



# Foundervine Immerse

Foundervine’s multi-year partnership with Lloyds Bank began in April 2021 to directly support the growth of black businesses across the UK with a four-week course preparing 10 businesses for investment and linking them with potential investors.

In January 2022, Foundervine and Lloyds Bank launched Immerse, inspired by the Black. British. In Business & Proud Report 2021. It showed that black owned businesses face significant challenges in starting, growing and accessing the right support. The mission of this partnership between Foundervine and Lloyds Bank is to create an equitable landscape for Black entrepreneurs and other underrepresented founders to have the best opportunity to start, grow, adapt and thrive in their business pursuits.

**To date, Foundervine has delivered 4 community events with over 250 attendees, a mini-masterclass video series with over 24k online impressions, and a Sales and Marketing accelerator to support 35 entrepreneurs.**



*“Earlier this year (2021) , the ‘Black. British. In Business & Proud Report’ published 10 clear recommendations for Banks & other organisations to help break down systemic barriers to Black entrepreneurship & create a more equitable future for Black-owned businesses to thrive.*

*The Immerse program with Foundervine offers a range of initiatives & events that directly respond to many of the 10 recommendations.”*

Gary Laphorn - Head of Sustainability & Responsible Business, Commercial Banking at Lloyds Banking Group

## A story from the Immerse Community:



Arthur  
Harvey

**Arthur is the founder of H&A Luxury Group, an end-to-end property development platform that aims to maximise speed and sustainability while minimising costs:**

*“The Lloyds Immerse Sales and Marketing accelerator was one of the best programs I have attended. The program helped me improve my skills in sales and marketing, and I was particularly impressed by James’ (expert speaker) ability to explain in the simplest way the most complex technical subjects. James helped us simplify our value proposition, which our customers loved.*

*The next step for our business is to build a strong community. We recently moved to Cambridge and are looking to recruit the most talented people we have in the county to help us deliver for our customers and investors.”*