

New fund opens for Sussex-based businesses

Acumen Business Law has teamed up with Creative Pod to help small businesses looking to rebuild post-COVID.

Sussex-based businesses are being offered legal advice and marketing services in return for equity, courtesy of two organisations based out of the area.

Acumen Business Law works primarily with business owners and entrepreneurs, and describes itself as democratic, modern and approachable law firm. Creative Pod is an award-winning marketing agency – offering a suite of services, ranging from web design and social media to events and PR, to help brands grow.

Acumen and Creative Pod have partnered up to create an innovative investment opportunity for small businesses looking to rebuild and continue to grow, in the months and years following the pandemic.

Penina Shepherd, founder and CEO of Acumen Business Law, comments:

“I’m delighted to partner with Matt for this unique opportunity, and I’m excited to offer my expertise in legal advice.”

“As a business owner myself, I am well aware that the unknown can be daunting and, as a business

lawyer, I know that the world of law can be a complex barrier for many businesses.”

“I’m often in awe at the steps businesses take to grow and I’m thrilled to be able to offer the opportunity to get small businesses back on track following the Covid-19 pandemic”.

Creative Pod founder and CEO Matt Turner comments:

“Marketing is at the heart of a business’ growth, and I enjoy nothing more than seeing a business succeed.”

“We’ve seen many businesses turned upside down, and I pledge to support the successful applicant through every step of their marketing and creative journey, ensuring they maximise opportunities and increase their brand presence through planning and strategy to implementation and optimisation.”

If you're interested in exchanging equity for legal and marketing expertise, apply now.

Article by MADDYNESS