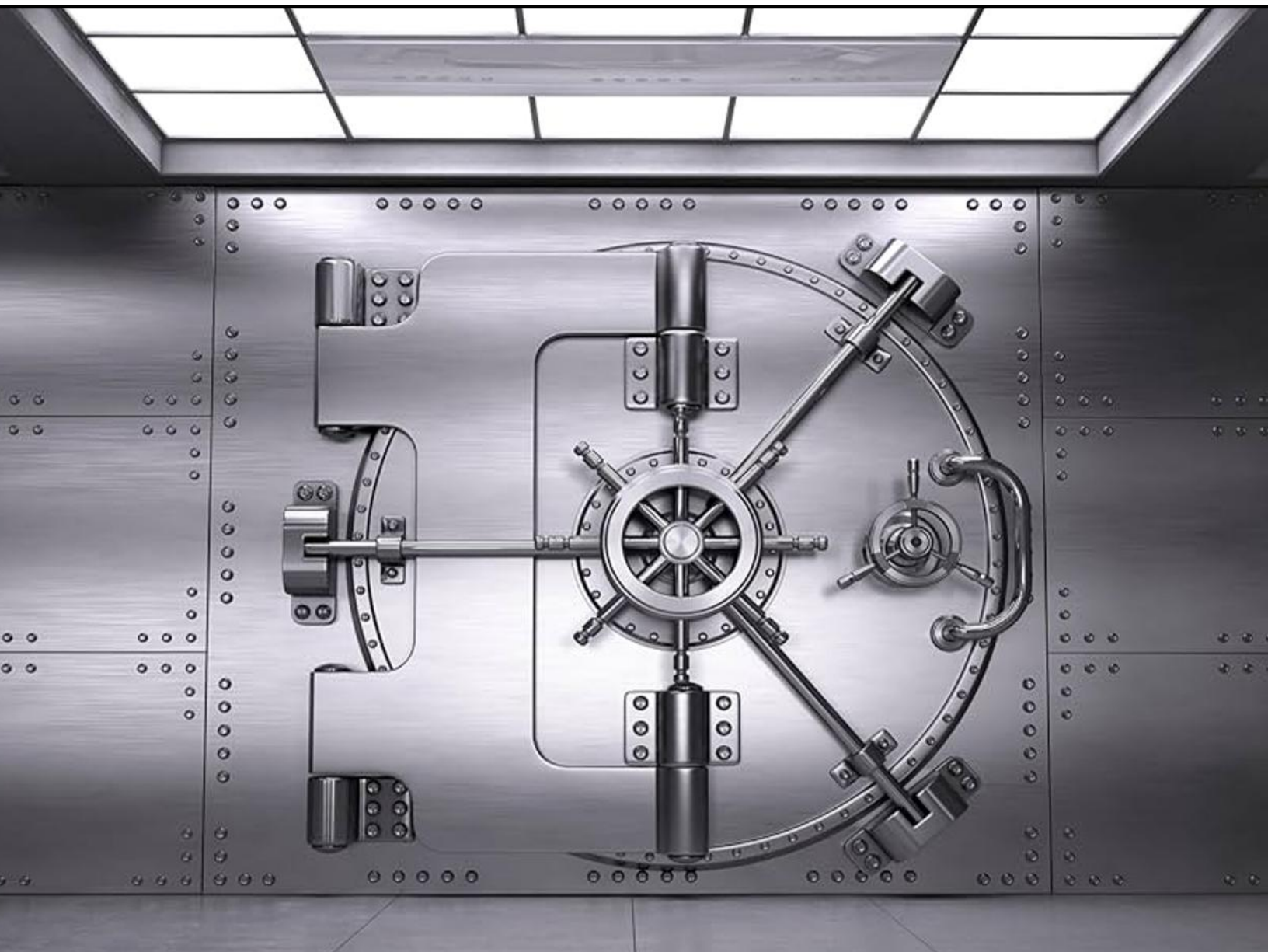

Unlock Britain

The Manifesto



BLACK BUSINESS IS BRITAIN'S BUSINESS

Britain is leaving £20bn on the table¹. Black British Initiative knows how to pick it up.

Right now, 200,000 Black entrepreneurs are building businesses across Britain² - in technology, retail, law, finance, hospitality, consumer goods, the creative industries and beyond.

Black British entrepreneurs are starting companies, employing people, creating wealth and driving growth. They are an economic force waiting to be unleashed.

These entrepreneurs are being held back - not by lack of talent nor lack of ambition, but by lack of access. Access to the executive education that other founders take for granted, to the networks that open doors and to the capital that turns a good business into a great one.

This is not a Black British problem. This is a British problem. And Britain is paying the price.

The median turnover of a Black-owned business is £25,000 a year. The national micro business average is £548,000. This gap does not exist because Black entrepreneurs work less hard. It exists because the system was not built with them in mind. Close it and you unlock an estimated £20 billion in turnover. Leave it and Britain keeps choosing to leave one of its greatest economic forces untapped.

200,000

Black-owned businesses active in Britain today

£20bn

Additional revenue per annum closing the performance gap

£75bn

Additional economic value of 200,000 Black and ethnic-minority businesses to £375k³

290+

Entrepreneurs already transformed by BBI's proven model

2192%

The turnover gap between Black-owned businesses and the national micro business average⁴

**Unlock Britain is the campaign.
Project £100k is the commitment.
MBA 30 is how we deliver it.**

Project £100K is the first milestone. The name says it all: the ambition is to add £100,000 to the average turnover of Black-owned businesses - raising it from £25,000 to £125,000 by 2030. A fourfold increase in the average turnover of Black-owned businesses in five years is an extraordinary act of economic transformation. A £125,000 business becomes the foundation for the £250,000 business. A £250,000 business becomes the foundation for the million-pound

¹ *£20bn is the estimated turnover uplift from Project £100K's ambition of raising average turnover across 200,000 Black-owned businesses by £100,000 - from £25,000 to £125,000. This represents approximately one quarter of the £75bn total economic prize identified by Coutts Bank, subject to making business funding available.

² Source Migasuto 2025 report

³ Coutts, Time To Change, 2022.

⁴ National Micro business average turnover (£548,000) divided by median Black-owned business turnover (£25,000.) source: Gov.UK

The solution: MBA 30

MBA 30 is the programme at the heart of enabling this change - SOAS University of London-accredited, utilising a hybrid format, MBA 30 is designed for operating founders, delivered across eight intensive days. It opens doors that have long been closed: to executive education, investor-ready skills, peer networks, experience and relationships that transform how a business grows.

It focuses on the capabilities that actually determine whether a business scales: financial modelling, capital structuring, governance, marketing, growth execution and investor readiness. A practical, high-impact intervention built for entrepreneurs who are already running businesses and ready to run them at a different level.

Proven impact

Thirteen cohorts so far. 290+ entrepreneurs through the programme to date. The results speak for themselves - with strong revenue growth, high business survival rates and sustained job creation across the alumni network.

Every pound invested into MBA 30 generates £13.50 of direct wealth within the UK economy⁵.

"Since completing the programme, we have raised £300,000, built and launched a live product, and generated £51,000 in revenue within the first weeks of launch. We are now operating in a real market with real customers, with enterprise contracts in negotiation. MBA 30 gave me the operating logic that sits underneath every real business decision - the difference between thinking about the product and building a company around it."

David Adjei, CEO & Founder, AICHITECT

"MBA 30 gave me a level of clarity and confidence as a leader that I couldn't access elsewhere. As a Black woman founder, I didn't grow up around CEOs building businesses at scale - MBA 30 closed that gap - it helped me reframe what was possible and how to operate at that level. Since then, we've improved our unit economics, raised over \$1 million and expanded globally, including launching into Sephora US. It changed what I knew, how I lead and how the business grows."

Tendai Moyo, CEO & Co-Founder, Ruka Hair

"MBA 30 forces real business owners to stop, think and act. I came in running my business day to day. I left with three clear strategic pillars, a restructured financial approach and a model that can

⁵ Source: BBI Social Return on Investment analysis. Total monetised economic impact per cohort: £681,000. SROI multiplier: £13.62 of economic value generated per £1 invested (presented as £13.50 as a conservative figure). Calculated using the recognised SROI framework measuring total value created against partner investment. Full methodology available on request.

now scale. The business is on track to increase turnover by 53% and improve profit margins in the next financial year."

Mark Dixon, Director, Impact PM, Air Conditioning



MBA 30 Cohort Thirteen | Contributing Industry Expert Pano Christou | CEO Pret A Manger

Black British Initiative (BBI) has the solution. Here is the opportunity.

By 2030, the ambition is for 4,000 entrepreneurs to go through MBA 30 - with 2,000 reached by 2028 - as the platform scales nationally.

Project £100K has a proven model, a clear target and a national ambition. What it needs now is a coalition of partners to fund access at scale - backing founders, building businesses and helping take this beyond London into every region of Britain.

£3,250

Full cost of one
MBA place

£500

Paid by the
entrepreneur

£2,750

Sponsorship needed
per place

£11K - £49.5K

Executive education sponsorship
for 4 - 18 entrepreneurs, with
Silver - Platinum benefits

£96,250

Executive education sponsorship
for a full 30-student cohort, with
Associate status.

EY, Fortnum & Mason, Aveva, Clyde & Co, Sedulo, Sotheby's, YFM Private Equity, Spirax Group, The Lion Trust Foundation, DMG Foundation, Charities Aid Foundation, RIBA, among others - have committed to date to sponsoring places, funding a cohort or regional delivery partnership.

This is how gaps close. Step by deliberate step.

How you can help Unlock Britain

Backing Project £100K is one of the highest-return investments Britain can make right now. A proven model. A clear target. A national ambition. And a funding gap that government, universities and businesses can close together - with measurable returns for each.

Lead. Back. Endorse. Fund.

Businesses need diverse senior talent, a stronger supplier pipeline and commercial credibility that goes beyond ESG optics. MBA 30 delivers all three. By sponsoring places on the programme, funding cohorts and contributing expertise, businesses gain direct access to a high-quality network of commercially capable, accredited Black entrepreneurs, early visibility of high-potential business and investment opportunities, and the opportunity to build meaningful commercial relationships with the next generation of British business leaders.

From Q3 2026, partners will also have access to BBI's Talent Repository Directory - a curated directory of MBA 30 founders and businesses operating across multiple sectors. Organisations can use the directory to identify potential suppliers, partners and future members of their preferred supplier lists, helping translate commitments on supplier diversity into practical commercial relationships.

National and Regional Government needs a proven, scalable solution to its productivity, talent mobility and regional growth challenges. MBA 30 delivers all three. By funding access, aligning Project £100K with programmes such as *Help to Grow* and the *British Business Bank*, and embedding delivery within *Mayoral Combined Authority* growth plans and local economic strategies, government can accelerate entrepreneurial growth, strengthen local economies and deliver measurable economic impact through a proven model that is ready to scale nationally.

Universities need measurable civic impact, real-world Research Excellence Framework (REF) case studies and a diverse entrepreneurial network in their region. MBA 30 delivers all three. SOAS *University of London* holds the academic accreditation. What Project £100K needs from leading universities, including the Russell Group, is regional infrastructure, credibility and access. By hosting cohorts, co-badging delivery and opening networks to participants, each partner university becomes part of a coordinated UK-wide delivery network - reaching founders beyond London, embedding the programme in local economies and supporting entrepreneurial growth.

**Britain, we're ready.
The question is: who will lead?**

Project £100K is the commitment to Unlock Britain. MBA 30 is how we deliver it - together.

**We need you to be a leading agent for change.
Lead. Back. Endorse. Fund.**

Help close this gap and unlock the next generation of entrepreneurship in Britain.

Join the coalition and be part of the growth story Britain needs to tell.

#UnlockBritain #BBI #Project100K #MBA30 blackbritishinitiative.com/unlock-britain