

# SCOTTISH START-UP MONTH



Supporters' Toolkit

**Scottish Start-Up Month**

# Pledge Your Support

This September we're looking for businesses and organisations across Scotland to support Scottish Start-Up Month – our month long celebration of the Scottish entrepreneurial spirit.

No matter what size your business or the organisation you work in is, what sector you operate in or where you are in Scotland, we're looking for everyone to pledge their support and help us spread the word about Scottish Start-Up Month.

We're on the search for the country's next wave of business owners, those kitchen table dreamers, side-hustlers, or those who want to be their own boss and are looking to take the first step.

With your support, we can encourage them to get started, and highlight that Business Gateway is there to help with free, tailored advice and resources.

We offer year-round business support and access to a network of local advisors located throughout Scotland, so we're here to help every step of the way.



# How To Get Involved

We've created this easy-to-use toolkit to help you show your support and build momentum for Scottish Start-Up Month throughout September.

Check the link below for our various supporters' assets which can be used across your digital channels, including on your socials and email.

It couldn't be easier; simply download our supporters' assets [here](#) including email signature/digital badges, web banners and assets for social media.

## Stuck for inspo? Feel free to use the messages below.

- I'm/we're proud to support Scottish Start-Up Month this September.
- I'm/we're proud to support Business Gateway's Scottish Start-Up Month this September.
- I'm backing Scottish Start-Up Month this September. If you're thinking about taking the first step in starting your own business, Business Gateway has everything you need to get started - including their free online Planning to Start tool.
- This September is all about the future of Scottish businesses - and I'm/we're proud to be part of this campaign.
- For anyone thinking of turning their daydream into their day job, check out Business Gateway's Planning to Start tool. It's free, easy to use and offers tailored advice and resources for anyone looking to take the first step.

## CTAs

Find out more / Find out more about Scottish Start-Up Month at/Want to know more about Scottish Start-Up Month?

Find out more at: [www.bgateway.com/start-up-month](http://www.bgateway.com/start-up-month)

Instagram [@business\\_gateway](#)

Facebook [@businessgateway](#)

LinkedIn [@business-gateway](#)

TikTok [@business\\_gateway](#)

## #ScottishStartUpMonth

# Example Assets

**I'm  
supporting  
Scottish  
Start-Up  
Month**

**Join us**

**SCOTTISH  
START-UP  
MONTH**



**We're  
supporting  
Scottish  
Start-Up  
Month**

**Join us**

**SCOTTISH  
START-UP  
MONTH**



**Proud to  
support  
Scottish  
Start-Up  
Month**

**Join us**

**SCOTTISH  
START-UP  
MONTH**



# FAQs & Useful Links

### When is Scottish Start-Up Month?

Scottish Start-Up Month runs 1st to 30th September 2025.

### What's expected from me as a supporter of Scottish Start-Up Month?

Every business starts somewhere and that's why we're calling on existing Scottish businesses and organisations to help us reach as many people as possible.

As a 'pledger' supporting our campaign, we kindly ask if you can share the campaign assets and your support far and wide throughout the month of September. Whether that's a LinkedIn update or TikTok vlog, all support will contribute to helping make the campaign a success.

#### Business Gateway Website:

[www.bgateway.com/](http://www.bgateway.com/)

#### Scottish Start-Up Month Page:

[www.bgateway.com/start-up-month](http://www.bgateway.com/start-up-month)



### About Business Gateway

Business Gateway is a publicly funded service contributing to the economic well-being of Scotland by providing access to free business support services.

Business Gateway provides free business support for anyone in Scotland.

We want to help entrepreneurs who need support to start-up and grow their businesses by providing one-to-one business advice, online resources and by strengthening the connection between organisations and the business community.

### Find & tag us on socials

#### Use the hashtag

#ScottishStartUpMonth

Instagram [@business\\_gateway](https://www.instagram.com/business_gateway)

Facebook [@businessgateway](https://www.facebook.com/businessgateway)

LinkedIn [@business-gateway](https://www.linkedin.com/company/business-gateway)

TikTok [@business\\_gateway](https://www.tiktok.com/@business_gateway)

### Sign up to our newsletter

<https://www.bgateway.com/our-newsletter>

