



*Apprentify is a leading digital and tech training provider, rated Outstanding by Ofsted and experts in helping businesses bridge skills gaps, inject new talent and futureproof performance with apprenticeships in AI, data, tech and IT.*

## Our difference

Apprentify stands out through a proactive, partnership-led approach: we listen first, then build flexible, tailored solutions that align with each client's goals.

### Tailored delivery

Bespoke training aligned to our customer's needs

### Experts in government funding

We maximise the Apprenticeship Levy for our partners, alongside aligning with commercial funding streams

### Agile framework

Open and closed cohorts and bespoke curriculum design

### Ofsted Outstanding

Trusted, high-quality delivery backed by results

### Consultative partnerships

We act as a long-term, outcome-focused partner, delivering skills not standards

### Digital first

Experts in areas of critical business need: AI, data, tech and IT

### Part of a wider group

Drawing on broader expertise to create end-to-end talent solutions

## Our products

### AI and Transformation

AI Business Solutions Level 3

AI Catalyst Level 4

Business Analyst Level 4

### Data

Data Technician Level 3

Data Analyst Level 4

### Tech

Cyber Security Technologist Level 4

Digital Learning Designer Level 5

Software Tester Level 4

### IT

ICT Level 3

Network Engineer Level 4

## Our market

### Customers

- We have a diverse client base across both commercial and public sectors, from innovative startups to FTSE 100 corporates
- A large percentage of our partners are Levy-paying businesses with 200+ employees
- We typically engage with senior decision makers responsible for people, skills and technology strategies

### Market position

- We currently excel in sectors like travel, retail, tech and digital businesses where digital skills and talent development are critical to business growth
- However, our programmes are sector-agnostic and designed to deliver value across all industries
- Our primary competitors are: Multiverse, QA, Cambridge Sparks, Corndell, BPP and Firebrand
- We target organisations with sizeable workforces who are aiming to develop or maintain a competitive advantage with their digital capabilities
- We'd like to improve our targeting of high-potential industries such as finance, where digital transformation, data capability and regulatory demands make upskilling a strategic priority



*Flourish empowers sales leaders and go-to-market teams in developing high performing sales talent. From early career and management hiring to in-situ team enablement, we deliver recruitment, coaching and training solutions that drive lasting revenue growth. Our approach balances commercial outcomes with a deep focus on people potential.*

## Our difference

### End-to-end capability

From recruitment to coaching to long-term enablement

### Commercial impact

We fill roles faster, with better retention and increased sales performance

### In person assessments

We run immersive Discovery Days to assess potential and handpick high performing candidates

### Consultative and trusted

A personal, expert-led approach backed by Ofsted Outstanding standards

### People-first

Ongoing support for candidates; a focus on resilience, wellbeing and potential

### Diversity

Inclusive hiring to access untapped, high-potential talent

### Part of a wider group

Drawing on broader expertise to create 360° talent solutions

### Bespoke model

We offer flexibility across every aspect of our service, whether that's aligning payment with commercial funding or, where necessary, Levy or hybrid funding streams, delivering closed or open cohorts or tailoring our approach to meet specific business needs

## Our products

### Recruitment

- Recruitment for SDRs, BDRs, Account Managers and senior sales roles
- Access to ongoing, long term support and pastoral care via the HumanOS platform

### Training

- We develop existing talent by evaluating our clients' sales ecosystems from strategy to execution, and deliver open bootcamps alongside bespoke sales, soft skills and leadership programmes, plus tailored **sales apprenticeships** including:
  - IT Technical Salesperson Level 3
  - Sales Executive Level 4
  - Fundraiser Level 3

## Our market

### Customers

- We support businesses across tech, finance, logistics, retail and construction, from Series A startups to global enterprises
- Our typical partners have established sales teams (10+ sellers, 10+ leaders)
- We engage with Founders, CEOs, CROs, Sales Directors, L&D leaders and Heads of Enablement.
- We support and nurture our candidates as clients, offering long-term career development and coaching

### Market position

- We excel in industries where GTM performance is critical to growth, particularly in tech, finance and logistics. Our sweet spot includes VC-backed startups through to established global sales organisations
- The market is competitive, with key players including Pareto, Furza, BMS, Prime, and Venatrix, along with larger firms like Korn Ferry and Richardson Franklin Covey



*The Juice Academy is the UK's leading creative training provider, experts in upskilling teams and connecting employers with rising talent in marketing, PR and fundraising, with apprenticeships delivered by practising industry pros.*

## Our difference

The Juice Academy's mission is to fuel careers and strengthen creative capabilities, whether we're upskilling in-situ staff or injecting diverse, fresh talent into businesses

### Industry-led learning

Training delivered by practising industry leading experts in agency environments, rather than academics, complimented by guest tutors including BAFTA nominees

### Speed to value

Fast learner impact: 82% achieved distinction and 86% of participants stayed on after completing the programme

### Proven brand

Trusted across the industry for consistently developing high-calibre marketing talent

### Vibrant community

Face-to-face, cohort-based learning that builds confidence and culture

### Cost-effective and high impact

Access to government-funded, commercial paid or hybrid programmes to suit our customers' needs

### Agile framework

Flexible delivery model, including open and closed cohorts, bespoke curriculum design

## Our products

Our programmes can be used to boost the skills of existing teams (in-situ learners) and to support hiring strategies and workforce growth in creative areas.

### Programmes:

Content Creator Level 3

Hospitality Marketer Level 3

Marketing Executive Level 4

Multi-Channel Marketer Level 3

PR & Comms Level 4

Videography Level 3

## Our market

### Customers

- We work with businesses of all sizes across all sectors, from creative agencies and retailers to national brands and growing SMEs. Our programmes resonate with Founders, HR leaders and Marketing and Creative Directors who believe in grassroots talent development and long-term team building
- We serve organisations that either need junior talent to support marketing growth or want to enhance the capability of their existing creative teams

### Market position

- We excel in agency, retail, hospitality and charity sectors, but our creative training offer is sector-agnostic and widely applicable
- Our model is ideal for employers who want to close digital skills gaps, strengthen marketing teams or invest in diverse junior talent with high potential
- We compete with providers like Baltic, QA and JGA, but our delivery model, strong community and industry credibility set us apart





*Ioda is a specialist consultancy and learning partner, supporting organisations to build confident, inclusive leaders and create lasting cultural transformation. With a strong focus on business improvement, behavioural change and inclusive values, we deliver mindset-first training rooted in purpose, impact and performance.*

## Our difference

We simplify complexity, support leaders in navigating ambiguity and help organisations turn purpose into progress.

### Mindset-first model

We develop inclusive, accountable leaders through behavioural shift, not just skills-based training

### Tailored solutions

No off-the-shelf products; every programme is bespoke and aligned to business context

### Deep expertise

Our team brings experience from global leadership work, including management training in war-torn regions, delivering stability, focus and direction

### Tangible ROI

Improved leadership confidence, better engagement, cultural alignment and long-term business performance

### Human-first approach

High-calibre coaches, long-term partnerships and values-aligned delivery that creates real transformation

### Part of a wider group

Our place within the Apprentify Group allows us to complement our leadership offer with cutting-edge digital, tech and talent solutions, creating a more complete pathway for organisational growth

## Our products

### Our services:

- Bespoke leadership and management training (including funded and accredited options)
- Coaching and mentoring programmes
- Independent cultural audits and strategic consulting
- EDI programmes and inclusive leadership development

### Apprenticeships:

- Team Leader Level 3
- Operations Manager Level 5
- Operations Manager Level 7
- Coaching Professional Level 5
- Senior Leader Level 7

## Our market

### Customers

We partner with people-focused organisations across the public, private and third sectors, typically with 100 to 2,000 employees, including:

- Local authorities
- Health and social care providers
- Regulated services
- Third-sector organisations
- Values-driven SMEs and mid-sized firms

Our customers are committed to creating inclusive, high-performing cultures. They often work in high-pressure or change-heavy environments and choose Ioda for our honesty, depth and practical delivery that leads to measurable outcomes

### Market position

We stand apart from providers like BPP, Corndell, Babbington and Captiva by offering a highly agile, deeply consultative approach that prioritises lasting change over compliance. Our cultural audits and bespoke consultancy add value beyond training, supporting sustainable cultural transformation