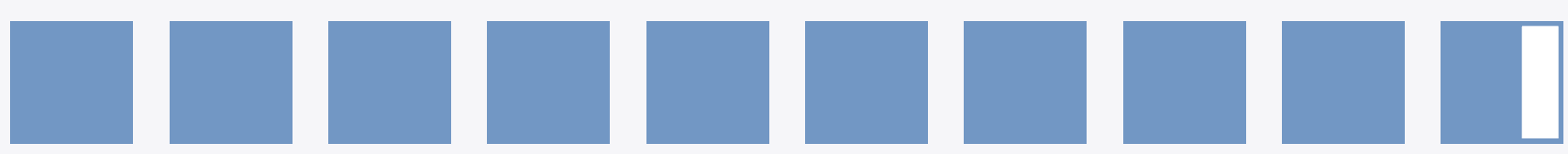


# How Britain Can Win

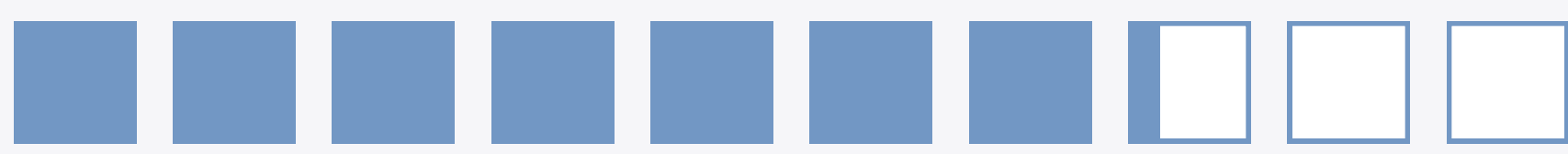
To chart a clear path for How Britain Can Win, we must look to the UK's high-growth small business leaders. These ambitious entrepreneurs are at the forefront of innovation and are ready to lead national economic growth, ensuring the country wins on the global stage. To understand this in more detail, Goldman Sachs 10,000 Small Businesses surveyed a diverse group of programme alumni from across the UK.



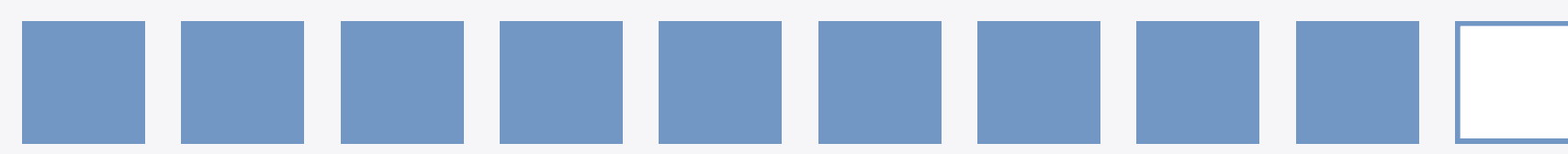
UK small business owners are ambitious, aren't afraid of taking risks, and optimistic about the future of their business.



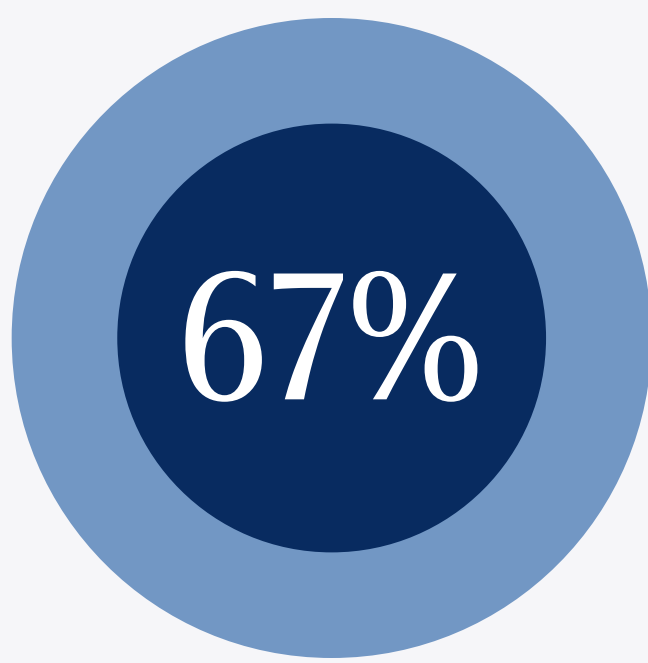
97% Of high-growth small business owners describe themselves as ambitious



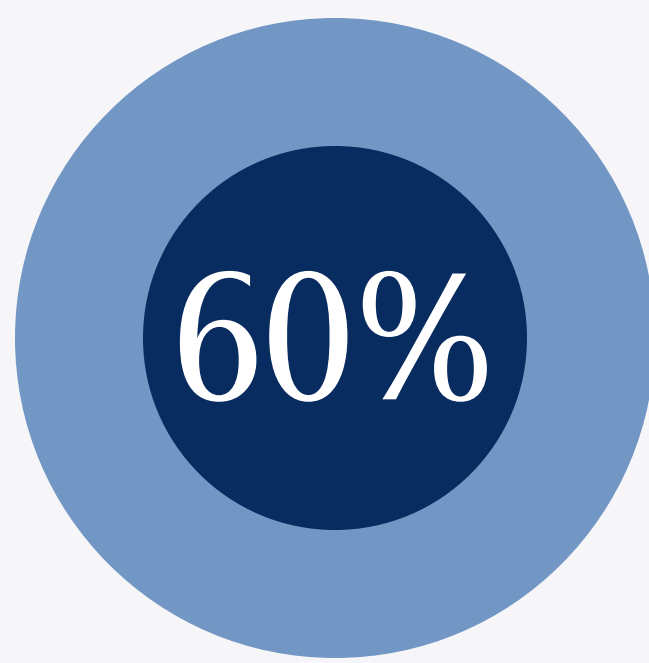
73% Would describe themselves as a risk taker as opposed to being risk-averse



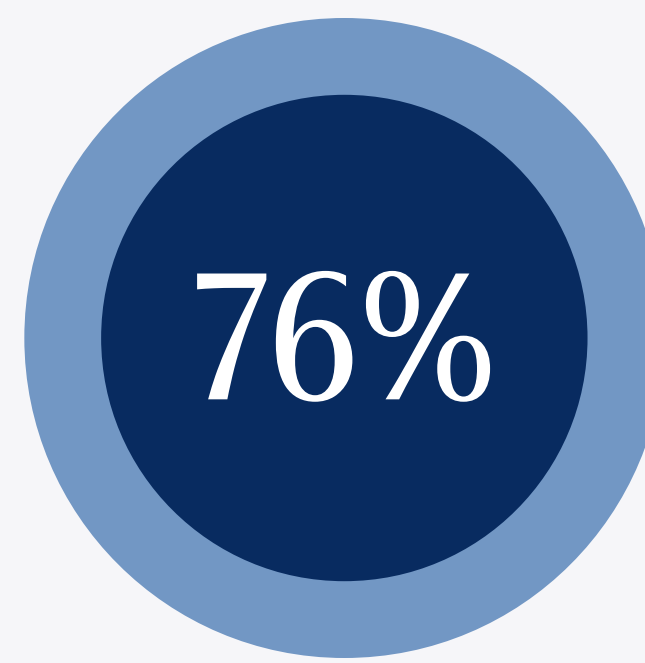
91% Of high-growth small business owners expect their business to grow over the next 3 years



67% Think UK entrepreneurs are as ambitious or more ambitious than entrepreneurs in other countries



60% Find hearing about the growth of others inspirational and motivating



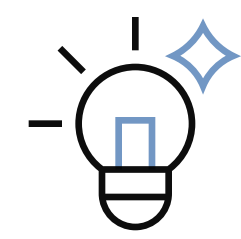
76% Say the 10KSB UK programme has strengthened their appetite to grow their business



But they are less confident about the UK more broadly.

## BUSINESS CLIMATE

Whilst 60% think the UK is a good place to start a business, only 46% think the UK is a good place to grow a business, and only 30% think the UK is a good place to exit or sell one.



Start a business

60%



Grow a business

46%



Exit or sell a business

30%

## ECONOMIC BARRIERS

When asked to identify the biggest challenge holding the UK economy back:

39%

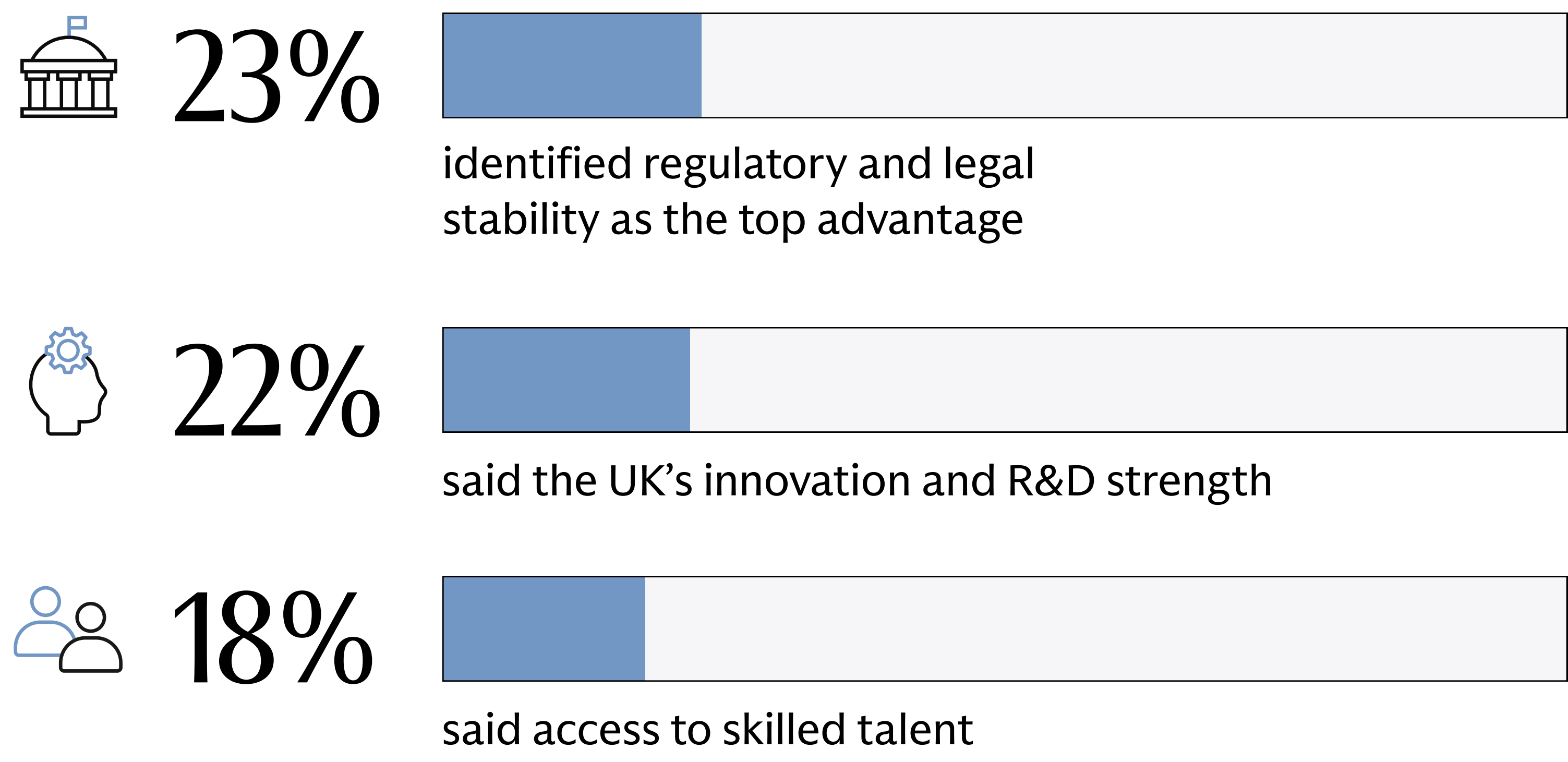
identified “domestic, economic, and political uncertainty.”

Other key challenges identified include the “rising cost of labour” and “a lack of ambition/perpetual pessimism.”

UK ADVANTAGES

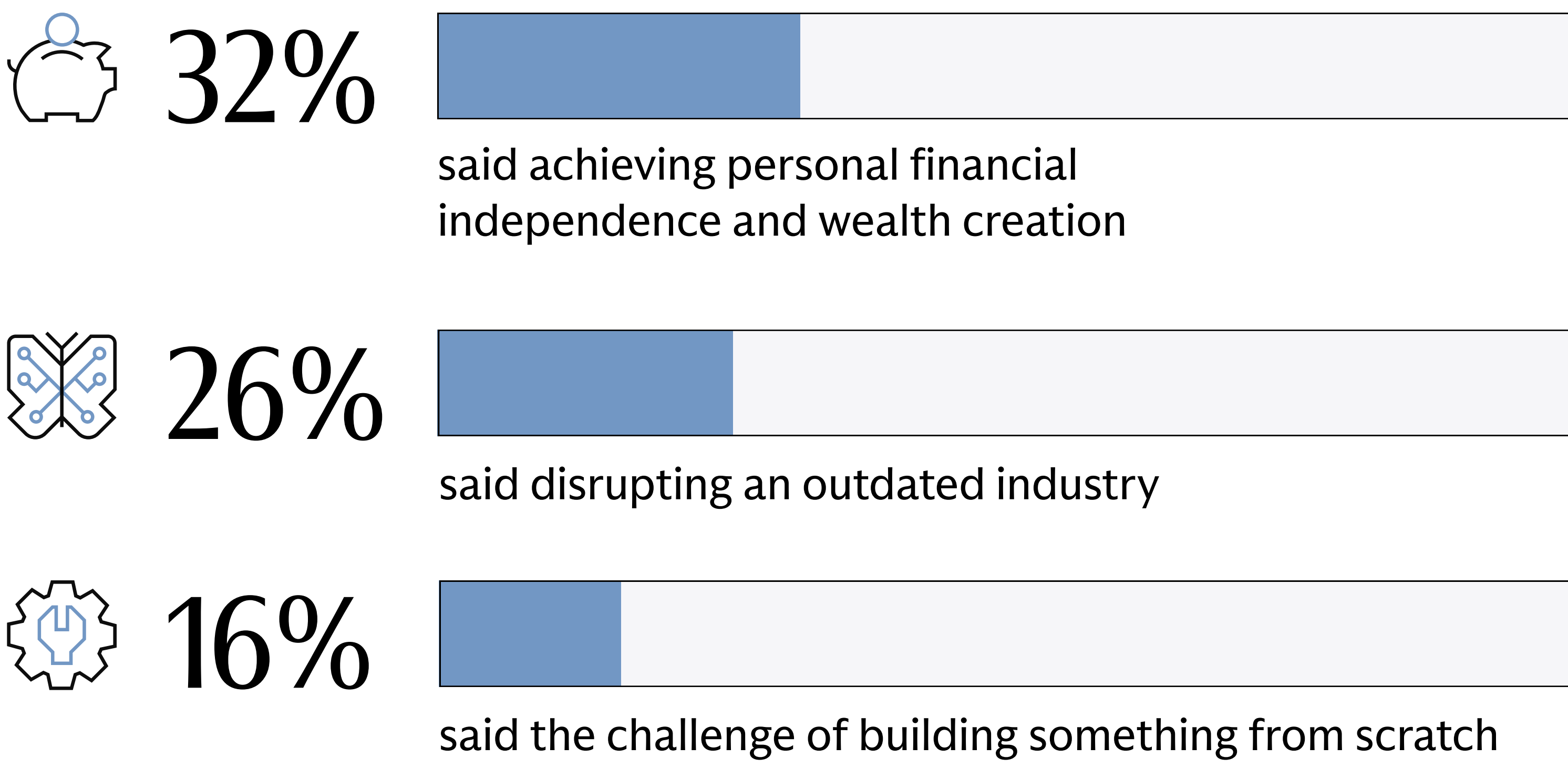
Small Businesses think the UK has a lot going for it.

When asked to identify the country’s strongest economic advantage:



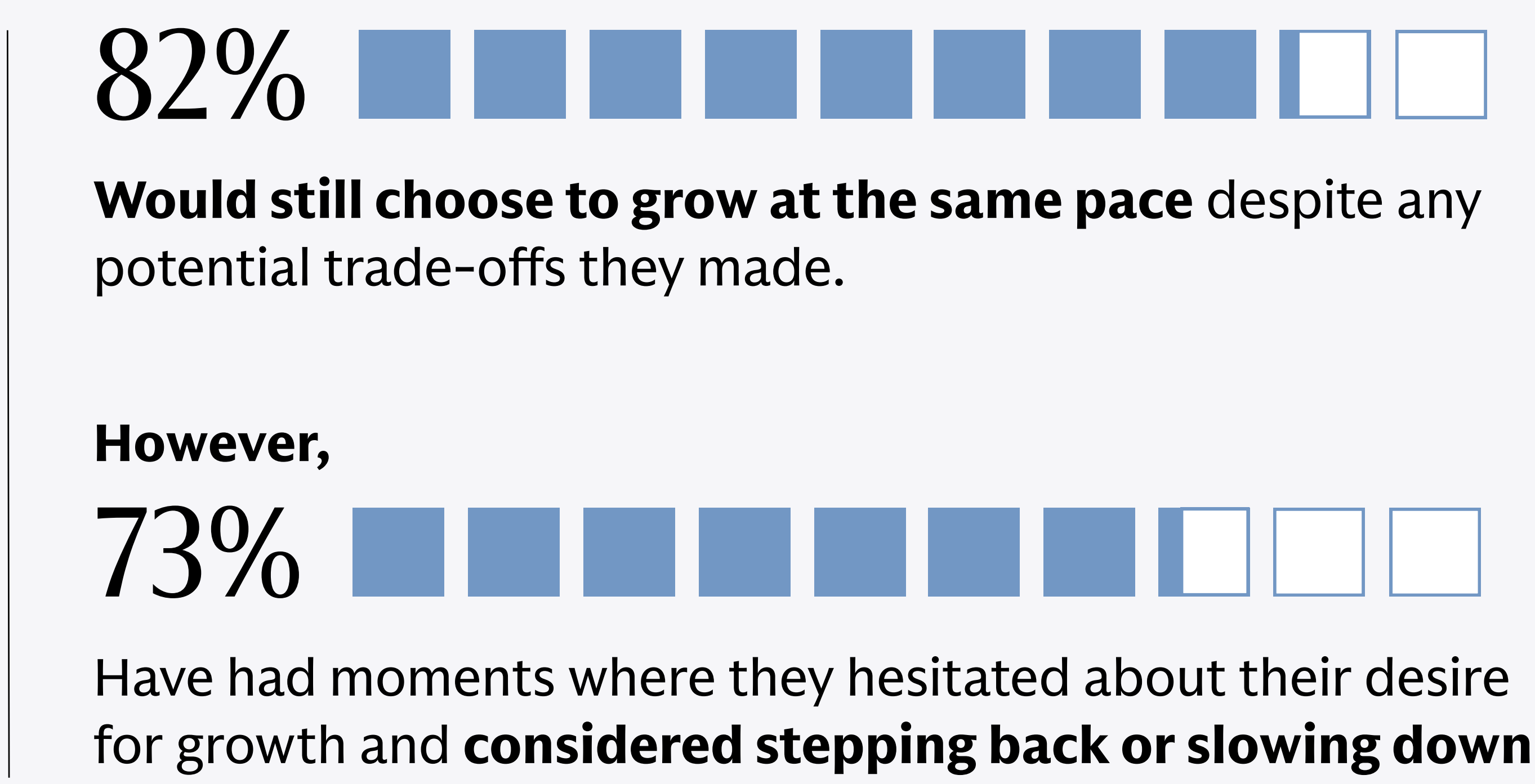
They are motivated by success and aren’t afraid of a challenge.

When asked to identify the main driver of their ambition:



GROWTH JOURNEY

When looking back on their growth to date:



BUSINESS CULTURE

UK small businesses seem to have a broader challenge with acknowledging both success and failure.



And if given the opportunity, entrepreneurs would go all in on growth:

AI OPPORTUNITY

AI innovation and adoption is seen as a big opportunity for the UK, with the majority of small businesses feeling optimistic.

