

# Business Builder

**Business:** Focalise Finance

**Owner:** Mikey Seago & Lewis Buckley



## Building strong foundations with Business Builder support

### The Challenge

With a combined 15 years of finance industry experience, Mikey and Lewis launched Focalise Finance with a mission to offer a more human, personal approach to finance broking.

Even with their confidence and sector knowledge, they knew there were aspects of launching and growing a business that needed deeper thought - especially around planning, marketing and long term strategy.

### The Solution

After hearing about Business Builder at the Council's Business Breakfast, they immediately signed up for the online Foundation Course.

"The course made us think about areas we hadn't considered fully, even though we felt confident about running a business. We're still using some of the handy templates!"

Following their launch, they applied for a Build Up Grant, which enabled them to invest properly in branding and marketing.

"We're really proud of our branding, website and marketing plan - and we're still seeing the benefits of that early investment."

### The Impact

Business Builder support has helped Focalise Finance:

- Develop a solid business foundation through the online course
- Use practical tools and templates to strengthen planning
- Invest in high quality branding, website and marketing strategy
- Build a professional identity that supports long term growth
- Benefit from ongoing visibility thanks to early marketing investment

"Our Business Builder experience was brilliant! From start to finish, the process was super easy and everyone was so helpful. Business Builder says its core values are to support local businesses – and that's exactly what we experienced."

### About Focalise Finance

Focalise Finance is led by Mikey Seago and Lewis Buckley, who are committed to bringing a more human approach to finance broking.

With 70 lenders on their panel, they help businesses access the finance they need to invest in key assets and grow with confidence.

**The Business Builder programme** has supported 472 businesses, providing advice and training, and has paid out £2.3 million in grants across Broadland and South Norfolk between late 2022 and February 2026.

**FINALIST**

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