

Dear Gérard Jones

I want to warmly welcome you to the Make Your Mark Ambassador programme.

Make Your Mark unlocks enterprise potential in the UK and aims to create a culture which supports enterprising people. The Ambassador programme brings together successful and innovative entrepreneurs from across the country. By sharing your stories and experiences we hope to inspire the next generation of enterprising young people and embed an enterprise culture across the UK.

Meeting real life entrepreneurs and understanding the challenges they face can make a real difference to someone at the start of their enterprise journey. Perhaps you were inspired by someone who helped you turn your ideas into reality? This is your chance to give something back and support those with untapped enterprise potential. Having successful entrepreneurs speaking at our events and supporting our campaign activities provides a real boost and the feedback from participants is always positive and enthusiastic -people say, "why didn't I think of that?" or "it really makes me want to be my own boss!"

As a powerful example of entrepreneurship in action we believe you have the perfect skills to take the enterprise message further and as an Ambassador, can empower people to make their ideas happen. Your role in helping us extend the reach of the Make Your Mark campaign is essential. We at the campaign can talk about the importance of being enterprising but you can show people how it is done it first hand!

My colleagues and I very much look forward to working with you as an Ambassador for the Make Your Mark campaign.

Yours sincerely,



Harry Rich
Chief Executive