

GROWTH CIRCLE × YOUR BUSINESS COMMUNITY

AI-Powered Membership Growth

A partnership proposal to attract, convert, and retain YBC members through AI training

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Your Business Community has built something genuinely valuable, a large database of UK businesses with a significant number already paying for membership. The opportunity in front of you now is clear: converting even a fraction of the non-paying base into active members would make a material difference to the business.

AI training is the trigger. Not as a bolt-on, but as the most relevant, commercially compelling reason a UK SME owner has ever had to join a business community. And right now, Growth Circle offers something the government's own programme cannot: a direct partnership with Anthropic, personalised learning paths, and a human account manager who helps members turn training into real business results.

This proposal sets out exactly how.

Why Now — The Government Programme Leaves a Gap

The government's AI Skills Boost programme launched in January 2026 with six official business-association partners: the British Chambers of Commerce, CBI, FSB, IoD, Local Government Association, and techUK.

That creates a significant opening, but the more important point is what the government programme does not offer:

	Government AI Skills Boost	Growth Circle × YBC
Partnership	Generic digital skills programme	Direct partnership with Anthropic, the team that built Claude
Personalisation	One-size-fits-all course catalogue	AI readiness questionnaire → bespoke learning path for each business
AI model used	No direct LLM training	Trained on Claude, Anthropic's frontier model, used by millions
After the course	Nothing — training ends at the certificate	Account manager call to review learning and identify where to implement
Implementation	No support offered	Automation builds, workflow redesign, team onboarding
Ongoing value	Static programme	New course releases, advisory retainers, evolving AI support
Accreditation	Government-branded	CPD-certified via Anthropic Academy — carries professional credibility

YBC can offer its members something the government programme cannot:

a personalised, Anthropic-certified AI journey with a real human who helps them implement what they've learned.

How It Works — Attract, Convert, Retain

Growth Circle sits alongside YBC's existing membership tiers, not replacing them, but powering them. It gives the non-paying database a compelling new reason to join, and existing members a compelling new reason to stay.



The Account Manager Difference

Most AI training programmes end when the course ends. The member gets a certificate, closes the browser, and Monday morning looks exactly the same.

Growth Circle's account manager call is what makes the difference. Once a member completes their Anthropic Academy learning path, a Growth Circle specialist calls to:

- review what they learned and what resonated
- identify the single highest-value AI application in their business
- build a practical 90-day implementation plan with them
- connect them to the right next level of support if needed

This is not something the government programme offers. It is not something BCC, FSB, or IoD can point to through the official Hub. It is exclusive to YBC members, and it is the step that turns a course certificate into a business result.

What YBC Members Get

Growth Circle sits alongside YBC's existing benefits, legal, HR, financial, telecom, and document library. It adds the one layer none of the current benefits provide: practical AI literacy, personalised to each business.

FREE — All database contacts	MEMBER BENEFIT — Paying YBC members
AI Readiness Assessment — personalised questionnaire revealing where AI can help their business	Full Growth Circle AI Journey — questionnaire → Anthropic Academy → account manager review

Personalised Anthropic Academy learning path; free, CPD-certified, built on Claude	Personal account manager call after training; reviewing results and building an implementation plan
Direct links to the right free courses in the right order	Implementation support, automation builds, workflow redesign, team onboarding
YBC-branded welcome to the AI journey; strengthens YBC brand association	Ongoing AI advisory retainer option, keeps the member relationship deepening

The Revenue Model

Growth Circle earns on new members. YBC earns on every stage, and nothing in this model requires upfront investment from YBC.

Stage	YBC earns	Growth Circle earns
Free assessment to database	Brand value; seen as the AI provider for UK SMEs. Member enquiries from engaged contacts.	Nothing; this is the lead generator.
Non-member joins YBC for full journey	Full YBC membership fee. Retained member long-term.	Revenue share on conversion (agreed % TBC).
Member completes Academy + review call	Higher member satisfaction. Renewal more likely.	AI Journey fee. Upsell to implementation services.
Member commissions automation or retainer	Ongoing association with YBC's premium AI partner.	Automation build fees. Monthly retainer income.

The conversion opportunity

A meaningful proportion of YBC's non-paying database are warm prospects; they know the brand and have engaged enough to be on the list. Offering a free, high-value AI assessment gives them a compelling, timely reason to convert to paid membership. Growth Circle earns a revenue share on each conversion; aligned incentives, no upfront cost to YBC.

Where to Start — The Breakfast Meeting

Before any formal partnership is agreed, the fastest way to prove the concept is a speaker slot at a YBC breakfast meeting. One session. One room of SME owners. One compelling presentation on the AI productivity gap.

"The AI Productivity Gap: Why 80% of UK Businesses Using AI See No Benefit — And How to Be in the 20% That Do"

End the session with a QR code linking to the free AI Readiness Assessment. Every business owner who scans it enters the Growth Circle funnel and YBC gets the attribution and the warm introduction.

Why this works as a test:

- It costs YBC nothing
- It gives members genuine value on the day
- It proves the content lands before any commercial commitment is made
- It gives Growth Circle a live audience; the most credible sales tool available

Proposed Next Steps

This week	Agree in principle on the partnership structure and revenue share percentage
Next 2 weeks	Confirm speaker slot at next available YBC breakfast meeting
Before the session	Co-brand the AI Readiness Assessment with YBC Growth Circle powers it, YBC presents it
After the session	Review sign-up data and agree formal partnership terms based on results
Month 2	Launch the full AI Journey as an exclusive YBC member benefit, promoted to the full non-paying database

The Bottom Line

Growth Circle helps YBC solve a real problem; converting a database into active members, using the most compelling hook available to UK SMEs right now: practical, personalised, Anthropic-certified AI training. Backed by an account manager who stays involved until the training becomes real business results. No upfront cost to YBC. Revenue share aligned to results. And a member benefit that none of YBC's competitors can currently match.