



CASE STUDY

Gera Solutions Limited: a start-up tale

Anita Gera shares her journey



Business: Gera Solutions Limited

Location: Salisbury

Founded: 2020

No of employees: 2

Gera Solutions Limited is a language consultancy, working with our clients to integrate corporate and brand voice across all platforms and across different languages.

We help ensure communications deliver your intended message, using clear and consistent wording for those crucial moments in the corporate journey. Our experience ranges from crafting video voiceovers and website copy to drafting holiday messages and advertising wording.

Our text quality assurance service is a new and unique offering. We can vet your translation agency by carrying out random checks, allowing your organisation to be confident that any translated texts faithfully reflect content; our checks also evaluate how well specific messages reflect your corporate/brand values and identity.

Starting a new business during Covid-19

I founded Gera Solutions Limited in the middle of the pandemic. All our work is exclusively online as both our clients and our team are spread around the world. Having a widespread team allows us to offer colloquial, localised language advice to all our clients, in all their projects. We all work largely from home: for us, it is just the way we do things. In that respect lockdown restrictions didn't affect

us. However, I knew I needed business support and practical help; having lived for many years in Germany and other European countries, as well as in the USA, most of my working life has been outside the UK. I have been self-employed for almost 30 years, during which time I founded and ran two companies in Germany. Although I know how to provide a premium B2B language service, I wasn't experienced in setting up a company in the UK and needed to learn more about the process of running a business here. The Swindon & Wiltshire Growth Hub were so very supportive right from the start, able to provide much of the support I needed.

Growth Hub support

The Swindon & Wiltshire Growth Hub was one of the first websites I visited when searching for business support and it was the one I kept returning to. I registered as a Growth Hub member and connected with the team, who have provided introductions to other businesses and to organisations, such as the Department for International Trade, that can offer advice and support.

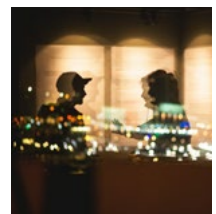
We received Discretionary Grant support which enabled us to continue trading without having to take on debt

I was also invited me to join the first round of the Peer Networks programme (the Women in Business cohort), which enabled me to forge valuable links with other local business leaders. The Gera.Solutions website has benefitted from a Digital Review which helped us immensely in fine-tuning our digital presence; in addition, we have been invited to many informative, useful webinars.

Looking to the future

We are very optimistic about the future and hope to grow substantially, helping more British firms looking to the German market as well as German clients looking to expand into the UK, as this is our core expertise. Giving back is a core value; we are therefore proud to have recently signed the Armed Forces Covenant, showing our support of military families.

We look forward to being able to travel and attend business events around Europe so that we can introduce our premium service to potential clients.



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