

Mercia Portfolio Partners:

#OneMercia

Providing support to our portfolio businesses is critical, and goes beyond finance. In order to ensure that you have access to cutting edge technology and software, we have negotiated some great offers to support you through the start-up journey.





01

Amazon Web Services (AWS)

Amazon Web Services offer a broad set of global compute, storage, database, analytics, application, and deployment services that help organisations move faster, lower IT costs, and scale their applications.

Mercia is a “Portfolio Plus” partner with AWS Activate, which allows you to access either \$25,000 AWS credit over two years, or \$100,000 AWS credit over one year (you can choose based on estimated usage), plus other great benefits including \$10,000 of business support.

To redeem, click [here](#) and enter in the “Organization ID” field when you sign up.

****Note that if you’ve already applied for AWS credits via the old package (\$15,000 AWS credit over two years) we have received confirmation that you’re able to increase your credit by a further \$10,000 (i.e. up to \$25,000). AWS has told us that they strongly encourage companies to use the majority of their initial credits before seeking out an additional credit grant. When companies wait until their original credit grant expires, they will receive more time and a later expiration date. Applying immediately “starts the clock” on their credits and may result in earlier expiration dates. Once you have used the majority of your initial package, you can claim your top-up by emailing aws-activate-2020-upgrade@amazon.com. If you have any issues doing this please let us know and we will contact AWS on your behalf.**



03

Google Cloud

Google Cloud is a cloud computing platform that offers solutions for your storage, analytics, big data, machine learning, and application development needs.

Mercia is a Google Cloud for Startups 2020 Partner. This allows us to provide you with up to \$100,000 in Google Cloud Platform and Firebase credits (available for up to 12 months), as well as additional benefits for G Suite, Google Maps Platform, Google Ads, Qwiklabs, and more.

You can apply directly on this link cloud.google.com/startup



04

IBM Cloud

IBM Cloud lets you choose the right compute model for your workload and quickly deploy over 120 services, including IBM Watson services.

Via Mercia you can join the “Startup With IBM” programme which provides you with up to \$120,000 of IBM Cloud credits. You can use these credits to access a range of services to build leading-edge solutions at scale.

To redeem, click [here](#) and enter **Mercia Asset Management** in the affiliation section when signing up.

0 5

ChartMogul

ChartMogul provides you with a range of tools to measure, understand and grow your subscription business. ChartMogul quickly uncovers the value in your data so you can make decisions that will drive your business forward.

Via Mercia you can access a discount of up to \$600 (\$50 per month, for twelve months) off any of their plans.

To redeem, please email support@chartmogul.com citing Mercia Asset Management and they will provide you with a unique discount that you can use to secure the discount

0 6

HubSpot



HubSpot is a comprehensive marketing, sales, customer service, and CRM platform.

HubSpot is a comprehensive marketing, sales, customer service, and CRM platform.

Via Mercia you can access up to 90% off HubSpot software in your first year, 50% off in your second, and 25% off ongoing.

To redeem, click [here](#), click *Apply Now* and follow the steps.

If you have any questions, please reach out to agordon@hubspot.com

07

Chargebee

Chargebee is a recurring billing and subscription management product that integrates with payment gateways such as Stripe, Braintree, and Paypal, and business applications such as Xero, Quickbooks, and Salesforce.

Via Mercia you can access Chargebee's most popular plan, "Rise", for free, for up to two years. This is worth up to \$7,200.

1. Sign up for a Chargebee account [here](#)
 2. Click on the 'Go Live' button on the dashboard, once you are ready to start processing payments
 3. A pop-up opens. Click on the 'I'm a part of Chargebee's startup-partner network' link shown below.
 4. Choose the currency you'd like to process with
 5. Choose the 'Rise' Plan and enter the coupon code [A8MERCIA TECH](#)
 6. Click "Go Live"
-



08

Stripe

Stripe is a leading payments processing platform that allows businesses of all sizes to seamlessly accept and process payments online.

Via Mercia you can access up to £15,000 in fee-free processing, benefit from enhanced customer support and have priority access to both new product betas and Stripe events.

To redeem, please click Mercia's unique partner link [here](#).

Zendesk

Zendesk is a service-first CRM company with support, sales, and customer engagement products designed to improve customer relationships.

Via Mercia you can secure 6 months of free access to the Zendesk Support Suite and Sales CRM, Zendesk Explore and Zendesk Sunshine. This offer is only available for new Zendesk customers with fewer than 100 employees and have funding, but no greater than Series B.

To redeem, please click Mercia's unique partner link [here](#).



Twilio

Twilio is a cloud communications platform as a service company that allows software developers to make and receive phone calls, send and receive text messages, and perform other communication functions using its web service APIs.

Via Mercia you can access the "Twilio Startups Program" which provides \$6,000 of credits (or \$500 per month for twelve months) and free use of the 300K Email API Plan, which provides up to 300K emails per month on a dedicated IP for optimal deliverability, as well as the Advanced 50 plan for email marketing and automation. You will also be given six months of free access to [Loader.io](#) to stress test web apps and APIs with thousands of concurrent connections. Twilio will also provide you with hands-on technical support, ongoing training and valuable deliverability coaching.

To redeem, click [here](#) and follow the instructions.

Segment



Segment is a customer data platform (CDP) that helps you collect, clean, and control your customer data.

Via Mercia you can access the "Early-Stage Startup Program" which provides you with \$50,000 in Segment credits, access to the Segment "Early-Stage" Dealbook and other training resources including Analytics office hours and Analytics Academy.

To redeem, click [here](#) and enter **MerciaAM** in the "Partner Code" field when signing up

438 Marketing

The logo for 438 Marketing features the number '438' in a large, bold, red, sans-serif font. To the right of the number is a light blue circular graphic element with a dark blue ring.

438 is an integrated brand communications agency who specialise in creating Work That Works for amazing customers.

They understand that its increasingly difficult to get noticed these days so take the time to craft solutions that help their clients (including Mercia Asset Management) deliver on their objectives. And whether you need a new website, a brand refresh, an email shot designed and built for you or an entire marketing campaign, they'd be delighted to help.

Contact Andy Brennan (andy.brennan@438marketing.com) on **0203 9059 439** or **07970 729 120** and all Mercia customers will receive a free 30 minute website consultation.

Financial Times



In the wake of corporate scandals, a global pandemic and an uncertain economic and social recovery, all eyes are firmly on the board. Beyond regulation and compliance, board members have to be more flexible, more agile, more responsive and must be able to detect risk and opportunity like never before.

FT Board Director ensures that boardroom leaders are fully equipped to meet these challenges, navigate change and drive their business forward.

If you are interested in joining FT Board Director, we will carry our 20% discount to new members and include complimentary trial access in 2022.

View the FT Board Director pack [here](#), and see how it can help your business.

Work Buzz

We've partnered with one of our portfolio companies, WorkBuzz, to exclusively provide you with 100 day, risk free trial of their platform. WorkBuzz's employee engagement platform helps you gather real-time feedback from your people, improve employee experience and build a more inclusive culture.

The platform can help you:

- Get regular, real-time feedback from your employees, within minutes
- Pinpoint what's working, identify where to focus improving and benchmark against other companies
- Support employee well-being, identify emerging issues and make hybrid working effective

We've teamed up to exclusively provide you with a 100-day, risk free trial of the WorkBuzz platform.

You can find out more about our partnership with WorkBuzz, and download your free trial, by visiting our partnership page: [Employee Listening - Mercia - WorkBuzz](#).

Join thousands of like-minded professionals using GrowCFO to access the combined knowledge and experience of the finance leader community. GrowCFO help you build the professional and personal skills, confidence and connections you need to achieve your full potential.

Sign up today and take advantage of numerous fantastic deals.

Mercia clients can get individual GrowCFO premium annual membership.

To activate this, join GrowCFO at www.growcfo.net as a free member and then use the option to upgrade to premium from the left hand menu once you log in to the site.

Apply the coupon code **MERCIAPREMIUM** to claim the discount.

The GrowCFO transaction simulator is also available To Mercia clients, you can activate this [HERE](#) by clicking on the "get access" button at the foot of the page.

Apply the coupon code **MERCIASIMULATOR** to claim the discount.

If you want to activate GrowCFO membership for both yourself and your finance team then instead of activating an individual annual membership you can buy a team package.

Details of the finance team training package are [HERE](#) and please use the coupon code **MERCIA** when you complete this form.

Included within GrowCFO premium membership is the Future CFO Programme: A flexible 12-month programme delivered via online workshops and lessons.

Find out more [HERE](#)

Mentoring is also available separately from the CFO programme: Receive one-to-one professional mentoring from experienced CFO with at least ten years of Board level experience [HERE](#)

Grow CFO also run a CFO Programme: A six-month programme, ideal for people leading a finance function and reporting directly into the board.

View the details [HERE](#)

To apply, complete the enquiry form on the website and mention **MERCIA** in the additional comments box



Amplify engagement, retention and performance

Space HR are specialists in employee engagement. We work with businesses to help them retain their best talent and perform at their best.

Our platform captures employee insight and feedback to help you make better decisions. It identifies risk, drives down recruitment and replacement costs and helps you create a high performing team.

Here's the offer:

1. Engagement and retention feedback surveys

- Design and delivery of your employee feedback plan Bespoke surveys & support
- Insight sessions with our engagement specialist after each survey - so you know exactly what to do next and how to take action
- £3 per employee per month

2. Employee branding and retention audit & report - Space HR will:

- Identify your risks & focus areas of employee retention
- Audit your external employer branding and make recommendations to strengthen - aiding your recruitment processes
- Spend time with your business to share the results and help you take action
- FREE

3. Delivery of employee engagement and feedback session to your leadership team

- 1 hour training session for your people leaders - power session on engagement, retention and how to use employee feedback
- FREE

To find out more, or take advantage of this offer - email: enquiries@spacehr.co.uk and let the team know you are part of the Mercia portfolio.

www.spacehr.co.uk



We are h³.

We are coaches, facilitators, consultants and adult development practitioners, committed to enabling leaders, teams and organisations to grow through learning.

We create and hold spaces filled with warmth, dialogue, challenge, knowledge and insight - the perfect conditions for growth.

We combine art with science, and we engage minds, bodies and souls. Our work is built on a foundation of applied psychology, years of lived leadership experience, creativity and robust commercial practice, and a lifelong passion for making people's lives and work purposeful and meaningful.

We work best with thoughtful people who are smart enough to know they don't have all the answers, and who are curious enough to want to find them.

To find out more about hcubed's offers, email Andrew Wood on Andrew@hcubed.co.uk, or take a look at this [video](#) for more about hcubed.

<https://www.hcubed.co.uk>



Comply Direct is a government approved compliance scheme and environmental consultancy. We fulfil the legal obligations of our members under the waste packaging, WEEE and batteries legislation, as well as support companies in achieving their sustainability obligations, goals, and aspirations.

The offer

Comply Direct has teamed up with Mercia to give its portfolio companies a free environmental review to help them identify what they are obligated for under producer responsibility legislation and carbon reporting regulations. This would be a scheduled call/video call with our solutions team.

For a full, detailed overview click [here](#) or simply contact marketing@complydirect.com for more details.

Gravitywell



We've recently partnered up with **Gravitywell**, a Bristol-based full-service agency for tech startups and innovators. Gravitywell is an award-winning creative technology agency delivering mobile apps, bespoke software, integrations, brand strategy, photography/video and more, their multi-disciplined team provides transparent and affordable processes that help businesses thrive.

Having recently won several high-profile clients, Gravitywell continue to consistently create high-quality bespoke products and applications that transform our clients' visions, expectations and businesses.

Gravitywell's workshops introduce creative thinking and technology innovation in order to deliver budgeted plans for satisfied users and sustainable revenues, and they're offering Mercia partners a free 1hr consultation to discuss ideas, features and innovation for your business.

For more information or to arrange a consultation, please contact Hugo at hugo@gravitywell.co.uk

LEYTON

Leyton

Leyton is the largest independently-owned tax incentive consultancy in UK. As many of you will be aware, the R&D Tax Credits scheme allows businesses who are overcoming technical or scientific uncertainty to reduce their corporation tax bill or receive a cash benefit, based on a proportion of their R&D expenditure.

Leyton aim to simplify your access to these potentially complex incentives. Their combined teams of highly skilled Tax and Technical specialists, maximise the financial benefits for any type of businesses. If you are developing a new process, a new product or service, or perhaps even improving an existing one, R&D Tax Credits provide an often vital cash injection for businesses.

Portfolio benefits:

As a member of our portfolio, you will be able to access a free review to explore potential funding opportunities or to review existing processes. You are also eligible for discounted rates on any further consultancy or service.

For more information or to arrange a consultation, please contact Dominic at dlandman@leyton.com.

The Grad Soc



The Grad Soc, who connects students and companies through bespoke internships.

The Grad Soc source and interview interns from their own members, and provide each with 4 weeks of work readiness and industry specific training before they connect with your team, ensuring all interns meet their high standards.

Another key focus area that our portfolio companies are currently working on is their ESG responsibilities. So we were also excited to learn that over 70% of The Grad Soc's interns are female or from a BAME background, supporting further the redistribution of opportunity across industries and helping you to achieve your ESG goals.

Learn more about Grad Soc's offering in a handy guide [here](#) or [watch](#) its Founder and CEO, George Biddle, explain a little more about the partnership.
