

**@UK PLC**

## **Launch of Cloud-Start-Up.com**

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**@UK PLC**

**("@UK" or the "Company")**

**@UK launches Cloud-Start-Up.com**

Service to be offered alongside a £1,000 loan from @UK to companies taking part in the Government's New Enterprise Allowance Scheme rolling out nationally today

@UK PLC (AIM:ATUK.L), the cloud ecommerce marketplace, has teamed up with leading Cloud Accounting system 'Liquid Accounts' to launch Cloud.-Start-Up.com (cstart.com), offering a complete online business start-up solution to participants of the Government's New Enterprise Allowance (NEA) Scheme. @UK is also supporting the NEA with a matched funding loan of £1,000 per applicant from @UK's registered charity, UKPLC Charity.

The national rollout of the NEA scheme by the Department of Work and Pensions starts today, Monday 1<sup>st</sup> August, and has been welcomed by @UK, the UK's the leading ecommerce marketplace, which was itself founded with an Enterprise Allowance.

The NEA is aimed at giving unemployed people access to business mentors, start-up loans, and the opportunity to build their own business. It is available to anyone aged 18 or over who has been claiming the Jobseekers Allowance for more than 26 weeks, with the total package of support being worth up to £2,274 per participant.

@UK is supporting the New Enterprise Allowance with a matched funding loan of £1,000 per applicant from @UK's registered charity, UKPLC Charity, to be used with @UK PLC, ensuring that NEA customers get the best ecommerce sites, along with a cloud start up package from £9.99 per month. This will provide the NEA participants with a complete startup solution covering Company Registration, Domain name, email, ecommerce and accountancy.

The Department of Work and Pensions anticipates around 40,000 people will benefit from New Enterprise Allowance. This means that there could be an additional £ 40 million to be spent on start up services, and that @UK could get a reasonable share of this income since it is providing a matched funding loan to users of its Cloud-Start-Up.com (cstart.com) service. @UK is a leader in the start up field and the directors expect cstart .com to increase revenues in this area.

Ronald Duncan, Chairman @UK founded the Company as a web-based e-commerce company. Since it floated in 2005 it has helped to create more than 200,000 new businesses, and has more than 4,000 suppliers on its books. There are currently over 4 million items available to be bought through the @UK ecommerce marketplace.

@UK hopes that this opportunity, which allows start-ups to get trading immediately with over 1 million buyers on the @UK ecommerce marketplace, will further encourage entrepreneurs from all backgrounds to set up their own business. This scheme sits alongside the NEA in helping to achieve the Department of Work and Pensions objective of getting 40,000 people off unemployment benefit and running their own business.

Commenting on the NEA scheme, and the launch of cstart.com, **@UK plc founder Ronald Duncan said:** "Twenty years ago, I set up my business using the Enterprise Allowance. It was a great programme to get the unemployed working and we are delighted that the New Enterprise Allowance is here for other entrepreneurs.

"As soon as we heard about the New Enterprise Allowance program, we wanted to help and support the relaunch of the scheme which helped get our business off the ground.

"There is a lot to do when you start up. Our joint package with Liquid Accounts means that you can get everything done in a few hours and can focus on your business from day one, while we promote our startups to the 1 million buyers on the @UK ecommerce marketplace.

"The Government made an investment of a few thousand pounds in us twenty years ago, which has resulted in a business whose software has been able to identify billions of pounds of potential savings for the Government. Many of our clients have achieved similar success, and I have no doubt that the New Enterprise Allowance will achieve the same ends."

**Matt Holmes Managing Director of Liquid Accounts added,** "We're delighted to be able to support this initiative through our partnership with @UK, and offer our award-winning cloud accounting software as part of a cloud start-up package for new businesses under the new Enterprise Allowance Scheme. Statistics show that while 4 out of 5 new start-ups fail within the first three years, 4 out of 5 who use a computerised accounting system survive, simply because they can quickly and easily keep track of money coming in and going out and make sure that they don't run out! Our cloud accounting system helps them keep track of their figures and essential business information instantly from any device with an internet connection 24/7 and share them with their accountant, bank or advisors.

"As a start-up ourselves we received invaluable support and grants from a wide variety of Government initiatives and have gone on to become a UK market leader in online accounting software. We know from experience that when you're starting out every penny counts!"

New Enterprise Allowance provides the unemployed with both financial assistance and mentoring support. @UK and Liquid Accounts believe that the combination of an easy to use cloud package with all the elements required to get a business set up and running along with additional support in the form of the loan from UKPLC Charity will help more of the New Enterprise Allowance applicants in succeeding in the transition from Unemployment to running their own business.

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**Notes to Editors:**

cStart.com will offer an @UK's complete business start-up solution, alongside a package from Liquid Accounts, and will include:

- @UK Company Formation
- Barclays Bank Account
- @UK Domain Name Registration
- @UK SiteGenerator Ecommerce Website
- Liquid Accounts Exclusive start up versions
- @UK Cloud email 4 business
- @UK Business Club Membership

The complete solution is instantly deployed on @UK and Liquids Cloud Platform.

**@UK PLC**

@UK is the Europe's leading Cloud Platform with over 1 million users, which is used for University and College's procurement along with Local Authority, Schools and other Government and Private sector procurement.

The GeM marketplace for Universities on Colleges is the only card based national marketplace in the world and was successfully delivered for the 800 Universities and Colleges and the 680 National Suppliers, proving that Cloud Ecommerce delivers large complex projects for Government on time and budget.

Richard Benyon MP, launched the @UK Green Ecommerce Marketplace back in October 2010, and it is now the largest repository of product carbon footprints in the World.

@UK was used by the National Audit Office to identify over £ 500 million in savings for 25% of NHS spend. The ground breaking SpendInsight system used to identify the savings resulted in 2 PhD's in artificial Intelligence.

### **More on the New Enterprise Allowance**

The NEA consists of a weekly allowance for the unemployed who wish to start a business but are deterred by the immediate loss of benefits when starting up. The allowance is worth £1,274 over 26 weeks, paid at £65 a week for the first 13 weeks and £33 a week for a further 13 weeks; as well as a loan of up to £1,000 to assist with start-up costs. The total package of support is therefore worth up to £2,274 per participant. NEA recognises that additional support is required for the transition to running a business and a network of mentors has been recruited for the national rollout in August.

### **About Liquid Accounts**

Liquid is an award-winning, UK-based market leader of online accounting software. Our jargon-free, user-friendly business accounting system is designed to save you time and money and make running your business easier.

Liquid is a fully flexible and customisable online accounting software package.

Its scalable, modular design is ideal for growing businesses that trade online or internationally, work in multiple locations, or on the road, and who need a grown-up package to keep track of stock, job costing, orders and sales teams.

We work with everyone from Ebay Shops to multi-nationals.

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