



Virtual Trade Tour

# LONDON

A Globig Special Report

# Contents

3	Introduction & Mission
4	About London
5	Video- London & Partners
6	Lifestyle & Culture
9	Ease Of Doing Business
10	Video- Doing Business In The UK Fitz & Law #1
11	Video- Doing Business In The UK Fitz & Law #2
12	Video- Business Culture
13	Talent
14	Funding: Investment & Banking
15	Workspaces
16	Accelerators & Incubators
18	Meetups & Community
19	Logistics
20	Lean UK Expansion



# Introduction & Mission

**M**any companies explore expanding their business into new countries and the UK, especially London, is always at the top of the list as a place to consider.

Globig took an in-depth look at London from a variety of perspectives, including from the lens of a fast growing startup and as a company that's new to the UK, to give a deeper look at London before jumping in. So, before you book that trip to visit or expand your business anywhere, let's explore Globig's Virtual Trade Tour - London.

We're diving in a little deeper with this special report to share some of the hidden gems and also some of the challenges in starting up or expanding into London. We'll do that by providing a high level overview, helpful resources, and video interviews with influencers in London. We've also rated different aspects of doing business and living in London to help give you a better perspective on what makes London a great expansion or startup location.

Here is how the ratings work:

## **Ratings- Globig Score (1 = Con 5 = Pro)**

In order to quantify our findings, we've applied these ratings as well as our reasons for rating the way we did. You may have a different perspective and we welcome your input.

## **Special Thanks:**

**London & Partners, Fitz & Law, Ignite Accelerator, Ministry Of Startups, Safeguard World International**



# About London

*What's so great about London? London is where business is done in beautiful, historic pubs. What could be better than that?*

*Globig*

**L**ondon is a lively, modern and very diverse city. Whenever you ask someone about London, they typically will mention that it's a great mix of traditional culture and modern innovation, boasting a vibrant startup scene, and a diverse and highly technical business environment.

Brexit is certainly a critical unknown that makes people uneasy, but business continues to be done. In fact, business is thriving in London and we are confident that things will turn out well in the long run.

Although [Business Insider Magazine](#) lists Brighton, Oxford, and Cambridge ahead of London in terms of business viability, the city is fast closing in on a 60% startup survival rate. London also has the top tech talent in the UK, but it's competitive and you will need to decide if your company can compete in this environment.

[London & Partners](#) is probably the first resource you should get in contact with when you're thinking about expanding in the UK and are considering London. Funded by the Mayor of London and other sponsors, London & Partners has excellent connections, resources, and a very helpful and experienced team to get you started.

*London has the top tech talent in the UK, but it's competitive...*



# Video

## London & Partners



*Our role is to accelerate growth.*

*As you can tell, London is open for business!*

*Louise Conolly-Smith, [London & Partners](#)*

### Interesting Stats At A Glance

Almost 40% of people are originally from somewhere else

230 Languages spoken in the city

330 Destinations with direct flights

\$1.35 Billion in venture capital funding 2014

251,590 digital employment

#1 VC Investment in Europe

#1 in number of HQ for major companies in Europe

#1 in entrepreneurial innovation

[London Essential Facts & Figures](#)





**TIP:**

*If you plan to be in London for more than a week, take advantage of the London Pass. At only £115 for a three-day period, the famous [London Pass](#) will give you free entry to various museums, zoos, and national attractions, as well as fast track entry at popular locations during busy periods.*

## Lifestyle & Culture

Famous for its inclusive and varied culture, London also features an exciting city life. With its reputation for being a world-class host of international sports and cultural events, London has earned its spot as the entertainment utopia of the UK and perhaps even all of Europe. Look out for [London Tech Week](#) (Europe's largest technology festival) each summer.

London is home to four World Heritage sites: the Tower of London, the Royal Kew Gardens, Maritime Greenwich, and Westminster Abbey. The city is also Europe's top shopping destination and home to more than 6,000 restaurants, 65 of them classified as Michelin-starred establishments.





**TIP:**

*To travel around London, grab the [Oyster Card](#) for the best price on the underground. It's worth purchasing at the airport before you go anywhere else.*

London has a lot of things to do culturally and educationally but it is limited in outdoor and nature activities, not uncommon to larger cities around the world. Even the surrounding areas are somewhat limited in their offerings of outdoor activities. If you're a hiker, biker, skier, surfer, or other outdoor enthusiast, London and the surrounding community activities will be a bit limited.

Globig Score – Culture – 5

Globig Score – Outdoor Activities – 3







### Quality Of Living- World's Top Cities Survey Results

Because London is an expensive city to live in, it often scores surprisingly low in quality of life surveys as compared to other top cities in the world. It can be hard to get ahead and it may be challenging to own your own home.

The surveys typically look at healthcare, social and economic conditions, environmental factors, quality of education, and housing to determine their rankings.

Globig Score – Things To Do – 4

Globig Score – Quality of Life: Business & Personal – 3





# Ease Of Doing Business

In 2017, the [World Bank](#) ranked the UK 7th out of 190 countries for ease of doing business, while [Business Insider](#) ranked London 4th out of 9 most business-friendly cities in the UK. This includes things like setting up a business entity, tax regulations, employment regulations and other important business requirements.

One of the aspects of London business people really like is that it's a very compact and dense city. Many of the people you wish to do business with will be located in close proximity making it easier to set up meetings and you'll travel less than in other cities around the world. That density brings with it a lot of competition and noise, however.

## Resources

1. [UK.gov](#)
2. [Globig United Kingdom Knowledge Base](#)
3. [London & Partners](#)
4. [World Bank Group- Doing Business Report](#)
5. [Fitz & Law Expansion Experts](#)



VIDEO: Globig's Virtual Trade Tour- London with Martyn Davies from [Ignite Accelerator](#)- Part #1

Martyn Davies explains what it's like for startups to expand into London, including pros and cons, seed investment, office spaces and more.



VIDEO: Globig's Virtual Trade Tour- London with Martyn Davies from [Ignite Accelerator](#)- Part #2



# Video: Doing Business In The UK- Fitz & Law #1

- ✓How to set up a Limited Company (Minute 1:08)
- ✓Surprising things: setting up a bank account (Minute 3:09)
- ✓Reasons for getting a local London telephone number & UK office address (Minute 7:23)
- ✓Different types of visas & what you need to qualify (Minute 8:50)
- ✓Employment law (Minute 9:59)
- ✓Employment contracts & employment offers (Minute 11:37)
- ✓UK Business culture + how it's different in London (Minute 13:38)
- ✓Popular pubs + areas in London (Minute 14:36)



# Video: Doing Business In The UK- Fitz & Law #2

- ✓What Expats need to know and prepare for- culture- tax- relocation (Minute 1:50)
- ✓Challenges with stock options, pension planning (Minute 5:39)
- ✓Getting registered with NHS National Health Service + difference in medical insurance (Minute 7:00)
- ✓Supplemental private health insurance (Minute 8:50)
- ✓How people get paid, payroll delivery (Minute 9:48)
- ✓What surprises Expats most about London, transportation, costs, payroll deductions (Minute 12:17)
- ✓The Expat life, tips for acclimating, combatting loneliness + other challenges (Minute 14:04)





# Business Culture

Another reason London is a great place to do business is its business culture. Londoners spend a lot of time getting to know each other, and meeting at pubs and coffee shops is a key part of doing business. Even if you're not from London, it is best practice to invite whomever you're wanting to do business with to a drink before talking business. We think that London has one of the best business cultures in the world because of their willingness and interest in getting to know you.

Globig Score – Business Culture– 5

Resources:

[A Quick Guide To Business Etiquette In The UK](#)

## Video

Setting Up A Bank Account

Advice From Martyn Davies from [Ignite Accelerator](#)- Part #1- Setting Up A Bank Account For Startups (Minute 7:23)



# Talent

*Almost 40% of Londoners are born somewhere else, it's an ethnically, culturally, and educationally diverse place offering one of the most talented workforces around the world.*

**L**ondon offers some of the best tech talent in Europe and is home to more than 150,000 digital technology employees. While a Tier-1 entrepreneur visa holder must have access to at least £200,000 in startup funds, the UK currently allows prospective entrepreneurs to secure funding before changing their visa status. [See more about visa options.](#)

With more than 40,000 financial services companies and 200+ international law firms in residence, London offers you unparalleled fiscal choice and superior access to a world-renowned capital market.

The UK also boasts one of the most well-educated workforces in Europe: 41% of citizens between 25 and 64 hold post-secondary degrees, and one in two young women hold college degrees. London is also home to 48 universities, and they are among some of the most prestigious institutions of higher learning in the world. Additionally, the London college system is host to a diverse, international student population. With continued upward mobility in education attainment, one third of millennial-aged (25-34 year olds) adults have a higher level of education than their parents. London's diverse pool of talent is a venture capitalist's dream come true.

Globig Score - Skilled Workforce - 5

Globig Score - Affordable Workforce - 3

Globig Score - Available Workforce - 4

Globig Score - Visa Access - 4\*

\*Depends on how BREXIT impacts visa options in the future

Globig Score - Higher Education Schools - 5

Globig Core - Diversity - 5



# Funding: Investment & Banking

London is one of the global venture capital meccas. It's home to 14 Super Angel investors that finance everything from e-commerce to R&D. Additionally, non-profit companies like Capital List work on a *pro bono* basis to connect technology start-ups with potential investors. Entrepreneurs who are seeking to do business in the city may also partner with [London and Partners](#), the city's official promotional organization.

For its part, London and Partners is partly funded by the office of the Mayor of London and various commercial enterprises. Although seed money is not promised, entrepreneurs who join the London VC Club will have access to the city's top venture capital firms, crowd funding platforms, and angel investors. There are excellent incentives for Angel investors in the [UK such as the Seed Enterprise Investment Scheme](#), and the [Enterprise Investment Scheme](#), thus more people are becoming early stage Angel investors for startups.



## Video

Incentives For Investing-  
Interview with Martyn Davies from  
[Ignite Accelerator](#)  
Part #2 (Minute .14)

Globig Score - Angel Investors - 4  
Globig Score - VC Investors - 4  
Globig Score - Bank Funding - 3





# Work Spaces

*London boasts a smorgasbord selection of co-working spaces that are the envy of Europe*

Aside from hosting an array of multinational interests, London also sustains a thriving tech entrepreneurial industry. In fact, the city boasts a smorgasbord selection of co-working that are the envy of Europe. For example, TechHub brings together tech entrepreneurs from around the world at its East London location. In 2012, TechHub partnered with Google to create Campus London which promotes collaborative efforts between tech entrepreneurs and Google mentors. Campus London previously raised £34 million for tech startups through accelerator programs, VC funds, and angel investors. Co-working spaces such as [Ministry Of Startups](#) offer more affordable, friendly, and collaborative spaces to work in and it's the perfect place to get to know people who can introduce you around. They even offer a winter alternative in Portugal if the colder London weather is too harsh.

## Video

[Ministry Of Startups](#) co-founder Charlie Gallienne-Schmidt talks about co-working in London, startups, and how to get connected in London



**The quality of options are great in London but the prices are high. Some co-working spaces move around to empty offices and warehouses so they can offer the best prices to their members.**

As we've mentioned before, London is an expensive place to live and work. Co-working spaces, office space, and warehouses are scarce and pricey. Because of this, quite a few companies are relocating their business to the London outskirts and cities such as Manchester which is only 2 hours by train away because the prices are much better, it's easy to travel between the cities via car or public transportation, and there is a more affordable and equally talented pool of people to hire there.

Globig Score Co-working Options – 4  
Globig Score Co-working Pricing – 3  
Globig Score Office Space – 3



# Accelerators & Incubators

*The London startup scene and surrounding community is strong, supportive and abundant.*

If you need capital to finance your business, your best bet is to connect with the relevant parties. As mentioned, co-working outfits such as Level39 and Campus London can connect you with the most powerful influencers and accelerator/incubator programs in the UK.

So, what's the difference between an incubator and accelerator? In short: time and money. Incubator programs provide beginning logistics support to new startups, and they aren't hampered by time limits. An example of an incubator program is a soft-landing market entry program. Meanwhile, the accelerator experience encompasses an intense 3-4 month program that prepares existing start-ups for rapid growth.

Here's a short list of the [UKs best tech accelerators](#). Meeting influencers can vastly increase awareness of your brand name in London. You may connect with some of these influencers at London meetups and follow them on various social media platforms, especially on Facebook, Twitter and even Snapchat.

Globig Score - Accelerators - 5

Globig Score - Incubators - 5

Globig Score - Influencer Community - 5

Globig Score - Quality Mentors - 5



# Meetups & Community

It's fairly easy to make connections in London, especially in the tech startup community. London is a mashup of people from all over the world and there are a lot of expat business and social groups. Many of the above-mentioned co-working organizations host meetups on a frequent basis.

For example, [Campus London](#) (in collaboration with Google) brings together mentors, investors, and entrepreneurs to discuss startup growth stories and varied industry topics like content marketing, sales, engineering, growth hacking, and logistics management. Attend a meetup, ask questions, and participate. Everything you learn will help you focus your efforts on expanding your business.

**Globig Score - Meetups - 5**

**Globig Score - Events - 5**

**Globig Score - Community - 5**

## Video

Why Cricket Is Key To  
Networking - Interview  
with Fitz & Law's Sean  
O'Sullivan



# Logistics

If you're overwhelmed by the logistics of starting a business in the UK, especially if you're in import/export and e-commerce, consider using the services of a third-party logistics (3PL) company versus setting up your own warehouse. These companies excel in supply-side management. A 3PL company allows you to combine warehouse space with other startups so that fixed costs can be divided between several parties.

3PL companies also know how to leverage economies of scale to save you money on air freight forwarding, transport execution, ocean freight forwarding, inventory control, and system-wide track and trace operations. One of the most well-known 3PL companies near London is [XPO Logistics](#) in Northampton. XPO offers companies [customer tools](#) such as web tracking, which allows shipments and supply chain information to be tracked in real-time.

**Globig Score – Logistics - 4**



# Lean Expansion

## Virtual Offices

Freelancers, startups, and ecommerce companies would benefit from having a local, affordable and prestigious ship-to business address a good place to start when expanding into the UK is to set up a virtual office address while you test the market. One of our favorite companies offering virtual office services is Clevver.io. They have premium addresses in London as well as many other countries around the world. Learn more on this podcast with Clevvers founder and CEO Sven Hecker.

## Hiring Using PEO Firm

Need to hire quickly? Not ready to create an entity in London but have a local person you need to employ? Although controversial, PEO firms (Professional Employment Organizations) are a popular first step for companies since it's typically quicker and less costly to hire initially using a company such as [Global PEO Services](#). Their program can have employees live in 2-4 weeks.

## Podcast



## Video



### Resources

1. [Why startups and SMBs should consider a virtual office](#)







# Virtual Trade Tour LONDON

A Globig Special Report

For more on expanding into London and other European countries, sign up for [globig.co](https://globig.co) and our highly regarded weekly [international newsletter](#).

Thank you!

Team Globig