

# MarketStorm Global Look at How Mentoring Could Improve Economic Future

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The media has reported the number of people willing to take the risk and branch out on their own in business is rapidly increasing. [MarketStorm Global](#) is thrilled by the UK's [entrepreneurial spirit](#), but believe more could be done by established business owners to support the next generation of entrepreneurs.

Nearly a quarter of start-up ventures fail before they reach the one year mark and sales and marketing firm MarketStorm Global are worried that without the right support, this figure is set to rise. Encouraging entrepreneurs through mentoring and training is an important step to ensuring the recent economic boost continues. A number of young businesses fail due to a lack of research of current markets or limited knowledge of funding opportunities. MarketStorm Global believe that established business owners have a lot of valuable knowledge and experience that could help young business owners overcome these hurdles and navigate the business world with more ease.

Start-ups have helped create a vibrant and varied economy over the last couple of years, providing exciting job opportunities and helping reduce the rate of youth unemployment. MarketStorm Global believes it's important for this to continue and are urging business owners to consider sharing their experience with local entrepreneurs to boost local communities.

As a whole the UK is increasing the support available to entrepreneurs, schemes providing start-up loans that help provide vital capital to new businesses are going some way towards helping entrepreneurs succeed. However without correct mentoring or networking opportunities, many young business owners are unaware of these resources. MarketStorm Global believes that by running mentoring programmes, businesses can help connect young entrepreneurs with other start-ups to create a strong network of support. These networks will not only help new businesses grow, but will develop communities through supporting the work of local trades and contractors.

MarketStorm Global believe that the next generation of entrepreneurs have the ability to further boost the economy and create exciting future partnerships if provided with the right support and encouragement. Young entrepreneurs are more tuned in to social communications and market trends and have the potential to identify new opportunities that many established business owners may fail to recognise. MarketStorm Global understands the importance of developing entrepreneurs personal and business development. The firm run their own development programme aimed to increase confidence and boost leadership skills among entrepreneurs.

MarketStorm Global is a sales and marketing firm with offices in both Leeds, UK and Krakow, Poland. The firm create unique and innovative marketing campaigns aimed at building strong customer connections through face to face direct marketing. Through a personalised approach MarketStorm Global can increase their clients retention and acquisition rates and boost ROI.

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## Company Contact:

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### MarketStorm Global Ltd

T. 07506323003

E. [info@marketstormglobal.com](mailto:info@marketstormglobal.com)

W. <https://www.marketstormglobal.com>

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