
ANCHOVY.

All you need to know,
to bring your vision to life



“Uber, Pinterest and the rest of the 2019 IPO class emerged from the ashes of the Great Recession”

Vox

Let's **get things straight...**

These global and out-of-the-blue events, such as COVID-19, changes the course of history.

The financial crisis of 2008 fuelled the popularity of companies such as Uber and Airbnb. Why? The average loss of income from consumers meant a decrease in asset ownership, therefore asset-sharing business models were the quick-fix for many.

What about today?

With the spread of COVID-19 we're already seeing a shift in trends. Remote working is the new normal and ordering your groceries online is the 'quick-fix'. The longer the outbreak goes on, the easier it will be for consumers to become used to their new way of doing things.

What does that mean for me?

For existing companies, it means it's time to be proactive to ensure your business model will capitalize from these habitual changes. Pandemics allow for entirely new business categories at an accelerating rate, therefore, every idea should be scoped..

**You have
options,
to aid your
proactivity.**

- 1.** E-Commerce
- 2.** Consultations
- 3.** Start-ups

For those who want to generate sales online..

We're not going to give you a lecture about the benefits of this one, this graph does all the talking for us.

(Google searches for 'online supermarket' since COVID-19)





“To the lover of colombian coffee who ordered their 100th packet, next one is one us”

Nespresso Malta

AID 01:

Ecommerce **Grant Scheme**

Business Enhance.

Do you have a small or medium sized business that needs to go online? This grant will help you finance an e-commerce website/app.

They offer a maximum grant of €5000, and part-financing up to 50% of eligible expenditure, such as:

- *Domain name registration & Hosting fees*
- *Content Management System (CMS), including required licenses*
- *e-commerce Website and/or App design in line with your brand.*
- *Shopping Cart integration*
- *Other Set-up fees and licenses.*

AID 02:

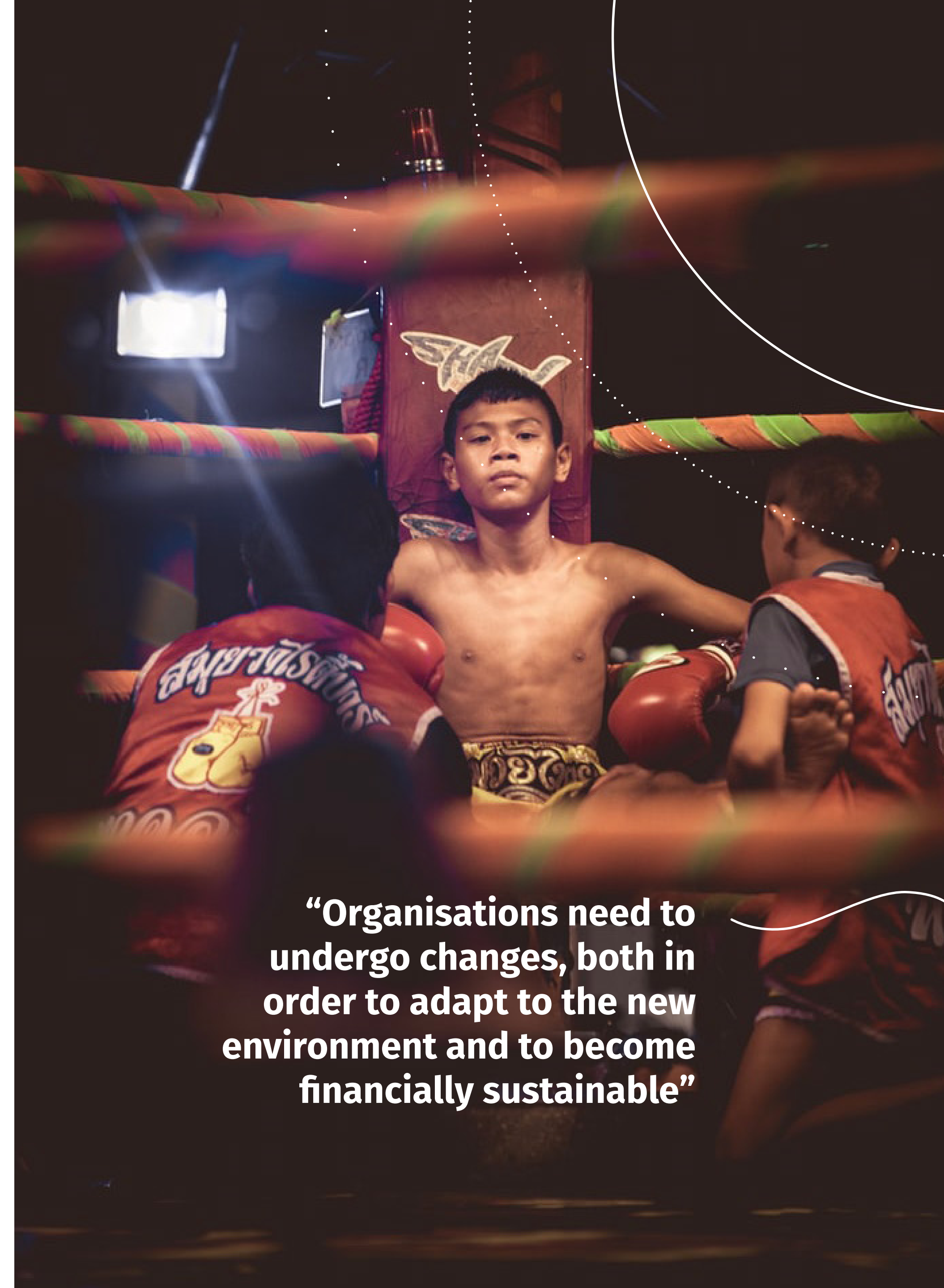
For those who aren't quite sure

SME Consultancy Services Grant Scheme.

Business Enhance offers a lump sum of €4000 for SME's.

If COVID-19 has left you unsure on how your business can adapt, this is worth looking into. You can use this grant to support operation reviews, system reviews, feasibility studies and business plans.

This grant is pretty much perfect for any organisations that need to scope the potential re-engineering of their business - this even includes the introduction, upgrade and integration of e-commerce solutions.



“Organisations need to undergo changes, both in order to adapt to the new environment and to become financially sustainable”

AID 03, 04 AND 05:

For the start-ups

B. Start - Malta Enterprise

Scoping your idea, as well as getting it up and running may be costly. B. Start offer seed funding of up to €25000 to help you in your early stages.

Start-up Investment grant scheme

This Grant Scheme assists start-ups, by part-financing their initial productive investment in Tangible and Intangible assets, in line with a business plan, to implement their business growth strategies.

Start up Finance - Malta Enterprise

This measure is only valid till december 2020, so you better get moving! They offer to finance innovative activities that start-ups go through in their early stages - and you get up to €100000 euro in assistance.

“The way to get started is to quit talking and begin doing.”

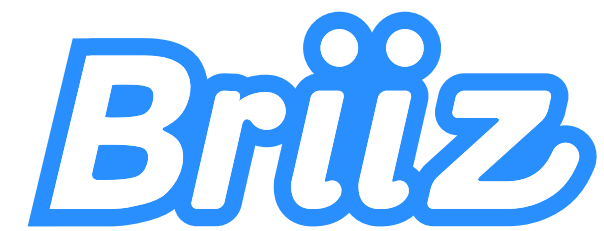
Walt Disney

AID 06:

Success Stories

Sometimes, you just need to hear of others who have made it through.

We love supporting people's ideas. We've supported many startups establish their competitive position in the market.



So, are you going to be **proactive?**

We can help you become one of the most customer-centric companies around.

ANCHOVY.

The Digital **Experience** Agency

anchovyinc.com