

The Business Growth Company



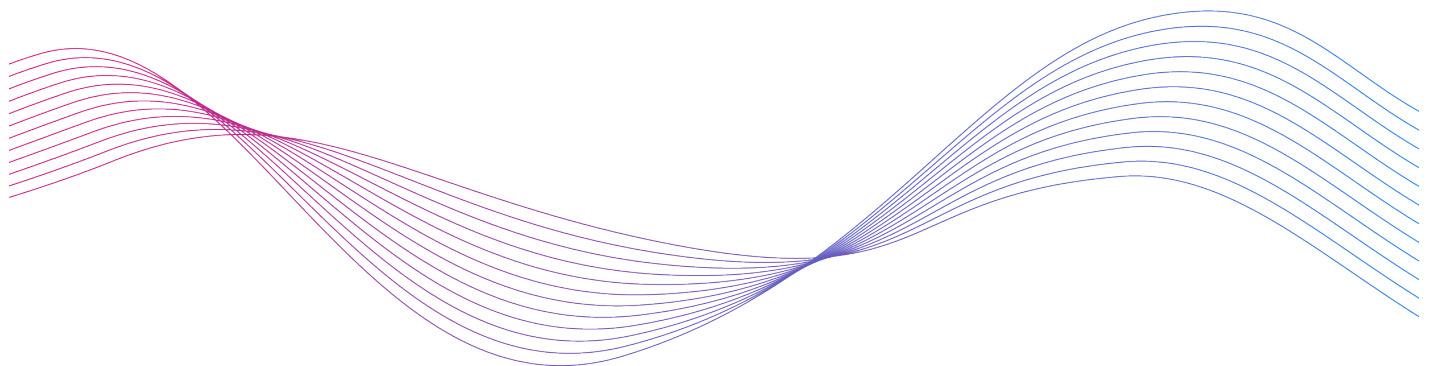
Qirous
April 2025



Mark P Goldby DL
Qinesis Chair

A warm hello to you all as we welcome in 2025, a year I hope where we will continue to seize the opportunities for our respective businesses but also maybe address & overcome some of our challenges too!

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**Small Fish, Big Pond: Navigating
the Startup Ecosystem**

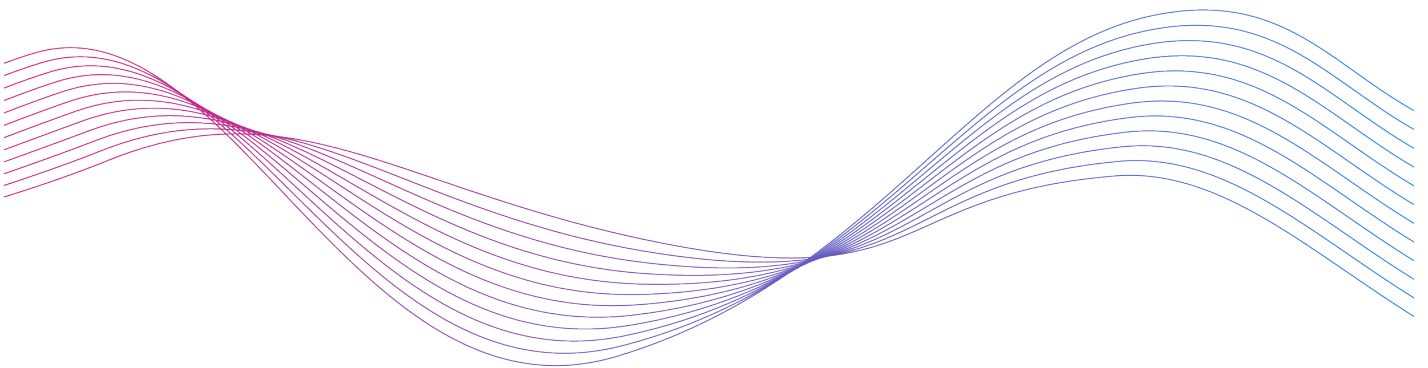
In today's vast business landscape, startups often find themselves as small fish swimming in an exceedingly large pond. These fledgling companies, armed with innovative ideas & boundless enthusiasm, must navigate treacherous waters filled with established predators & fierce competition.

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Dr Cham S Kang

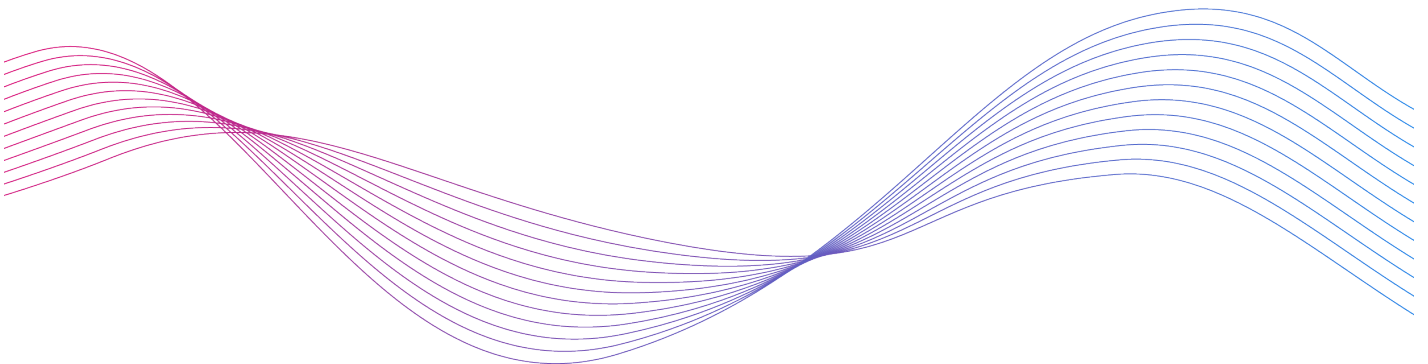
CVO



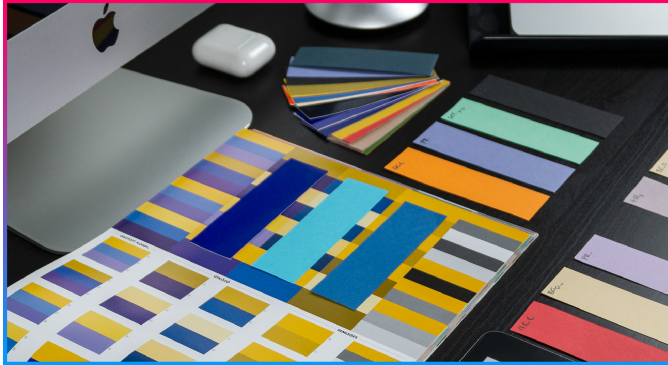
East Midlands Chamber Enterprising Women Awards 2025



Starting a business is an exciting journey, but success doesn't just come from having a great product or service. Without effective marketing & business development strategies, even the most innovative startups can struggle to grow. Marketing builds brand awareness & attracts customers, while business development creates opportunities for long-term success.

[How to Nominate](#)[Nominate Now](#)

Branding for Startups: How to Stand Out in a Crowded Market



In today's competitive business world, branding is no longer just about having a fancy logo or a catchy slogan. For startups, branding is about creating a unique identity, building trust & standing out in a crowded market.

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The Most Popular Startup Industries in the UK



The UK has long been a hub for entrepreneurship, with thousands of new businesses launching each year. However, not all industries experience the same level of startup growth, nor do they share the same survival rates.

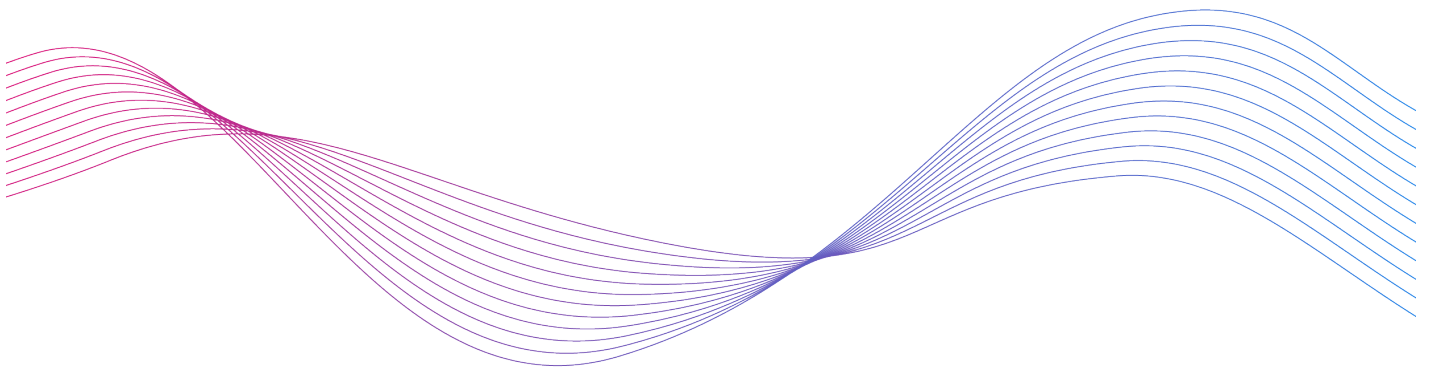
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The Importance of Marketing & Business Development for Startups



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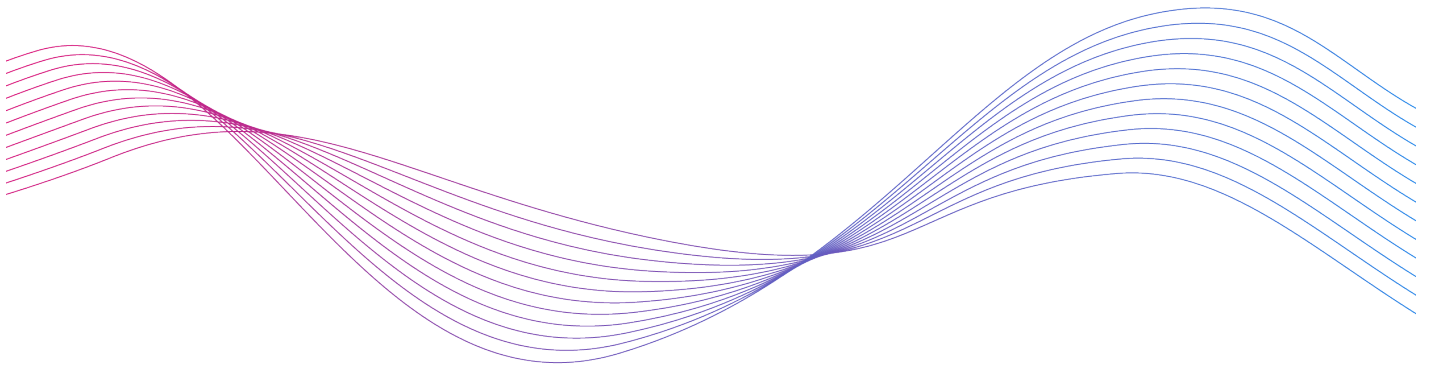


Breaking Free from Spreadsheet Chaos: How Businesses Can Work Smarter

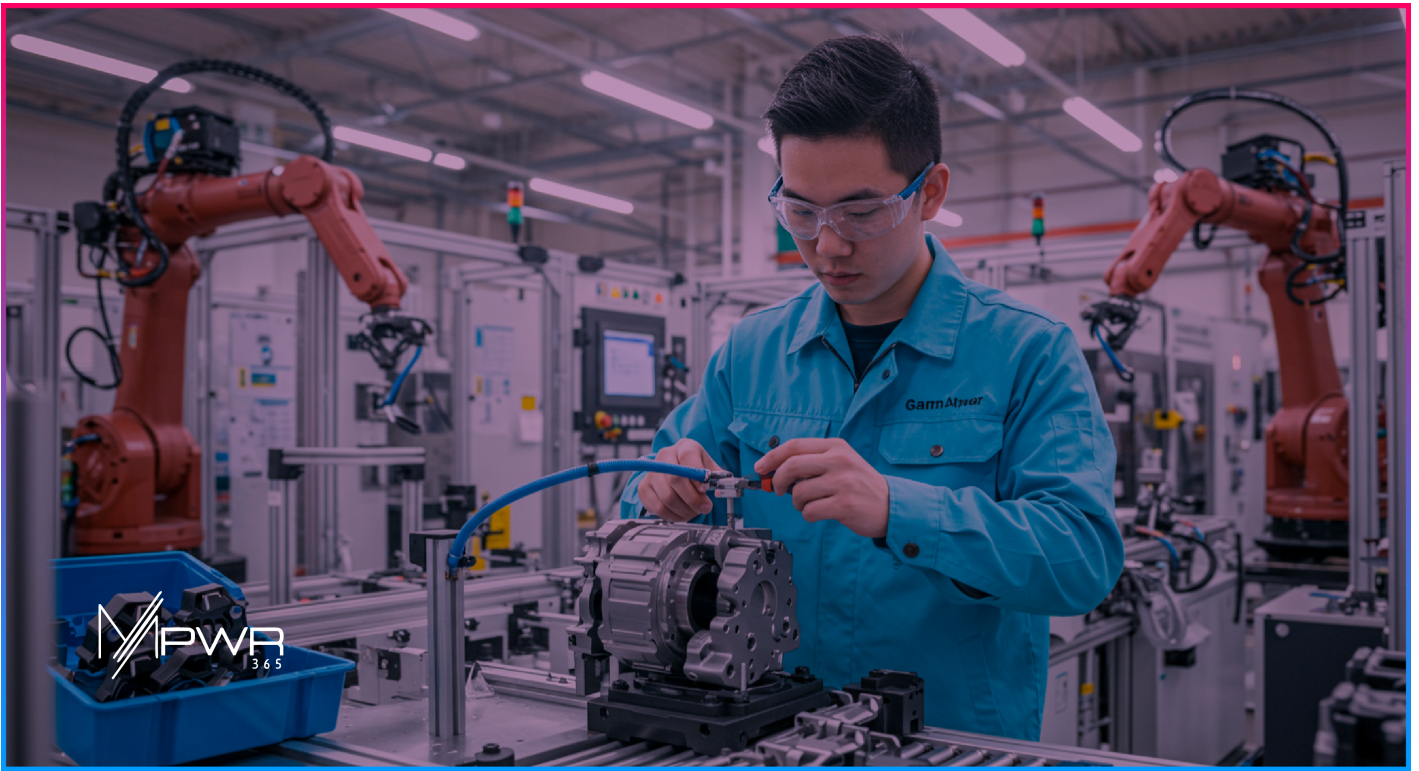


While **digital tools** have **transformed** how we work, many companies find themselves drowning in spreadsheets, disconnected systems, & manual processes that worked fine when the business was smaller but now create daily headaches.

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From Scattered to Streamlined: Helping a Defence Manufacturer Work Smarter



A UK defense component manufacturer come to us with a familiar problem their team was working harder than ever but things weren't getting easier. Despite 40 years of success making precision parts for military use, their day-to-day operations will be becoming a struggle. Their biggest headache? Information with multiple spreadsheets and systems

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Management, Finance, BD, Marketing & Sales,

