THE FOUNDERS PIT STOP
EXECUTIVE SUMMARY

WHERE IT CAME FROM

The Founders Pit Stop pairs **Allia Impact**'s business support expertise with **Madam Makery**'s creative practice.

Running a venture is demanding and often isolating, and that **pressure** erodes the imagination founders need most. We believe that **creativity** is a way of thinking and working - and founders who can operate creatively are more confident, resilient and ultimately happier.

The Founders Pit Stop is our vision of how **we can support founders** to reconnect with their **purpose**, **imagination** and **community**.

THE PILOT

We ran a four-week pilot in May-June 2026 with 12 women-led businesses at The Trampery @ Old St. **The results were striking**:

100% of participants reported clear next steps for **growth**, a sense of **community**, and would **recommend us** to their peers.

91% reported increased **confidence** and **resilience**, useful new **contacts**, new **knowledge** and **processes**, and greater ability to be **creative** within their businesses.

75% asked for more: **longer workshops**, **more sessions**. So we're developing a second season with this in mind.

"Combining business support with creativity workshops is a genius idea. If it was all business or all creative their wouldn't be as impactful" - pilot participant

Allia IMPACT

Madam Absurd Arts Makery

WHAT WE'RE ASKING FOR

The **total cost** of running a second season of the Founders Pit Stop is **£12.5k**. This will fund a second cohort of **15 founders** in Q4 2026, with **expanded workshop duration** based on pilot feedback.

We don't want any single funder to cover the whole programme.
Instead, we're looking for **3-5 sponsors** who:

- Are aligned with the problem the Founders Pit Stop is trying to solve.
- Understand the importance of innovating in the business support space.

We're asking sponsors to **match-fund** each other, rather than any one carrying the programme alone. This matters for two reasons: it lets us keep testing and developing the Founders Pit Stop in new locations and contexts without depending on a single relationship, and it de-risks the ask for you - you're backing a shared commitment alongside your peers, not making one large, exposed donation.

At least 50% of project costs will be spent with **local businesses**, wherever possible with our alumni.

WHAT'S IN IT FOR YOU?

Partnership: Formally credited as a project partner, logo on all marketing and reports.
Sponsorship: Early access to Allia's Business for Impact as a founding sponsor.
Access: Full access to content, data, impact reporting, and emerging insights on founder wellbeing.
Co-Creation: Input into how the programme evolves.
Network: Invitations to community days, networking, events, workshops.

NEXT STEPS

Want to learn more? check our full impact report and video.

If you'd like to discuss sponsorship, please get in touch:

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