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Accelerator Case Study

Pretty Decent



Pretty Decent

Brands, sites & designs
that grow your business



Sector: Creative

Location: Derby

Size: Micro

About the business

Based in Derby and established in June 2024 by Chris Green, [Pretty Decent](#) is a one-person creative studio that helps early-stage businesses grow with smart, scalable branding, web design and graphic support.

Challenges faced

The biggest barrier to growth for Chris has been generating consistent leads and building out streamlined processes. Being a sole founder, it's been a challenge for Chris to balance delivery with the behind-the-scenes work of marketing, sales and operations – especially in the early days.

Solution - Support Given

Chris has been supported through the Derbyshire Accelerator project and 1-to-1 advice from East Midlands Chamber Business Adviser, Lisa Baggot. This includes helping the business access a £2,000 Growth Voucher for specialist marketing consultancy.

CLAIRE WARD
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Combined County
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This consultancy support has given Chris 'an extra set of eyes' to sense-check how the business is positioned and operates. It has helped Chris map out customer journeys, strengthen sales funnels and build more consistent marketing plans.

Chris commented: "Lisa has been consistently supportive and available to answer questions. She's also guided me through working out my breakeven point, ideal rates, and sales planning. Her input has been invaluable in shaping the foundations of the business."

Impact – The Difference it's Made

Pretty Decent is surviving and Chris says for a new business that's a very big deal. He's realised his dream of having his own studio and since taking the leap, the support he's had has been like a quiet but consistent push in the right direction. Chris adds: "It's helped me feel more confident about where I'm heading, made my processes more focussed, and reminded me that I don't have to figure it all out alone."

Chris believes from the support he's had both from Lisa and the consultancy he has probably saved around 20 to 30 hours. Time that would have been spent second-guessing pricing, planning or how to structure the business. He adds:

"That kind of clarity early on is hard to put a number on, but in real terms it's helped me avoid undercharging, which could easily have cost £1,000-£2,000 in lost income over just a few months. More importantly, it's meant I've been able to focus on delivering quality work, not just figuring out how to stay afloat."

A word from the business:

"Having Lisa in my corner has made a massive difference. As a solo founder, it's easy to feel like you're making it up as you go, but her support gave me clarity, structure and confidence, when I needed it the most.

It's not just advice; it feels like someone genuinely backing you to succeed."

Chris Green, Founder

Accelerator has provided:

- 1-to-1 Advice
- Growth Voucher

Impact to business:

- Streamlined Processes
- Time Savings
- Enhanced Efficiency
- Upskilling
- Improved Confidence

This project is funded by the UK Government through the UK Shared Prosperity Fund and delivered by East Midlands Chamber.