

Impact Report 2022

Why is entrepreneurship important?

500,000

'hidden entrepreneurs' want to start a business but don't know how to start. Too many business ideas get left on the shelf.



Start-ups create 40% of all new jobs and lead recovery from recessions

Women, Black founders and other minorities are under-represented as entrepreneurs



Who are we?

Visionnaires is a community interest company providing inclusive, practical help and mentoring from experienced entrepreneurs. We support a diverse group of entrepreneurs to navigate their journey and overcome barriers.



2 in 3

of the entrepreneurs we support are women

50%

of the entrepreneurs we support are from Black, Asian or other minority ethnic backgrounds

70 coaches and mentors have supported over

1000 participants to date



What do our Visionnaires say?

9/10

participants rate their overall experience with us as excellent.

"Visionnaires was a game changer in my journey as an entrepreneur"

"It has helped me to find clarity and expand the scope of my vision"

"I received fantastic advice and support"

What's our impact?

Entrepreneurs come away from our programmes with key business skills and confidence to help them start.

68% of participants rated themselves as having high/very high confidence to start a business at the end of the programme, compared with **20%** at the start



73% felt confident describing their business to a customer, compared with **18%** at the start



20% of participants went on to trade profitably