

## Business advice toolkit: an overview

### About the toolkit

Below is a summary of a set of policy design guides to help you to make informed decisions when developing business advice policy. Each policy design guide covers a specific aspect of programme delivery, so should not necessarily be directly compared. They are intended to help you understand:

- how much is known about effectiveness, in comparison to costs
- what you should consider if you are thinking about using a particular approach

### About the evidence

The toolkit considers a broader evidence base than the Business Advice policy review. We also include evidence from outside the OECD, or from other contexts, where this is appropriate.

### How to use the toolkit

The policy design guides can't provide definitive evidence on how to design effective business advice. But in all cases they provide useful evidence that could help underpin more effective policy development, as well as highlighting the need for effective monitoring and evaluation to further improve cost-effectiveness.

Policy Design Tool	What does it aim to do?	How secure is the evidence?	How much does it cost?	How effective is it?
<b>Mentors</b> are experienced business professionals who provide advice to SMEs	Improve firm performance and increase number of start-ups		£££	
<b>Public advisors</b> offer advice on starting up or running a business			£££	
<b>Subsidised consultancy</b> programmes provide grants or vouchers for firms or entrepreneurs that cover all or part of the costs of private consultancy services			£££	
<b>Tailored support</b> provides advice tailored to the requirements of a business			£££	
<b>Training</b> involves publicly funded courses for existing firms or for individuals aiming to start a business			£££	
<b>Accelerators</b> are business support programmes that provide short term, intensive packages of support to startups. Programme entry is highly competitive			£££	
<b>Incubators</b> are business support programmes that provide co-working plus business support to startups. Firms typically pay to join			£££	