

index
ignite

16 steps to

**building
an
empire**



Partnering with index means stepping into an environment that fosters growth, offers unrivalled support, and provides the tools and resources you need to succeed.

This is a chance to be part of something bigger, rapidly building a profitable business while making a real impact.

We would never step into a marketplace without a sincere intention and a firm conviction that we can establish dominance. Our focus lies in specific, specialised niches that come with high fees. We don't believe in making broad generalizations; instead, we understand that true market domination can only be achieved by excelling in a particular niche vertical and subsequently, expanding horizontally.



FUNDING

At index ignite, we'll support you by funding the set-up and launch of your business through our joint venture – the time when cash matters most and funding is hard to come by. Not only that, but we will invest further to allow you to bring in key talent and grow quickly over the early years of the business, so you don't lose out on key opportunities due to cash flow concerns.

Our investment is in you and your vision and goes beyond mere financial support. We empower entrepreneurs, not just to initiate but to nurture their ventures towards enduring success, and we'll give you the confidence to do that through our financial and wider business backing. Our ethos orbits around fostering wealth and establishing solid revenue streams for both short-term and long-term success.



GUIDANCE AND STRATEGIC PLANNING

Advice with transformative power, we champion the transformative power of mentorship for budding entrepreneurs, underscored by our proven track record of nurturing the core business and launching successful new ventures. Drawing upon the extensive experience and unique insights of our Chief Executive Officer and Chief Revenue Officer, we craft robust growth strategies, fundamental to any business' sustained success.

We not only have world class technology and functions, we also know how to penetrate, dominate and then saturate market places, replicating our success into not only different locations, but different countries and industries. This sort of replicable demonstratable process is very rare and can catapult the revenue and sustained growth of a business.

GO-TO-MARKET STRATEGY

Our go-to-market strategy is a comprehensive approach to instant revenue generation and business building. The heart of the strategy is a blend of tech, know-how and infrastructure, allowing businesses to flourish in the short and long term.

INNOVATION

We pride ourselves on innovation and use our proprietary blend of technology, automation, AI, machine learning and data to create robust business development, candidate generation and conversion modules outperforming average performances by as much as 500%.





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FINANCE

Led by our CEO (former BIG 4 Chartered Accountant), index ignite provides comprehensive financial services to ensure smooth operations. From handling payroll and credit control to managing accounts payable, tax planning, and filings, we take care of all the financial minutiae all while providing strategic budget planning and preparing statutory accounts.

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MARKETING

We provide comprehensive marketing support to your recruitment startup, beginning with brand conceptualization and extending to ongoing marketing strategies. Establishing a distinctive brand in a saturated recruitment market involves more than just an eye-catching name; it's about crafting a compelling brand story that resonates with your audience.

Our ongoing support encompasses everything from crafting meticulous email marketing campaigns to generate leads and clients, to content planning, SEO-optimized blog creation, and even producing video content and podcasts. With our expertise, your website will adapt and grow in line with your business needs. Our focus is on creating a marketing strategy that drives not just visibility, but meaningful engagement with your audience, and, crucially, leads.

TECH

We provide access to a tech stack that includes fully integrated CRM, HR, and back-office technology platforms. These platforms support all aspects of recruitment and marketing activities, and are uniquely customized to match each business's needs.

The presence of the right technology and infrastructure is paramount for a successful recruitment business. We never cease to explore the latest tech innovations, capitalizing on opportunities that can make our businesses more effective and efficient. This reduces the admin you need to do, allowing you to focus on what you do best. Our commitment to leveraging advanced technology aids in driving the sustained growth of your business.

OPERATIONS

Our dedicated operations team ensure your recruitment business functions smoothly, by introducing best-practice processes and negotiating deals with key suppliers.

For new joint ventures, this team guides the founder through a detailed, yet efficient onboarding process to integrate them into our platform and facilitate the administration and compliance needed to set up a new business. Our operations setup is designed to be plug-and-play, with each plan tailored to the individual founder and business, but the process remains standardized.





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LEGAL

Our in-house legal team is ready to provide daily support to your business operations. They're able to handle a wide array of matters, from reviewing restrictive covenants to handling complex HR issues. Particularly, they excel in helping with client terms to ensure your business relationships remain solid and beneficial.

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COMPLIANCE

In the recruitment industry, staying compliant is crucial, from international contractors to local clients. We make sure you're always on the right side of the regulations, protecting your business and reputation.

TALENT ATTRACTION

Within Human Capital, talent is the true driver of a successful business. With the market leading recruitment to recruitment business at the forefront of the group, we are able to identify top quality (low risk) talented recruiters.

To give an example of the scale of this, ion Search placed more experienced recruiters last year than any other business, globally. With this level of consistent candidate flow, the group is the only recruitment business that can truly guarantee hitting its headcount growth targets. In addition to this, index also benefits from an internal recruitment function with the biggest CRM of recruiters in the world.

LEARNING AND DEVELOPMENT

index have a market-leading Human Capital Learning and Development team within its group structure. This team has its own aggressive growth trajectory. This allows the business to not only develop good recruiters into great ones, but also to enhance average tenures through greater job satisfaction and greater engagement. With the average tenure of a recruiter being under 36 months, the team would only have to create a 20% increase in revenue per head and 30% increase in tenure to produce an extra 56% revenue per head over their life span in the group.





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RESEARCH CAPABILITY

Our international research division operates as an efficient and cost-effective engine for your business. Staffed by experts in market research, they specialize in identifying key contacts within target companies and pinpointing the highest calibre talent in the market. They meticulously compile information, providing you with names and numbers of potential leads. This enables your team to focus on connecting with these contacts, making the recruitment process faster and more effective, ultimately leading to significant cost savings and heightened business performance.



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TRADING

With trading entities across multiple countries and continents, we facilitate seamless business operations in major locations from day one. You'll bypass the complexity and expense of setting up entities and dealing with multiple tax jurisdictions - all insured for your peace of mind.

DE-RISKING THROUGH A DIVERSE PORTFOLIO

With a multi-partnered, multi-office, multi-branded, multi-disciplined, multi-location business, the wider index group's businesses are incredibly diverse, making index ignite a low risk proposition as an investor and supportive partner. This model protects from not just geo change and human capital change but also risk in alternative market places. We don't just weather the storm of turbulent markets, but continue growing and thriving through turbulence. We will be there to support your business for the long-term.

INSIGHT

Having a front office Rec2Rec brand, a back office Rec2Rec brand and an L&D provider with a focus on Recruitment, we have a huge amount of insight into the recruitment market, more so than anyone else. This, coupled with our Data Analytics team, analysing key market trends and opportunities from data, gives us a unique and comprehensive view of the marketplace. Who's growing and why, what's hot, what's not and where the cracks in the market are. This insight enables you to capitalize on growth areas and gaps in your market.

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Through a joint venture with index ignite, entrepreneurs unlock a unique blend of benefits: access to a proven support network, a wealth of industry expertise, and crucial resources that typically require significant capital.

Through established partnerships and leveraging global resources, cost savings will surpass six figures within the first year alone.

This partnership is a gateway to accelerated growth and a competitive edge without the financial burden that usually comes with such a high-calibre support structure. It's a strategic move for those aiming to maximize their startup's potential while minimizing financial risks and maintaining operational agility.



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