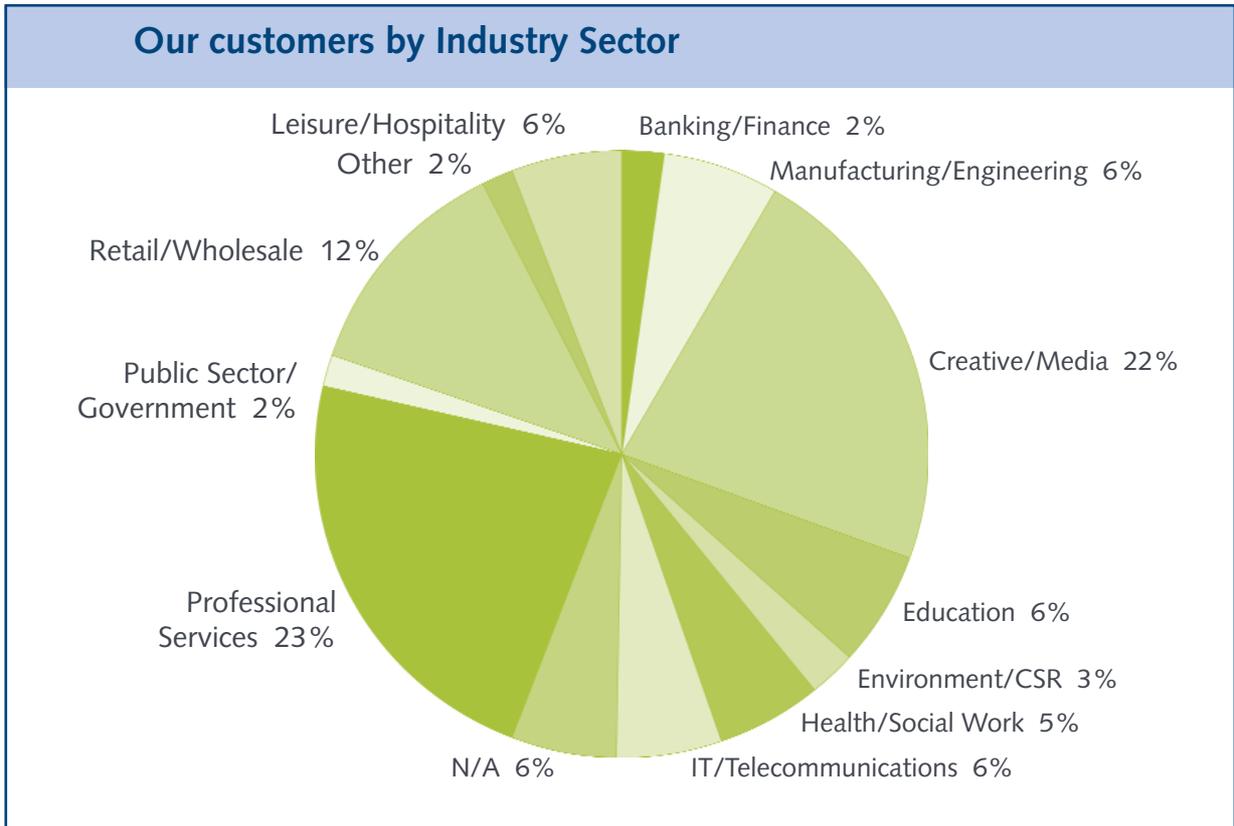


British Library Business & IP Centre Seven Up Census April 2012 Highlights¹

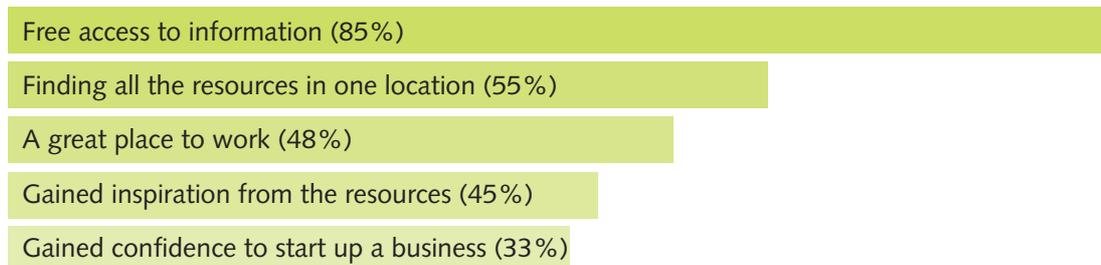
www.bl.uk/bipc



We provide a valuable and appreciated service

- 96%** would recommend the Centre to others
- 94%** were satisfied with the service they received (65% very satisfied)
- 90%** will continue to use the Centre
- 84%** could not have achieved their results without our help

What our customers valued



¹ Based on Economic Impact Analysis by Adroit Economics, April 2012, based on a survey of 1201 respondents in February/March 2012.

Our services give entrepreneurs skills and confidence

46% increased their awareness of the importance of intellectual property

43% were able to understand their customers and markets better

40% acquired new skills through workshops

23% were helped to write their business plan

21% were helped to protect their novel idea or invention

The Centre is an invaluable resource to support businesses – large or small. I look forward to the day when there are more of them across the UK providing this fantastic service.

Megan Roberts,
Oxford Innovation

A brilliant one-stop shop for start-ups and existing businesses.

Chris Van Der Puije,
pre-start up

This is the best place to start and most importantly is free and when you're out of job this is the most valuable help.

Silvia Ceballos, Gacela Ltd

This is really making a positive impact to the way new jobs are being created in a tough economic environment.

Satish Narasimhan,
pre-start up

Fantastic organisation – there should be satellites everywhere

Phil Donovan, Pullman Services

Simply the best resource for entrepreneurs in London I have found.

Neil Courtis, Sensible Media Ltd

These skills help them to start, sustain and grow their businesses

We have helped to create **2,775** businesses, of which **40%** are owned by women, **29%** by ethnic minority groups and **10%** by disabled people

We have also created **3,345** additional jobs in new and existing businesses

Overall these businesses have increased their turnover by **£153 million**

The results indicate that using the Business & IP Centre gives people a **better than average chance of success**: on average only one in ten businesses in our census had failed after year three, compared with just under four in ten across the UK.

These businesses help to drive the economy

Average turnover increase of **£8.80 per £1** of public money invested

£47.1 million of net Gross Value Added has been generated, equating to **£8.13 of GVA² per £1** of public money invested

£11.2 million of in-kind contributions generated, including pro bono support and press coverage.

2 Annual GVA per £1 spent is £2.71. The above figure given assumes business improvements last for three years.