



START UPS

Starting a new business is always a nerve-wracking process. Among the many factors to be considered are:

- Who are the customers and how to reach them?
- What is the best location for the business?
- Is the technology right to support the business strategy?
- How to control costs?

Traditionally, essential staff have to be recruited from within commuting distance of the office.

As fibre broadband is becoming more widely available in the UK, entrepreneurs are increasingly finding that location is not an issue for their business start up. It may be possible to work from home to avoid the high expenses associated with a purpose-built office. It also opens opportunities for recruiting the most appropriately qualified staff, regardless of location.

Productive people

Fibre broadband to the home enables staff to work remotely, rather than commuting to an office. Flexible working reduces travel costs and the environmental impact of a business, as well as enabling staff to be productive while maintaining a healthy work-life balance.

Specialist skills

With the ability to work from anywhere, the business start-up can recruit from a world-wide pool of potential employees. Often a start up may require specialist skills; fibre broadband enables a rural business to access world class talent.

Superfast transfers

Fibre upload speeds mean that the start up business can transfer large amounts of data to clients anywhere in the world, as rapidly as if they were in the office next door. A business start up in rural Surrey can compete on equal terms with a company located in central London or downtown New York.



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Clever communication

Business meetings and customer service calls can be managed in the way that best suits the client, be that video calling or instant messaging.

Best of both worlds

Fibre broadband is allowing entrepreneurs to start up new businesses in the locations that they know and love, supporting their local economies while creating world-class businesses.



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