

**Global Impact
Report 2025**

Foreword – A message from our Group CEO

2025 marked a pivotal year for our company. Not only did we celebrate 20 years in business, but we also tested new programmes, deepened partnerships, and introduced clearer ways to measure our progress. Just as importantly, we listened – to founders, partners, and colleagues – and used those insights to shape our work.

Over recent years, we’ve learned that our impact is strongest when it is closely aligned to our purpose. So, in 2025, we also launched The Big Dreams Project – our long-term commitment to help jump-start the creation and growth of 10,000 small businesses by 2030. This reflects a clear choice to focus our social impact efforts where we can make the most meaningful difference. The focus of

The Big Dreams Project is to combine research, direct support for founders and the skills and energy of our colleagues in support of the entrepreneurs and small business owners we exist to serve.

This report reflects both what we delivered in 2025 and the foundation we are laying for the years ahead. The Big Dreams Project is still in its early stages, but its potential to make a genuine, lasting difference for small business owners is clear.



David Summers

Group Chief Executive Officer
Simply Business



Who we are

1M+

customers: Over 1 million small business owners and landlords insured across the UK and U.S.

~1K

colleagues: ~1,000 employees globally.

3!

hubs: London and Northampton in the UK and Boston in the U.S.

**Insuring small
businesses, enabling
big dreams**

The Big Dreams Project

Our anchor goal: to help
10,000 small businesses
start or grow by 2030*

215

colleagues took part
in our first-ever Impact
Week across 23 events.

35%

of our workforce
took part in an impact-
related activity in 2025.



Our strategy focuses on three key strategic pillars of activity:

Advocate

Campaigning for small business success

Championing the interests that small business owners care about, including commissioning research and providing guidance through our UK [Knowledge Centre](#) and U.S. [Resource Center](#).

Elevate

Supporting people to develop their entrepreneurial skills

Working with partners to support people in the community to start their own small businesses and learn key life skills, on our doorstep and beyond.

Activate

Harnessing the skills and energy of colleagues

Each year, our workforce comes together to volunteer with our charity partners and with small business owners directly.

Why does this matter?

Small businesses are the backbone of our local economies and communities – they make up 99% of the private sector in the UK and U.S. and generate £2.8 trillion in turnover in the UK and \$40.2 trillion in the U.S. They create jobs, drive innovation, and power local communities – yet the path to building a sustainable business is rarely straightforward.

Many founders face multiple practical barriers, such as access to financing, limited support networks, and the challenge of navigating early yet critical business decisions like pricing, marketing, and complying with regulations. Many aspiring founders also face emotional barriers – uncertainty about whether their idea is viable, limited confidence and a lack of clear guidance on where to start.

“I live in a deprived area; the opportunities for kids are minimal and the schooling isn’t the best. When I was a teenager, I thought entrepreneurship was something I wouldn’t be able to do myself. I was **not prepared** by the education system at all ... so the only way I learnt the skills to be an entrepreneur was through immersion. I had no one to guide me, and it was lots of trial and error.”

Chloe-Mairead Donnelly
CMD Tutoring, Winsford



Advocate in action!

Campaigning for
small business success





Turning research into action for young founders

In the UK, we launched the Simply Business Young Entrepreneur Fund in 2025, awarding £5,000 cash grants to ten young entrepreneurs aged 18 to 30. Each grant was paired with a structured business support and mentoring programme delivered by the national entrepreneurship charity Hatch Enterprise.

The fund was launched in response to research we commissioned in spring 2025 with the Federation of Small Businesses. It found that almost two-thirds of young people want to start their own businesses – but only 16% are able to take that step. Key barriers included access to finance and a lack of mentoring opportunities, directly addressed by the Young Entrepreneur Fund.

This research directly informed SME policy recommendations within the UK Government's official 2025 Small Business Plan.

2/3

of young people
want to start their
own businesses,
but only

16%

are able
to start.

Winners of the 2025 Simply Business Young Entrepreneur Fund

Majic Protein

These two entrepreneurs sell the UK's first high-protein cookie dough tubs, transforming a family recipe into a snack with up to 50 g of protein.

Off the Cut Studios

Sells handmade rugs and wall art, with plans to branch out into creating mini rug-making kits for home use.

Chhabra

Unique, conscious flavour blends for drinks, stocked in retailers like Selfridges and Tesco. The founders also partner with a women's enterprise in Kerala that provides fair wages and empowerment.

Rephobia

A therapist-led virtual reality platform designed to help people overcome phobias.

Devonshire Plastering

This plastering operation plans to offer apprenticeships to young people lacking opportunities.

Yak Shack

An autonomous kayak and paddleboard rental business that uses smart lock technology so customers scan and unlock their watersports equipment without the need of constant staff presence.



Edvance AI

Helps legacy sectors (such as finance, healthcare, publishing) adopt confident AI practices through upskilling workshops and consulting.

Norfolk Veterinary Physiotherapy and Rehabilitation

A self-funded veterinary physiotherapist business treating horses, dogs, and cats with rehabilitation and long-term condition management.

121 Barber Therapy

A barbershop that redefines grooming as a holistic wellness experience, as well as drives social impact through its training academy.

Cirkular

A style-led discovery platform to make sustainable fashion shopping easier by combining the best secondhand, resale, and rental fashion from across the internet into one seamless, personalised feed.



“Winning the Young Entrepreneur Fund grant and mentorship is an **incredible boost** for my practice. It gives me the opportunity to invest in additional equipment and expand my services, enhancing the care I provide and ultimately help more animals live happier, more comfortable lives.”

Emily Harris

Norfolk Veterinary Physiotherapy and Rehabilitation,
Winner of SB's Young Entrepreneur Fund

Elevate in action

Supporting people to develop
their entrepreneurial skills



Kick-starting early-stage entrepreneurs

Many aspiring founders have a great business idea but aren't sure if it's viable or if entrepreneurship is right for them. Having identified this gap in support for early stage founders, Simply Business partnered with Funding Circle and Hatch Enterprise in April 2025 to pilot the [Get Ready to Start](#) programme in the UK. Supporting 19 aspiring founders, Get Ready to Start creates a safe, supportive environment for young entrepreneurs to test ideas, build core skills, and gain confidence before committing significant time or financial resources to their concepts. This includes workshops, one-to-one mentoring, peer learning, and networking opportunities.

James Castor joined the Get Ready to Start programme with his business idea KIKOKAI, a beachwear brand for men. During the programme, James boosted his confidence and learned how to create a strong elevator pitch and build an effective marketing strategy.

"Being part of the cohort was an incredible opportunity. Connecting with like-minded individuals and accessing expert mentoring and workshops was **invaluable**. I can't wait to apply what I've learned and launch my first business, KIKOKAI."

James Castor

Founder of KIKOKAI, Get Ready to Start Participant

The Get Ready to Start programme in numbers

Knowledge of business funding increased by

147%

Confidence in managing business finances increased by

99%

Clarity in mission and vision increased by

96%

Activate in action

Harnessing the skills and
energy of colleagues





Our Activate pillar goes beyond volunteering. It reflects the commitment of colleagues who lead and support our social impact programmes and culture of diversity and inclusion. This includes:

- 19

mental health first aiders in the UK
- 16

global inclusion network leads, council members, and sponsors

Did you know?

Beyond volunteering, we actively champion small businesses by putting our values into action – using local caterers for internal events, purchasing small business products for giveaways, and encouraging colleagues to shop small through internal campaigns.

Case study: Our global week of action

In December 2025, we launched our first Impact Week campaign: a global moment that brought colleagues together across the UK and U.S. to volunteer with charity partners and small business owners.

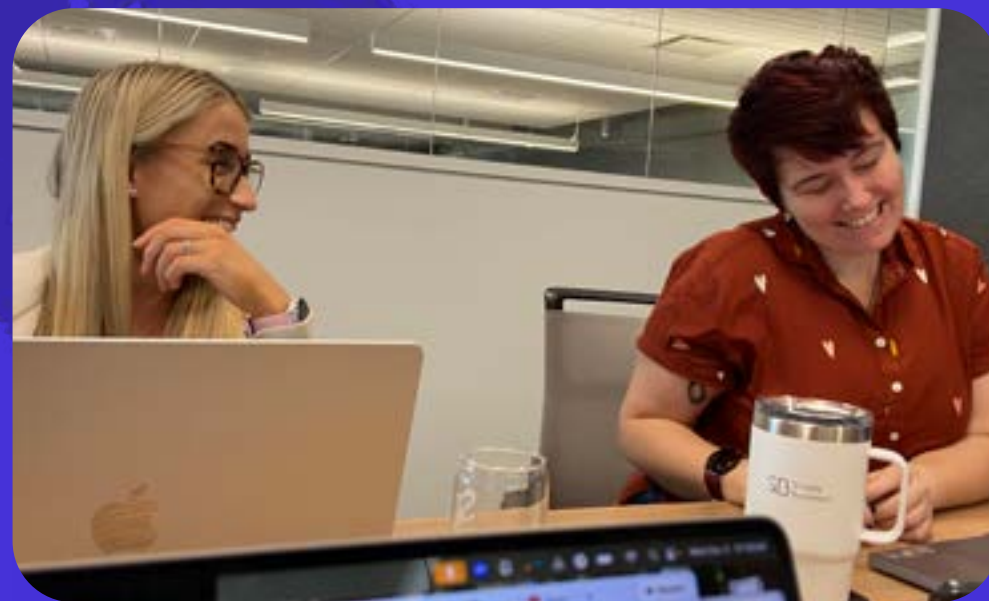
Impact Week focused on skills-based support: sharing colleague expertise, offering practical guidance, and helping founders tackle real business challenges.

"Sharing my expertise with a small business owner, I didn't feel like she was a customer. Instead, she was a business owner looking for help and expertise.

It was a very rewarding opportunity to make a **concrete impact** on helping her grow her business."

Simply Business Volunteer

215
volunteers



23
events



150+
entrepreneurs
supported

"The pitch prize money has helped build capacity for our hands-on science education business during a critical growth year. We used the funding for vital supplies and materials for our interactive workshops and STEM Carnivals, allowing us to create more engaging science experiments for children.

For us, this was more than a financial contribution; it was **a vote of confidence** in our mission to make STEM joyful, accessible, and culturally relevant for all children."

Crystal Lister

Founder of Mommy and Me: The Listers



Case study: Simply Business x Sky's the Limit Grand Final Pitch (U.S.)

Since 2024, we've worked in partnership with Sky's the Limit, a nonprofit supporting founders across the U.S. through grants, support, and mentoring.

During Impact Week, our colleagues volunteered by providing live feedback on business pitches from early-stage founders to help refine their ideas and build their confidence presenting to others. We invited three founders to join a Grand Final Pitch.



The Trek 2025

Each year, an intrepid group of Simply Business colleagues embark on The Trek, a flagship adventure to raise awareness and vital funds for our partners.

Our 2025 team of ten trekked across the mountains of Portugal to raise money for [Sky's The Limit](#) in the U.S. and [The King's Trust's Enterprise programme](#) in the UK.

Total fundraised

£87,000+

Looking ahead

Priorities for 2026

1.

Expanding opportunities for our colleagues to offer skills-based support to entrepreneurs

2.

Strengthening partnerships to support more small business owners, including activating national brand campaigns in both UK and U.S. markets

3.

Evolving flagship programmes, including Impact Week

4.

Strengthening foundations, including reviewing our approach to policies and processes in this space



Appendix

Methodology, definitions, and references

This appendix provides additional detail on how Simply Business measures and reports its social impact for the 2025 reporting year. As this is the first year of reporting under The Big Dreams Project framework, the appendix is intentionally light-touch and focused on transparency rather than exhaustive disclosure.

Reporting scope and boundaries

This report covers activity delivered during the 2025 calendar year in both UK and U.S. markets where Simply Business operates. Simply Business is a wholly-owned subsidiary of [The Travelers Companies, Inc.](#)

Use of data and estimates

Where financial contributions are made through charity partners, equivalent funding models may be used to estimate the number of entrepreneurs supported. These estimates are based on information provided by delivery partners and reflect standard programme costs.

As a pilot year, data collection methods and definitions will continue to evolve to improve consistency and comparability over time.

Acknowledgements and references

Simply Business would like to thank its charity partners, delivery partners, and small business owners who contributed their time, insight, and energy throughout 2025.

Further information about Simply Business, The Big Dreams Project, and related initiatives can be found at:

- [The Big Dreams Project](#)
- [UK Knowledge Centre](#)
- [US Resource Center](#)
- [Generation Entrepreneur Report](#)
- [Solopreneur Report](#)

Environmental disclosures for the wider group are available via The Travelers Companies, Inc.

How we will measure progress toward our anchor goal

Progress toward achievement of The Big Dreams Project anchor goal, supporting 10,000 small businesses to start or grow by 2030, is tracked using a defined set of criteria focused on direct, meaningful support.

Activities that will “count” toward the goal include:

Activity	How numbers are calculated
Volunteering (skills based or otherwise) by employees directly with small businesses or via partners	Number of beneficiaries
Programmes funded by Simply Business to support small business owners, delivered by our charity partners	Number of programme participants
Small businesses receiving direct cash grants or equivalent financial support from Simply Business	Number of recipients
Attendance at small business-focused workshops or webinars funded and/or delivered by Simply Business	Number of webinar attendees
Small businesses receiving significant press/social promotion as a direct result of a Simply Business campaign	Number of businesses profiled
In-kind business support, such as donated equipment	Number of items donated
Funds donated by Simply Business or its customers, that are directed to charity partners whose core purpose is supporting small business owners	Equivalent funding (£1K = one small business supported)

Note: Passive engagement (such as views or clicks) and activity unrelated to entrepreneurship or small business support are excluded.