful career depends upon it being pitched at the right level - offering the rewards needed - and being built on a sure foundation. This sure foundation is an important part of X-Forces' model. X-Forces provides access to its assessment tools as the first step in ensuring that service leavers are making the right career choice, followed up by a discussion with an adviser to support decision-making.

As soon as it has been agreed that Business Start-up is the right journey on which to embark, a mentor is assigned to support the journey. The delegate will access development materials, both online and through a physical programme, designed to equip them with the tools, the knowledge, and the confidence to successfully start-up their business.

The Business Plan is the key output of the journey, successful submission of which will lead to a funding agreement and the excitement of turning the previous months of hard work into a reality.

It could be said that the real journey starts here and at this critical time, X-Forces continues to provide mentor support, not only on the operational side, but also with acquisition of the first clients.

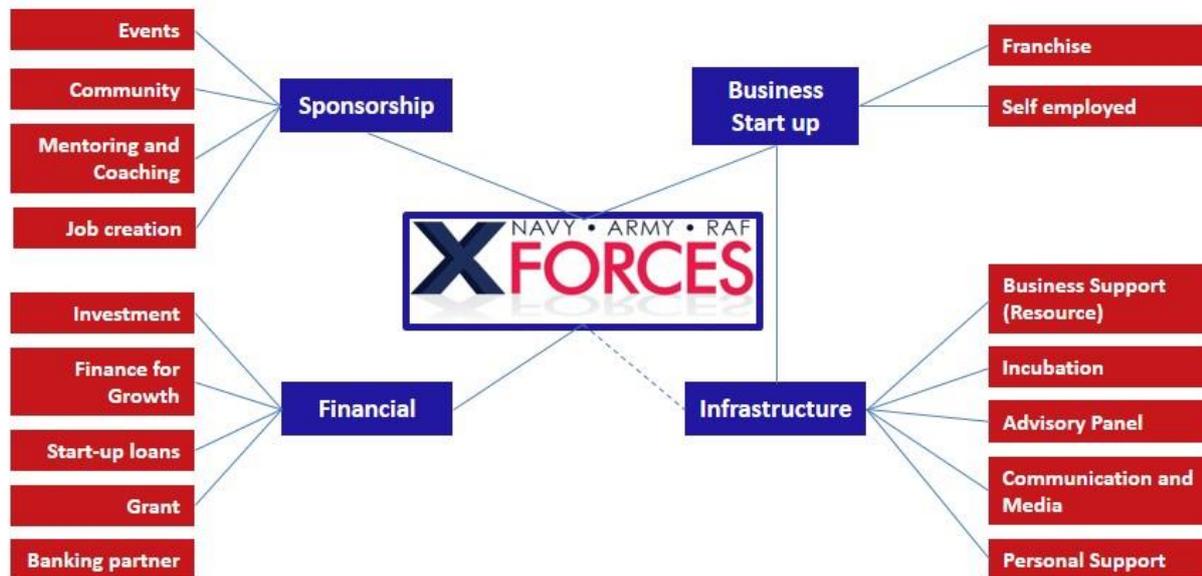
Success for the delegate, for X-Forces, and for our other stakeholders including the Government, is when sales and consequent growth allows the start-up business to start to recruit other service leavers.

WHO WE ARE

X-Forces is:

- A team with diverse expertise covering strategy, operations, sales and marketing, finance, IT, PR, Media, and talent management, with a mix of military and non-military backgrounds.
- A commercial entity with a social enterprise heart.
- Funded from a range of sources, including a commercial fund, government initiatives, corporate support and charitable donations.

X-Forces: Building a self-sustaining community



THE OPPORTUNITY TO ENGAGE

X-Forces provides a compelling model both for what it has to offer to a deserving community and for the opportunity that successful establishment of our services offer. Working with the ex-Forces' community and the many supporters of the Armed Forces, X-Forces can grow its reach and value, totally focused on serving this community and delivering sustainable and successful outcomes to the individuals, the wider community, and the nation.

For further discussion, please contact:

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KEY SUPPORTERS

X-Forces is proud to have the Department of Business, Innovation and Skills as a Principal Supporter.



The Rt Hon Michael Fallon MP:

"The X-Forces scheme is a fantastic programme which provides valuable business and employment support for ex-Service personnel. The skills that Service personnel can bring to business are a great asset to the UK and it is important that they have every chance to start their own firm; or to contribute to the growth of existing firms. Initiatives like X-Forces celebrate and help grow our national entrepreneurial spirit, which will play a crucial role in driving our return to long-term economic growth".