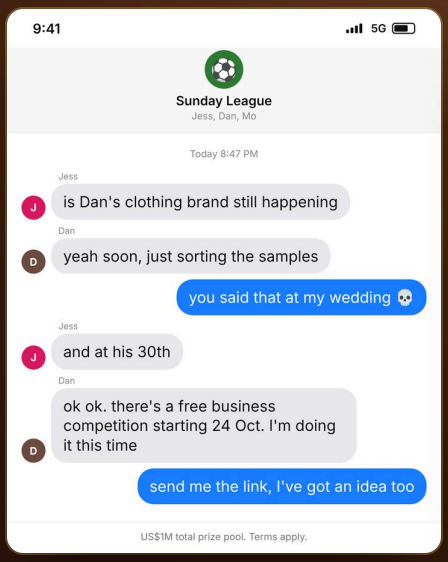
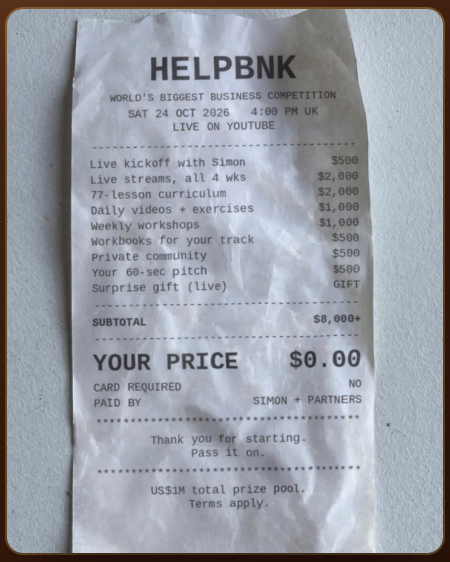
THE SIX-SOURCE RESEARCH REPORT

Simon Squibb, Off the Record

The research behind three statics for Simon Squibb's World's Biggest Business Competition. Two were picked to run in his ad account, against an account with 1,000 ads already live.



RAN · THE GROUP CHAT



RAN · THE RECEIPT



CUT · THE WANTED POSTER

99
Registrations from two statics, 17 to 24 Oct 2026

£1.93
Per registration, on £190.94 of spend

2 of 3
Statics picked by Sean Ferres to run

150+
Data points across six research sources

Simon Squibb, Off the Record

Oct 20, 2026 · @Christopher

Off the Record, the Six-Source Research Report, on Simon Squibb's HelpBnk and the World's Biggest Business Competition, with the case study of the three static ads made for Statics Sprint 4.

Prepared for: prospective clients, as a worked example of Off the Record, the Six-Source Research Report **Prepared by:** Christopher Thompson, Creative Strategist, Christopher's Copywriting Studio **Built with:** six sources (on the record, the reviews, the objections, the rivals, the crowd and the voices they follow) and Meta's Advertising Standards, read strictly.

The result

Three static ads for Simon Squibb's World's Biggest Business Competition were built in one day from the brief, submitted to Statics Sprint 4 of Sean Ferres's CMB 3.0 programme, and judged against an account that already had 1,000 ads live and a US$200K budget behind them.

Outcome	Graduated as a Certified Creative Strategist (CMB 3.0, credential issued 20 October 2026)
Ads selected	2 of 3 passed to Toby Allen, CMO for Simon Squibb (formerly CMO at Acquisition.com), to run in Simon's ad account
Formats	A receipt (the value stack, $8,000+ down to $0.00), a group-chat screenshot, and a WANTED poster

In-market result (final)	Ran 17 to 24 October in Simon's account against 25 other selected students' ad sets (identical setup: Lead objective, 25 to 65+, AUS, CAD, UK, IRE and US, Advantage+ audience, about £180 to £200 each from a £5,000 test budget). Final: 99 registrations at £1.93 each for £190.94, 13th of 26 by cost per registration, inside the top half by a whisker (median £1.98) and 3% above the account average of £1.87, plus 3 Fast Tracks, the cohort median. It finished strongly: 20th at the 22 October snapshot (29 at £2.93), then roughly £1.51 per registration over the last two days. Cohort range: £1.13 best, £3.15 weakest. Figures from 1mpact media's CMB R4 student-test report via Sean Ferres; ad-level splits (group chat vs receipt) were not reported. Cleared for public use.
Compliance	Every claim traced to the landing page or the official terms; no income claims, testimonials or before-and-afters; zero rejections
Time from brief to submission	About two hours, including research, three images and the copy doc: the brief landed at 9:41am Pacific and everything was submitted by 11:43am, well inside the 11:59pm Eastern (8:59pm Pacific) deadline

The judge's verdict (Sean Ferres, 20 October 2026, quoted with his permission):

> "This is the funniest batch in the thread. The Sunday League group chat is perfect, 'you said that at my wedding 💀' is a line people will screenshot, and the copy picks it straight up with the mate whose hoodies have been launching soon for three birthdays.
>
> The receipt is the best way I've seen anyone show the value stack, $8,000+ down to $0.00, paid by Simon and partners. It answers 'what's the catch?' without a word of explanation. And the wanted poster for 'the dream you plan on your lunch break' with IDEAS FINAL v3 had me lol. Bear in mind though the text is extremely small and won't be immediately understandable on a phone so won't run that one.
>
> Three formats, three angles, every claim matches the terms. Copy is human the whole way through, short, specific, and it ends as strong as it starts. Two are going to Toby. You've officially graduated mate."

The rest of this report is the research the ads came from, in the order the six sources produce it. The ads themselves are in Section 5.

Six sources, over 150 data points:

- 2 live ads broken down from the Meta Ad Library (sorted by impressions), with UK and EU reach by age and gender, plus the landing page and the official terms
- 60 of 131 Trustpilot reviews, the landing-page testimonials, and comments on Simon's Instagram and YouTube posts
- 10 competitors' pages and offers
- 40+ community quotes (Reddit, the HelpBnk feed, Trustpilot, TikTok)
- 20 of Simon's most-viewed videos and captions, his newsletter, 9 viral niche videos from other creators, and two write-ups of his content system
- Four of Simon's videos transcribed in full: two street-interview documentaries (Daryl, a 19-year-old DJ, and Joe, a 28-year-old barber), the competition Short and the Starter Kit promo

Read this first: the 6 things that matter

1. The real objection sits under the polite one, and the music avatar shows it most clearly. Daryl, a 19-year-old aspiring DJ, first says "I don't know". Pushed, he admits he's "too addicted with learning tips" to apply any of them, and "scared of judgment" after thousands of comments calling him a fake. Joe, a 28-year-old would-be barber, follows the same path: "It's time" first, then "fear of it not working out". Both already had what they

needed (Daryl's decks, Joe's £1,000), and both moved only once Simon gave them a clock, a public step and a first customer. The competition is that formula at scale, and the next round of ads should sell it that way. The full breakdown is in Source 3.

2. The account wins on Simon's face and plain facts. It has no answer to the question people ask first. Both top ads are Simon to camera saying free, four weeks, $1M, 24 October. Simon's own post opens with "Every time I say this is free, somebody tells me there's a catch." The FAQ leads with it. One in five Trustpilot reviews is a one-star about feeling sold to. No ad in the top of the sort addressed it. The receipt ad did, and Sean called it "the best way I've seen anyone show the value stack".

3. "Where to start" is the pain, and "dream" is the word. "Don't know where to start" is the most repeated phrase across Reddit, Trustpilot and the comments. Simon's team found that "business" in a hook pushed non-founders away and "dream" pulled them in. The audience writes "9-5" with a hyphen and says "sitting with an idea". Copy that uses those exact words will read as native.

4. The position nobody else holds: many winners, low bar, hard deadline. Loans want a business plan. The King's Trust wants you under 30 and mostly out of work. NatWest wants growth potential. Skool Games costs a subscription and rewards existing audiences. YC is self-paced with no money. HelpBnk is the only place a person with a 9-5 and an idea can win US$5,000 from a 60-second video four weeks from now. The landing page undersells this by opening with "Wait."

5. Under strict compliance, this offer is unusually safe to advertise, if the income testimonials stay off the ads. Free entry, no card, a published prize structure and a terms page make the prize claim clean. The two income testimonials on the page ("£2,500 a week", quitting a PAYE job) and the "anywhere in the world" line are the only things that need keeping away from paid.

6. The audience trusts the messy process over the polished announcement. The top YouTube comment on the competition video praises Simon for "showing the messy process rather than just announcing another successful business". His 144M-view TikTok is about fear and a missed chance, with money nowhere in it. Ads that show Simon doing the work, name a real-feeling person, and make "one day" expire will out-perform ads that restate the prize.

Section 1: The listener, and what the offer is worth to him

The offer in one table (the brand brief, reverse-engineered from public assets):

Business	HelpBnk, Simon Squibb's "help2earn" platform. Mission: help 10 million people start a business for free.
The offer	The World's Biggest Business Competition: free entry, a live four-week programme from Saturday 24 October 2026 (4pm UK, on YouTube), five tracks (App Builder, E-commerce, Creator, Education and Coaching, Services), ending in a 60-second pitch for a share of a US$1,000,000 prize fund (180 awards of US$5,000, one of US$100,000). Optional Fast Track with a partner tool per track.
Transformation	"I help people with a dream build something real in four weeks, so the idea stops living in their head."
Mechanism	Give WITHOUT take: Simon sold his company and funds the programme with partners (Shopify among them), so there is no course to buy at the end. Plus a fixed start date and a live cohort, which is what turns "one day" into a diary entry.
Proof stack	22M+ followers; the staircase doorbell; the sale of Fluid to PwC; a value stack priced at $8,000+; named expert guests (the founders of Lemlist and Foreplay); 140,000 registered before the ads were fully on; testimonials on the page.
Voice	First person, plain, warm, slightly blunt. Signature lines: "What's your dream?", "give without take", "I've made my money", "build the thing you keep thinking about".
Competition (in the founder's eyes)	Paid courses and gurus, and the reader's own inertia. See Source 4.
Key links	worldsbiggestbusinesscompetition.com; accelerator.helpbnk.com/terms; helpbnk.com; @simonsquibb on Instagram, YouTube and TikTok.

"Someday Sam", 28. Lives in the UK, works a job he doesn't hate and doesn't love, and has had a business idea for about three years. It lives in a Google Doc or his Notes app. He follows Simon, has sent a street-interview clip to a mate, and has said "I'm going to do it this year" at least twice. He has looked at a course or two and bought none, because every one of them wanted money before he'd made any. He reads the one-star reviews first. He is a little embarrassed that he still hasn't started.

	In his words
#1 desire	"my dream is to tour the world with my band" / "dream is to revive our laundry business and a café maybe" (the dream, named out loud)
#1 fear	"What's the catch?" and "it feels like a polite scam sometimes"
#1 hesitation	"I was feeling overwhelmed and a bit lost as to where to start with my business idea"

Value Equation	Evidence
Dream outcome	The idea becomes a real thing with a name, a first customer and a date it started. Being the one in the group chat who actually did it.
Perceived likelihood (doubts)	"Is this legit?", "what's the catch?", past HelpBnk calls that felt like a sales pitch, "I don't have an idea", "I'm not in the UK".
Time delay	Four weeks, with a live kickoff on day one. Prizes are decided in late November and paid by the end of January 2027.
Effort and sacrifice	Evenings and weekends for four weeks ("you give it four weeks of your own evenings"). No money, no card, no quitting the day job.

Top pains (ranked by how often they appear in the data):

1. Doesn't know where to start
2. Has been putting it off for years ("launching soon", "next year")

3. No money to start
4. Nobody to guide him
5. Fear of being sold to, or scammed
6. The day job eats the day
7. Not sure the idea is good enough, or has no idea yet
8. Watching mates and strangers start before him

Top objections and how to handle them:

Objection (verbatim or near)	Handle
"What's the catch?"	Show the value stack and the price side by side (the receipt). Give the reason it's free in Simon's own words. State the real cost: four weeks of evenings.
"it feels like a polite scam sometimes"	Simon building his own business on camera; named partners; "no card needed"; the official terms linked from every ad. Operationally, reply to Trustpilot.
"I don't know where to start"	The programme is the first step: live kickoff, 77 lessons in order, a track to pick.
"I haven't got an idea"	The page's own line: "Even if you don't have an idea yet."
"I can't quit my job"	"Build in the evenings and at weekends. No need to quit."
"I'm not in the UK"	47 participating countries including the US, Canada and Australia; say "check the terms", never "anywhere in the world".

Section 2: The six sources

Source 1, on the record: what already wins in Simon's account

The account is big and young. Per the brief, Toby Allen had 1,000 ads live with a US$200K budget, and 140,000 people had registered before the ads were properly switched on. The Meta Ad Library (sorted by impressions, 15 October 2026) shows what the budget is

backing.

#1 control by impressions: the street interview. Raw London footage, a red bus passing, caption "Do you have a dream?". Video, live since 4 October, on Facebook, Instagram, Messenger and Threads. Targeting 18 to 65+, all genders.

> Primary text: "Mark 24 October in your calendar. Four weeks. We're teaching 1 million people to start a business and get their first client, with over $1,000,000 in prizes, and it's free to enter." Headline: "It Starts 24 October". CTA: "Enter Free".

No story, no emotion, no objection handling. It leans entirely on Simon's face and the prize number.

#2 control: "No money, no idea and no experience". Simon in a studio, arms crossed in an X, white tee. Video, live since 3 October. Targeting 20 to 65+. A caption bar on the creative reads "US$1M total prize pool. Terms apply."

> Primary text: "No money, no idea and no experience needed to join the World's Biggest Business Competition on 24 October, where over $1,000,000 in prizes is being given away and it costs nothing to enter." Headline: "Start Your Dream Business For Free".

Who the account reaches (ad #2, Meta's EU transparency data):

Market	Reach	Under 25	25 to 34	35 and over	Men
United Kingdom	488,114	34%	43%	22%	about 62%
Ireland	68,903	about 37%	about 44%	about 19%	about 66%

Percentages are summed from Meta's age and gender rows; Meta's reach total is an estimate, so rows do not add to it exactly. The UK is the main market at roughly seven times Ireland. Under-35s are about 78% of reach, and the biggest single cell is men 25 to 34.

Patterns across the winners:

- Simon's face is the creative. Both top ads are Simon to camera. No statics were found in the top of the sort.
- The copy is factual: date, four weeks, prize, free. Barrier removal ("no money, no idea, no experience") is the one angle in use.

- The phrase "get their first client" and the instruction "Mark 24 October in your calendar" are proven wording on this offer.
- Every creative carries the "US$1M total prize pool. Terms apply." disclaimer.

The landing page as a control. The page does more selling than the ads: a "Wait... How Is This Actually Free?" section, an FAQ that opens with "Is it really free? What's the catch?", a value stack priced at $8,000+ with "your price FREE", three named audiences (existing owners, new entrepreneurs, "anyone with a day job"), and Simon's give-without-take story (sold his company five years ago, son was one, "I've made my money. I don't need to sell you a course.").

Risks spotted in the live assets:

- Ad #1 says the competition is free to enter "from anywhere in the world"; the official terms list 47 participating countries.
- The page shows a $603,744 figure with no label. It reads as a counter partway to $1M, and its meaning is unclear, so it was kept out of the ads.
- Two page testimonials are income claims ("£2,500 a week", quitting a PAYE job). Under strict compliance those cannot be lifted into ads.
- Organic posts use "Comment START and I'll send you the link". That is engagement bait in a paid ad and must stay organic-only.

Source 2, the reviews: the voice of customer (public proxy, no surveys available)

Sources: 133 Trustpilot reviews of HelpBnk (TrustScore 4.1, about 73% five star and 22% one star), the landing page testimonials, and comments under Simon's competition posts on Instagram and YouTube.

Most repeated phrase: "where to start". It appears unprompted across reviews and comments, and it is the pain the whole offer is built to answer.

Theme	In their words	Source
Stuck at the start	"I was feeling overwhelmed and a bit lost as to where to start with my business idea" (Sara)	Trustpilot
Stuck at the start	"I've struggled with 'where to start'" (Sophie Shackleton)	Trustpilot
Stuck at the start	"struggling to get my own app off the ground" (Chris C Winters)	Trustpilot

Theme	In their words	Source
Needs a push	"you just need someone to help you take that first step" (Sam Girven)	Trustpilot
Needs a push	"I don't have anyone to guide me about different career paths or opportunities" (@zackkk...j, 19)	YouTube
Putting it off	"These are all things I have been putting off for SO long" (Savannah Gemmell)	Trustpilot
The dream, named	"dream is to revive our laundry business and a café maybe 🙏" (arkie.exe, Philippines)	Instagram
The dream, named	"my dream is to tour the world with my band and share our message" (elillicitut)	Instagram
From idea to real	"only had the idea in my head" and now has a registered business, a bank account and an Instagram (Emily C)	Landing page
What changed	"very excited and motivated for my next steps" (Savannah Gemmell); "I genuinely felt so wired and focused on my business concept" (Jason Fredrick)	Trustpilot
Scepticism	"At first I was pretty skeptical" (A Smith)	Trustpilot
Scepticism	"it feels like a polite scam sometimes" (Emma Williams)	Trustpilot
What they value in Simon	"What I love is that Simon's showing the messy process rather than just announcing another successful business" (@MilesRowanVlogs)	YouTube

Unhappy customers' words: "sales pitch" and "pressured". The one-star reviews cluster on four things: pressure to buy a £150 Wix package on the first call ("Was immediately pressured into purchasing 150 pound wix package", BSV), a call that "was a sales pitch not a helpful/coaching call" (H. Kaya), a group session sold as one-to-one ("I was told this would be a one-to-one meeting", Mel), and a missed first meeting ("Let down at first contact", Graham).

Surprises:

- The audience praises the process more than the result. The top YouTube comment on Simon's competition video is about him "showing the messy process". Authenticity is the currency, which is why his street footage out-performs polished creative.
- People name their dreams in public without being asked. The comment sections are a free survey of business ideas: cafés, laundries, bands, apps, clothing.
- Nobody mentions the prize money as the reason they joined. They mention direction, confidence and a first step.

The missing track, from customers: someone to show you what to do first, and a date that makes you start.

Source 3, the objections: what stops people, and the answers in public (public proxy, no call recordings)

With no sales calls or support tickets available, this step uses the landing page FAQ, the official terms, Simon's own post captions and his comment replies as the record of what people ask and how HelpBnk answers.

Why they join (from reviews and comments): someone will show them what to do first; a start date that ends "one day"; it costs nothing; Simon is doing it in public himself; a shot at funding.

Why they hesitate (ranked by how often it appears):

1. "What's the catch?" Simon opens his own competition post with it: "Every time I say this is free, somebody tells me there's a catch." The FAQ puts it first too.
2. Past HelpBnk experiences that felt like a sales call (the Wix package, the group call sold as one-to-one).
3. "I don't have an idea" or "I don't know where to start".
4. "I can't quit my job" and "I don't have the time".
5. "I'm not in the UK" and "Am I eligible?"

The recurring pre-sale questions and the best answers on record:

Question	Best answer, with source
Is it really free? What's the catch?	"Look, there isn't one. There's no course at the end, nothing to buy. Give without take is the whole point." (Simon, Instagram caption). The page adds that partners such as Shopify cover the costs and no card is needed.
Do I need an idea?	"Even if you don't have an idea yet or don't know what business to start" (landing page, under the headline).
Do I need money?	"No money, no idea and no experience needed" (live ad #2).
Do I need to quit my job?	"Build in the evenings and at weekends… No Need to Quit" (landing page, the day-job column); "you give it four weeks of your own evenings" (Simon's caption).
What do I get?	Live kickoff with Simon, live streams with expert guests across four weeks, a 77-lesson curriculum, daily videos, weekly workshops, workbooks and a private community, valued at $8,000+ (landing page).
How are winners picked?	A 60-second pitch video, scored on clarity and persuasion 30%, real-world progress 30%, customer problem and value 20%, business quality and next steps 15%, learning and resourcefulness 5%. Revenue is not required. (Official terms.)
Who can enter?	18 or over, legal resident of one of 47 participating countries including the UK, US, Canada and Australia; one application per business (official terms).
What is Fast Track?	An optional pass with a partner tool for your track plus a kickoff call, webinar recordings and a book chapter. The App Builder tool is free for 7 days, then $20 a month (Emergent). The competition itself stays free.

Question	Best answer, with source
When does it start?	Saturday 24 October 2026, 4pm UK, live on YouTube (Simon's caption). Applications for prizes open 20 November and close 25 November (official terms).

Where the answers are weak:

- The "what's the catch?" answer lives in organic captions and the FAQ, and in none of the top ads. That was the opening the receipt ad took.
- The Trustpilot complaints about upsells and group calls have no public reply from HelpBnk. Silence there feeds the "polite scam" line.
- "Nothing to buy" is true of the competition and untrue of the App Builder Fast Track after its trial. Ads should say "free to join" and "no card needed" and stop there.

Daryl, 19, in his own words ("I Dared A Shy DJ To Perform For 15,000 People", Simon's YouTube, added 28 October). The closest thing in the data to a customer interview, and the profile nearest the music and personal-development niches: a nine-month story from a Manchester street to a Hits Radio stage, with a sit-down interview and a word from his parent.

What he said	What it tells us
"My dream is to be a music producer and touring DJ."	One concrete thing again, said plainly.
"I convinced my dad to buy me a deck." / His parent: "Make sure that actually use it... I feel like a bit disappointed... I don't see anything coming out."	The tools were already paid for by someone who believed in him, and that person is watching and waiting. The same social pressure our group-chat ad played on.
"I don't know." Then, after Simon's "You do know... dig deep": "I've been too addicted with learning tips and I got carried away with trying to get all the information at once instead of applying it."	Two layers: a polite non-answer first, then the truth once Simon digs. What actually stopped him was consuming advice in place of using it.

What he said	What it tells us
"I was getting thousands of comments about how I'm a fake DJ... scared of judgment really." / "Comparing my songs to other famous artists. Maybe the quality wasn't perfect."	Fear of judgment and comparison. The 60-second pitch on camera is exactly the exposure this person dreads, which is why the 2nd-placed ad set's line "Camera quality, accent, fame and follower count don't score" earns its place.
"You're meant to be a little bit nervous and then when you do it, you know you're meant to be doing it." / "All the nerves disappeared."	Nerves before, relief after. Strong for organic content; it's a participant testimonial, so it stays off paid ads.
"It's finally the moment when I can repay him back... making him proud."	Making family proud is the motive, the same one Simon gives for starting HelpBnk (his one-year-old son).

Joe, 28, in his own words ("I Dared A Shy Guy To Start His Business In Public", Simon's YouTube, added 28 October). A second nine-month story: a 28-year-old with one dream and a thousand pounds he never spent.

What he said	What it tells us
"The dream is to have my own barbershop."	One concrete thing, in plain words. This audience names the shop, the brand, the studio, and almost never says "business".
"I've still got it." (the £1,000 Simon gave him, nine months later)	Money was never his blocker. He had cash and a famous backer and still didn't move. The prize earns attention, and the four-week structure with a clock on it does the real work of getting people started.
"At the minute, it's time. I think it takes a lot of time to build a clientele. It doesn't happen overnight."	The surface excuse, offered first and offered politely.
"Probably just a fear of it not working out."	The real excuse, which only came out after Simon pushed ("So what's the real excuse?"). The same two layers Daryl showed. Copy that answers "no time" is answering the cover story.

What he said	What it tells us
"I sit and watch it all the time, but I never actually go on it myself."	He's a watcher. A big share of Simon's audience is the same: they consume the dream content and never act on it. This is the sharpest hook in the transcript.
"Getting that first person is probably the bit that scared me the most." / "When it goes quiet, you start doubting yourself."	The fear has a specific shape: the first "no" and the first customer.
"I'm probably more brave than I think, because I would never imagine myself doing something like that."	The change he describes is about identity, with no money in it. "Braver than you think" works as an emotional promise and sits well clear of a result claim, though it still goes through the compliance check.

The pattern across both interviews

	Daryl, 19, DJ	Joe, 28, barber
Resources already in hand	Decks bought by his dad	£1,000 from Simon, unspent for nine months
First answer	"I don't know."	"It's time."
Real answer, once Simon digs	"Too addicted with learning tips... instead of applying it" and "scared of judgment"	"Fear of it not working out"
Stuck consuming	Collecting tips without applying them	"I sit and watch it all the time, but I never actually go on it myself."
What broke it	One-hour and four-hour challenges, and Simon as first customer	A one-hour street challenge and a first paying customer

What this means: two interviews is a small sample, and the pattern still lines up point for point. The audience already holds some of what it needs, offers a polite excuse first, hides a fear of judgment or failure underneath, and stays busy consuming advice. Simon breaks

it the same way every time: a clock, a public step and a first customer. The competition is that formula at scale (four weeks, a 60-second pitch, a community watching), and the ads should sell it in exactly those terms.

Source 4, the rivals: what else Someday Sam could join

Ten alternatives were checked, from free courses to loans to TV. Pages opened directly where possible; six official pages blocked automated reading, so the nearest open source is named.

Competitor	Format	Price	Money on the table	Who it's for	Hook on the page
Alibaba.com CoCreate Pitch Europe (Simon is a judge)	Pitch competition, live final in London 19 to 20 Nov; entries closed 16 Oct	No fee stated	"$1 million global prize pool" across US and Europe; one 2025 winner got "$200,000"	Start-ups and SMEs; 65% of applicants in the 0-to-1 track	"CoCreate Pitch Europe returns to London"
Simply Business x Simon Squibb	Monthly random draw, Aug 2026 to Jan 2027	Free	"£1,000 every month"	UK residents 18+	"Win £1,000 for your small business"
Skool Games (Alex Hormozi)	Monthly contest ranking paid communities by new revenue; about 30 days a round	No entry fee, but Skool costs $9 to $99 a month	A large cash prize plus a dinner with Hormozi; third parties cite "$30,000+" for first	Creators who already have an audience	Official page blocked
Y Combinator Startup School	Free 7-week self-paced course; a 6-week Aspiring Founders version with weekly live calls	Free	None	"aspiring startup founders"	"Learn how to start a company, with help from the world's top startup accelerator"
Enterprise Nation StartUp UK	Saturday events, lunch-and-learns, free e-learning	Free	None (government backed, Monzo supported)	"the next generation of start-up entrepreneurs"	"free tailored support to the next generation of start-up entrepreneurs"

Competitor	Format	Price	Money on the table	Who it's for	Hook on the page
Start Up Loans (British Business Bank; Virgin StartUp delivers)	Personal loan plus 12 months of mentoring; needs a business plan, cash-flow forecast and survival budget	No fees; 6% fixed interest	Borrow £500 to £25,000	18+, UK, starting or growing	"A Start Up Loan is a personal loan for people who are looking to start or grow a business in the UK."
The King's Trust Enterprise programme	Info session, four-day workshop, up to 12 months of planning with a mentor, 3 years of support after launch	Free	Test-my-idea grants up to £500; loans and grants up to £30,000	Aged 18 to 30, unemployed or working under 16 hours a week	"Start your own business with The King's Trust"
NatWest Accelerator	Hub-based coaching, mentors and office space	Free, no equity, 2,500 places	None	"Businesses with high growth potential"	"NatWest to welcome 2,500 entrepreneurs to its accelerators"
Shopify free trial	Store builder, self-serve, no programme	3 days free, then $1 a month	Up to $10,000 in credits as you sell	Anyone	"Your business starts with Shopify"
Dragons' Den (BBC)	TV pitch for equity investment	Free to apply	Investment for equity, all or nothing	Business owners 18+	"pitch their business idea to the panel"

Not live competitors: the Shopify x Tony Robbins competition dates from 2017 and was for firms already selling $1M to $50M a year; the Shopify Build Award is for developers; Santander X is for students and graduates. No "build a business in 30 days" challenge was found running on Meta; the one surfaced by search was an Eventbrite event that ended in December 2025 with the hook "Ever wanted to start a business but don't know how?".

Category consensus (what everyone says):

- **Free** leads every page: "free Enterprise programme", "free online course", "Start for free", "places will be available for free".
- **Borrowed authority** sells it: YC, Hormozi, Squibb, Meaden, NatWest, the King.
- **Proof is institutional scale, never the participant's result:** "three million small businesses", "A million young people", "trusted by millions", "over 7,000 founders".

- **The promise is access** (money, mentors, tools, a stage). Almost no one sells a deadline or a finished thing.
- **One low-friction CTA** everywhere: "Sign up", "Enter now", "Apply", "Start for free".

The gap: no competitor combines free entry, a fixed four-week live build, cash for 181 people, and no revenue or trading requirement. Loans want a business plan and a cash-flow forecast. The King's Trust excludes anyone over 30 or working more than 16 hours a week. NatWest wants "high growth potential". Skool Games costs a subscription and rewards people who already have followers. CoCreate pays one winner and has closed. YC is self-paced with no money. HelpBnk is the only place a person with a day job and an idea can win US$5,000 from a 60-second video four weeks from now. That "many winners, low bar, hard deadline" position is unoccupied, and HelpBnk's own page undersells it by leading with "Wait."

Closest competitors: CoCreate Pitch (same judge, same "$1 million" headline, pitch-video entry) is the closest headline rival but is closed and single-winner. Simply Business x Squibb shares the face and the UK audience but is a random draw with no programme. Skool Games is the only other gamified cash contest with a celebrity payoff. YC's Aspiring Founders course is the closest format match (free, six weeks, live calls) with no prize.

Personas the category ignores:

- The employed 25 to 40 UK side-hustler. The King's Trust excludes them by age or hours; NatWest wants scale; YC speaks to "startup founders".
- The non-tech service, creator or coaching business. Only HelpBnk names those tracks.
- The pre-idea person. Loans and accelerators screen them out; HelpBnk's page welcomes them ("Even if you don't have an idea yet").
- The credit-wary. A 6% loan against a grant-like US$5,000 with no revenue required.

Source 5, the crowd: where the audience talks, and what they say

Sources: Reddit (r/Entrepreneur, r/smallbusiness, r/startups, r/business, r/UKPersonalFinance, read through search snippets because Reddit blocks automated reading), the HelpBnk community feed, 60 of 131 Trustpilot reviews, and Simon's own TikTok captions. Every quote is verbatim; the URLs are in the Sources section.

The sharpest line in the data: "My dream and goal is to not return to my 9-5 job after maternity leave and just to be able to walk my kids to school without having to ask permission - that is when I will feel rich in life." (Katie, HelpBnk feed). Nobody in this

audience says "scale". They say "permission".

Language. The audience writes "9-5" (with the hyphen, far more often than "day job"), "side hustle", "don't know where to start", "no idea what to do", "lack the capital", "get my business off the ground", "sitting with an idea", "only getting older", "it has been my dream", "scared". Simon's copy says "dream" and "start", which matches. Ad copy should use "9-5" and "where to start" verbatim.

Theme 1: the blockers, in their words

Quote	Source
"I really want to start a business (I have an idea and everything planned out) but I lack the capital. I want to start it now. I am only getting older"	r/Entrepreneur
"I really want to be an entrepreneur and it has been my dream a couple of years now. But i don't know where to start and how."	r/Entrepreneur
"For a long time i've had the will but i realised i don't really know what i'm doing tbh. I've tried content creation, dropshipping but have never succeeded."	r/Entrepreneur
"Why am I so scared to start a business? Is this a fear every newbie-entrepreneur has, and does it ever go away?"	r/Entrepreneur
"I'm SICK of the 9-5 and want to start a business but don't..." (thread title)	r/business
"I have always dreamed about starting my own business... I'm just not sure what to start."	r/smallbusiness
"i want to start a business but i feel so uneducated... I have tons of ideas, mvps, strategies, and lofi wireframes"	r/startups
"How much stress and burnout they are experiencing from trying to balance a 9-5 job and a side hustle?"	r/Entrepreneur

Quote	Source
"with the cost of living going up, the extra £200-500 I get a month from this has been hugely helpful"	r/UKPersonalFinance
"Have been sitting with an idea for a long time and now finally have" (5 stars)	Trustpilot
"if I win atleast 5000$ I will be able to start my small business"	HelpBnk feed

Theme 2: the dreams people name. From the HelpBnk feed in the hours before capture, mostly from people entering the competition: an online leather-accessories store (Peter, 23, Marine veteran), children's clothing capsules (Czarina, Western Australia), a social platform (Nicole), prayer coaching (Therese), an embroidery gift business (Katie), custom rave clothing (Wyatt), a Spanish audio course (Andrew), a music career (Bowey, Nigeria), a handmade-products shop (Pakistan), and "Founder of nothing but will be the biggest and best of them all" (Hector). Pattern: small product and service businesses, framed around family and freedom. Clothing comes up most, which supports the clothing brand in Ad 1. The feed is also more international than the ad reach data suggests.

Theme 3: what people say about Simon and HelpBnk. Trustpilot sits at 4.1 from 131 reviews, 73% five star and 21% one star, with almost nothing in between: people either love it or feel sold to.

- Fans: "I'm amazed at the amount of help and support you get for £0!" (Sandra Hinds); "HelpBnk is completely free. It shows you exactly how to turn an idea into a real business." (Bani Moshe); "It encourages people to go for their dreams" (Katarina); "I signed up with helpbnk because I saw it in one of Simon's clips LONG ago." (Andrea E.)
- Sceptics: "It's a sales pitch!" (Sarah); "I was told this would be a one-to-one…" (Mel); "A legit service. But in my experience alot of over promising and under delivering." (Tay); "NOT WHAT IT PROMISES" (C Falconer); "it feels like a polite scam sometimes" (Emma Williams).
- The complaints cluster on one mechanic: a "Starter Kit" call that turns into a group pitch for a £150 Wix package, and one named rep. Nobody calls Simon himself a fraud. The doubt is about the funnel, which is exactly the doubt the receipt ad answers.
- Reddit is warm: "Think a small time Mr Beast, but for businesses" (r/Entrepreneur); "seems like a really nice, genuine bloke" (r/SpottedonRightmove, on the staircase purchase). The scepticism shows up as a question in a scam-watch subreddit

("wondered if he's worth listening to?", r/Coffeezilla_gg) and a mocked LinkedIn post (r/LinkedInLunatics). Roughly three positive mentions to one sceptical.

Theme 4: reactions to the competition. Direct reactions are thin so far. People introduce themselves on the HelpBnk feed with "I'm entering this competition because funding would help me scale my marketing". Simon pre-empts the catch and the haters in his own captions: "there is NO CATCH! I just want to give back" and "People are going to hate on her for this. They'll hate on her from a job they also hate. Meanwhile I'm giving away $1,000,000 and helping people build a business for free, and most of them won't even click." (TikTok, 295K views). One discrepancy to watch: the App Builder partner's page says prizes are "revenue-gated" while the official terms say no revenue is required. The terms win; ads should never mention revenue.

Timing: the HelpBnk feed and the comment sections filled with dream statements in the week before kickoff. Ads that ask for the dream, or name one, land in the week the audience is already saying it out loud.

Source 6, the voices they follow: Simon's own hooks, and the niche around him

Scale. TikTok 9.4M followers and 284.9M likes; YouTube 2.47M subscribers across 1.8K videos; about 200 million organic views a month across platforms with no paid spend, per the team that built the channel (Callum McDonnell). His TikTok bio already carries the offer: "Join my $1,000,000 giveaway below".

Simon's most-viewed content:

Platform	Title or caption (verbatim)	Views
TikTok	"She missed out on an opportunity! ☹ I understand she was scared but if you want to make it in life you HAVE to push past fear!"	144M
TikTok	"She put her boyfriend first… 🥹"	40.1M
TikTok	"She had to know…. #whatsyourdream"	33.4M
YouTube	"30 Years of Business Knowledge in 2hrs 26mins"	17M
YouTube	"I Invested $50,000 Into A Stranger's Business... and it worked."	5.8M
YouTube	"How To Set Up A Business In 47 Minutes"	1M

Platform	Title or caption (verbatim)	Views
YouTube	"I'm 50. If You're In Your 20's or 30's, Watch This"	781K
YouTube	"I Helped Them Start A Business With $0"	572K
TikTok	"She ALMOST missed out… 😬 I'm giving away $1 MILLION to help strangers start businesses. 180 people will win $5,000 each, and 1 person will win $100,000!"	772K
TikTok	"People are going to hate on her for this. They'll hate on her from a job they also hate. Meanwhile I'm giving away $1,000,000..."	295K

How the hooks work:

1. **The street question.** "What's your dream?" is the spoken opener on everything. The team's early line, "Do you want to start a business of your own?", screened out non-founders; switching to "dream" lifted average views. They write three hooks per video and call the format edutainment: entertain first, teach second.
2. **Third-person cliffhanger captions with one emoji.** "She missed out…", "They won't let him earn money… 😕", "A business is born… 🥹", "I'm his first ever customer 🥹". The caption never addresses the viewer directly.
3. **Regret, not money, is the engine.** The 144M video is about fear and a missed chance. "She ALMOST missed out" sells the competition the same way. The prize is the setting; the emotion is "don't be the one who didn't click".
4. **The benefactor reveal.** "I PAID to launch her bakery!", "I Invested $50,000 Into A Stranger's Business", "I Helped Them Start A Business With $0". Simon as the giver is a format in itself, and give-without-take is its brand name.
5. **Age and stage address.** "I'm 50. If You're In Your 20's or 30's, Watch This"; "If You Have a 9-5, Start a Side Hustle ASAP"; the new secondary-account hook "I'm a multi-millionaire and nobody will talk to me... 😷".
6. **Hate pre-emption.** "They'll hate on her from a job they also hate." He answers the sceptics inside the content, which is permission to do the same in ads.

His distribution system (from the team's own write-up): 2 to 3 posts a day on every platform with native captions, posted manually, with a real person replying in comments; a "Banger Bank" of viral clips re-cut and reposted about six months later (one re-edit went from about 1M to about 50M views); long-form whiteboard videos built from the

questions in his DMs. His own newsletter states the funnel as "Content → Link in bio → Free value → Product" and the rule "the free thing IS the pitch". The competition is that free thing at national scale.

The niche around him (YouTube, sorted by views):

Creator	Title	Views
Mark Tilbury (UK)	"7 Passive Income Ideas for 2026 (Up to $1,000/Day)"	6.1M
UpFlip	"$2.4M/Year Business You Could Start Tomorrow! ($174 Startup)"	3.4M
Mark Tilbury	"7 Side Hustles Students Can Start In 2026"	3.4M
Ali Abdaal (UK)	"6 Side Hustles Students Can Start in 2026"	3.3M
Natalie Dawson	"How To Become a Millionaire on a 9-5 Salary"	2.7M
Graham Stephan	"Why I'll NEVER work a 9-5 job ever again…I quit after 6 weeks"	1.5M
Mark Tilbury	"If You Want to Get Rich, DON'T Start a Business"	1.5M
Codie Sanchez	"7 Businesses To Start For Beginners"	1.4M
Vincent Chan	"Before You Quit Your Job, Watch This."	902K

Niche patterns: numbered lists tied to the year, the contrarian flip ("DON'T start a business"), the gate ("Before you quit, watch this"), and the low-barrier promise ("$174 startup"). Nearly all of them lead with an income figure, which is exactly what strict compliance forbids in a paid ad. Simon's own hooks are the exception: they lead with a person, a fear and a dream. That is the lane the competition ads can run in without a compliance risk.

What this meant for the ads: "dream" in headlines over "business"; a specific person in the creative (Dan, the mate with the clothing brand); fear of missing out as the emotion, carried by the date; Simon as the giver ("PAID BY SIMON + PARTNERS"); and the sceptics answered inside the copy rather than ignored.

Simon's voice on camera: the Starter Kit promo script. Source note: this is the promo for HelpBnk's Starter Kit (simonsquibb.com/starter-kit), a sister offer to the competition. It is free to apply and comes with a mentorship session, weekly expert calls, partner tools and

a £150 payment funded by partner commission, gated by a call with his team. Simon's voice and his give-without-take story carry straight over to the competition.

Move	His words (verbatim)	How to use it in an ad
Open on a promise so generous it needs a denial	"I'm going to pay you to start your own business. And no, I'm not joking. Stick around to find out how."	Lead with the most surprising true fact, deny the disbelief in the next breath, then promise the explanation. For the competition the surprising fact is free entry plus the prize. Under strict compliance, "pay you" is a money promise, so stay with the prize facts and the terms line.
Ask the sceptic's question for them	"So what's the catch? Fair question. I'd also be asking the same."	He takes the viewer's side before he answers. Our receipt and the 2nd-placed "catch" ad both ran this move. His version adds the agreement, and the agreement does the disarming.
Explain the money in one plain sentence	"We make our money not from you, but from big brands, billion dollar companies that want to get their products and services in front of you."	Name who pays and why, bluntly. The real answer to "what's the catch" is the business model.
Disqualify out loud	"If you don't think that, this probably isn't for you." / "I have to be blunt with you." / "No hard feelings. Just be ready when you're ready." / "Please don't take the spot from someone else that needs it."	Takeaway selling, with scarcity framed as fairness. It raises commitment and makes a free offer feel earned. Untested in the account so far, so worth one variant.

Move	His words (verbatim)	How to use it in an ad
Idea to real business in one line	"By the end of this, you won't just have an idea anymore. You'll have a real business." / "You end up walking away with more than you started with."	Idea to real business is his transformation phrase, and the landing page headline matches it: "Turn Your Idea Into a Real Business This Week." Under strict compliance, describe what you build during the programme and leave the result unstated.
The creed, repeated word for word	"give without take" / "help people help people" / "pass it back to the users on this platform"	Fixed brand phrases. Use them verbatim, because his audience recognises the exact words.
Everyone needs help	"No one can do it on their own. It's impossible. We all need a little bit of help."	Takes the shame out of not having started yet. Pairs with the "no idea yet" door from Section 5b.
Close on a time cost, then imperatives	"It will take you 60 seconds to fill out the form." / "Now do it. Don't waste any more time. Follow your dream."	Name the effort in seconds, then stack the commands. The 2nd-placed ad set closed every primary text with "Joining takes 60 seconds".
His team as "my people"	"someone on my team" / "experts from my network" / "some of the most loveliest people in my organization"	Warm and possessive. Matches "my expert friends" in the competition letter.

Texture. Plain spoken British English, about 770 words with almost no jargon. "Now is the time" lands twice in the first twenty seconds, and the video closes on "Now do it." The grammar runs loose ("most loveliest", "in a form of") and he flags his honesty before a claim ("Honestly", "let me be completely transparent"). He speaks to "you", speaks for HelpBnk as "we", and moves to "I" every time he makes a promise or asks for trust. Copy written in his voice should keep some of that rough edge, because over-polished lines read like a brand talking instead of Simon.

Proof in the script, graded. "We've already helped well over a thousand people start their business using this Starter Kit system" and "their businesses are thriving" are Simon's own claims and unverified, so they sit at grade C until a public count exists. Both are outcome claims, which keeps them out of paid ads under strict compliance. The £150 payment is a Starter Kit term and does not apply to the competition.

What this adds for the next round: open Simon-voiced primary text with the promise-plus-denial structure; borrow "Fair question. I'd also be asking the same." for any catch ad; test one variant with a disqualifying line; close every ad on the time cost in seconds.

Simon pitching the competition himself: "Why I'm giving away $1,000,000" (YouTube Short, 22 October 2026). Street-interview cutaways stitched around Simon telling his story to camera. It drew 27K views, 2.7K likes and 47 comments in six days, about one like for every ten views, which is a strong ratio for a Short. The call to action lives in the title ("🚨 Read the description to enter 🚨") and the on-screen hook is his own why-question: "Why I'm giving away $1,000,000... 😳". The transcript has a few machine errors, so corrected words sit in square brackets.

Move	His words (verbatim)	What it means for the ads
Origin story as proof	"I was homeless at 15 years old and started a company. My father died suddenly, and I had to leave school because of that. The only way I could survive was to start a business." / From the description: "Nobody taught me how to do that. I worked it out."	A far stronger underdog story than the "sold my company five years ago" line our ads used. It answers "will this work for someone with nothing?" through Simon's own life, which keeps it compliant.
A new enemy: school	"I realised something that school never taught me." / "School is still telling everybody to aim for a box that doesn't exist any more." / "I'm trying to update the education system."	The competition positions itself as the education school skipped. That hands the ads a villain with zero compliance risk, aimed at a 25 to 40 audience who did everything school asked.

Move	His words (verbatim)	What it means for the ads
A new why-now: AI and jobs	"AI will lead to fewer jobs." / "AI is now moving faster than anyone expected." / "I'm actually panicked about it."	The competition's big-picture urgency. None of the three cohort ad sets we've reviewed touched it. Meta's personal-attributes rule means the fear points at the world ("AI is changing work") and stays off the viewer ("Are you about to lose your job?").
The belief behind the free price	"I think it's wrong to put knowledge behind a paywall."	One sentence that turns the free price into a conviction. For a sceptic who already distrusts gurus selling courses (Source 4), it lands harder than the business-model explanation.
Show, then tell	"I've built the best business course in the world to show you, not just tell you, how to make a dream happen."	Keep "best in the world" out of ad copy, since it's puffery. "Show you" points at the live, on-camera format and the DreamBrew build.
The creed, again	"Because no one can do it on their own."	The second transcript in a row with this exact line. Treat it as a fixed brand phrase.
Money framed as pay	"We're literally going to pay people to learn."	The same "pay you" move as the Starter Kit script. In ads, state the prize terms and leave "pay" out.
Recognition	"Oh, you're that guy." / "I am that guy."	Strangers on the street know him. A ready-made cold open for a UGC-style video ad.
The close	"But you need to move now. It launches this Saturday. Join the world's biggest business competition today."	Same pattern as the Starter Kit close: "now", a named day, then the command.

What this adds for the next round: two angles the original map missed (school as the enemy, AI as the clock), a stronger origin story for the proof in Section 4, and six new hooks in Section 3.

Simon as coach: the DJ video (added 28 October). Simon's voice turned on one person, which shows how he handles excuses face to face. Produced under his Dream Inc banner as a nine-month story arc.

Move	His words (verbatim)	How to use it
The dig	"You do know, you do know. Come on, dig deep. Tell me the truth."	His signature move, which he runs on Joe as "So what's the real excuse?" Copy can borrow it.
A clock on every challenge	"I'll see you here in an hour." / "You've got four hours to make a song and then we're going to put it out."	Joe gets 60 minutes in the barber video. Every dare has a timer, and the four weeks are the competition's timer.
Imperfect on purpose	"It's not going to be perfect, but it's going to be your love and energy for the next four hours... no matter what we're going to put out."	His prescription for perfectionism, and the best answer we have to the fear of the 60-second pitch.
Awkward as training	"Awkward creates attention." / "I'm going to teach you to enjoy being awkward." / "They'll either laugh at you or with you, but they're going to smile."	Rejection therapy as a method. The Batman bit doubles as a playful brief for a UGC video.
Risk as a dial	"If I'm imagining 100% ability to take risk is where you need to be to follow your dreams, I reckon we just got you up to 20%."	A progress metaphor the four weekly stages could borrow.
The commitment ask	"You have to be willing to take a risk. Are you willing?... pinky promise."	A micro-commitment before the dare.

Move	His words (verbatim)	How to use it
First customer, a core motif	"I hired you, I'm your first customer."	It turns up in three sources: here, the barber video, and his caption "I'm his first ever customer 🥹".
Praise for the courage	"You stepped up. You leaned into fear... I'm proud of you."	Praises the act and leaves the result out of it, which makes it compliance-friendly praise language.
The binary-stakes cold open	"If this goes well he'll complete a nine-month transformation... But if this performance goes poorly he might never build the confidence to perform again."	A video-ad opener: show the moment, state both outcomes, then flash back.
The partner model, again	"I'm going to pick 10 of you and be your first customer" (with Stan) / "I'm also an investor in this business."	Partners fund the free help here too, as Shopify does in the competition. More evidence for the "what's the catch" answer.

Jax Jones gives the strongest outside line in the video: "You just got to ship. If you don't put anything out, you don't get any information back." His name and words need his permission before they go near a paid ad.

Simon as coach: the barber video (added 28 October). The same coaching moves, run on a 28-year-old barber.

Move	His words (verbatim)	How to use it
Call the excuse out, then dig for the real one	"I'm going to be honest with you, you're making excuses." (said twice) / "So what's the real excuse?"	A two-line structure for copy: name the polite excuse, then ask for the true one. Tough love is on-brand for him, so the ads can be blunt.
The dare with a clock	"60 minutes on the clock, it was now or never."	The competition is this dare scaled up to four weeks. Frame the four weeks as the clock.

Move	His words (verbatim)	How to use it
The lessons, in his phrasing	"Rejection and failure aren't signs you're doing it wrong. They're part of business." / "You have to feel the pain before you earn the win." / "The burden of starting your own business isn't as heavy as you think, if you just take everything step by step." / "People want to support people."	Ready-made body-copy lines. "Step by step" maps straight onto the week-by-week curriculum.
The first customer	"I want to be your first customer."	The core motif again (see the DJ video). The first customer is the milestone this audience fears and wants most.
The case-file thumbnail	"Name - Joe / Age - 28 / Aspiring barber shop owner"	A static format: a blank case card aimed at the viewer (Name, Dream, Excuse) with the offer line underneath.
The dare title	"I Dared A Shy Guy To Start His Business In Public"	Dare, plus a personality label, plus public stakes. A headline template for video ads.
The symbolic stake	"I'm buying 0.01% in your business for a thousand pounds, which makes your business worth a million pounds."	A great line about belief, but it's a valuation and a cash figure, so it stays out of paid ads.

Section 3: The setlist, angles and the top 20 hooks

Awareness level: mostly problem-aware. Someday Sam knows he hasn't started and knows why; he does not know this programme exists, or he has seen Simon's face and scrolled. Copy opens on the problem or the dream, never on the product.

The angles (every hook below belongs to one of these):

Angle	The feeling	Where it came from
A. The catch	Relief: there isn't one	Simon's caption, the FAQ, Trustpilot's one-star cluster
B. "Launching soon"	Embarrassment, then permission	Reddit ("only getting older"), Trustpilot ("putting off for SO long"), the 30th-birthday group chat
C. The dream has no deadline	Urgency with a date	Simon's own line; the 24 October kickoff
D. Keep the 9-5	Safety	The page's day-job column; Reddit's "9-5" vocabulary
E. Where to start	Being shown the first step	The most repeated phrase across every source
F. The giver	Trust in the person	The benefactor format ("I PAID to launch her bakery")
G. No idea yet	Inclusion	"Even if you don't have an idea yet" on the page; r/smallbusiness "no idea what to do"

Every hook is written to strict compliance rules: no income, no results, no promise of an outcome for the reader.

Top 5 (starting hand):

1. "Every time I say this is free, somebody tells me there's a catch. Here's the receipt." (A)
2. "You said that at my wedding 💀" (B)
3. "Your dream is the only thing in your life with no deadline on it. Until 24 October." (C)
4. "I'm 52, I've made my money, and I still stand in the street asking strangers what their dream is. Here's why." (F)
5. "If you've said 'I'll start it next year' two years running, this is the year it has a start date." (B, C)

The other 15:

6. "Still 'launching soon'? A free business competition starts 24 October." (B)
7. "$8,000 of training. Your price: $0. Paid by Simon and partners." (A)

8. "The catch? Four weeks of your own evenings." (A, D)
9. "Keep the 9-5. Build the thing in the evenings. Pitch it in 60 seconds." (D)
10. "Don't know where to start? Start on Saturday at 4pm." (E, C)
11. "The group chat has heard enough about the hoodies." (B)
12. "No idea yet? Good. That's day one." (G)
13. "180 people get $5,000 to start. One gets $100,000. Everyone gets the four weeks." (A)
14. "She almost missed out. Don't be the one who didn't click." (C, in Simon's caption grammar)
15. "What's your dream? Write it down. Now give it 24 October." (C, E)
16. "Nobody sends you an invoice for another year of not starting." (B)
17. "There's no course at the end. There's nothing to buy. That's the whole point." (A, Simon's own words)
18. "I'll build my next business on camera while you build yours. Mistakes included." (F)
19. "Sitting with an idea for a long time? So was David. He finally has a start date." (B, E; from a five-star Trustpilot review, outcome-free)
20. "Ever wanted to start a business but don't know how? Four weeks, live, free, and someone shows you the first step." (E)

Headline pairs worth testing next (the three-headline rule: a scroll-stopper, a different emotion, the offer plain):

- "What's the Catch? Here's the Receipt." / "The Catch? You Pass It On." / "Free Four-Week Business Competition Starts 24 Oct"
- "Still 'Launching Soon'? 💀" / "Your Idea Has Been in Your Notes App Since 2023" / "Start It Free on 24 October"
- "Keep the 9-5. Start the Dream." / "Build It in Your Evenings" / "Free to Enter. No Card. No Catch."

New angles from Simon's 22 October Short (added 28 October). Every hook keeps the fear on the world and off the viewer, and none promises a result.

Hook	Angle	Why it's here
"School Never Taught You How to Start a Business. Simon's Teaching It Free."	School as the enemy	Simon's own line with the offer bolted onto the second sentence. The reader gets the villain and the fix in one read, and Section 5b showed that speed is what separated the winners.
"Homeless at 15. Now He's Giving Away US$1M to People Who Start."	Origin story	His most dramatic fact answers "can someone with nothing do this?" through his life, so it stays compliant. The prize sits in the hook, the way the 2nd- and 4th-placed ad sets did it.
"AI Is Moving Faster Than Anyone Expected. Start Something of Your Own, Free."	AI as the clock	His exact phrasing supplies the urgency, and the offer follows in line two. Pointing at AI keeps the viewer's job, and Meta's personal-attributes rule, out of it.
"Why Is Simon Squibb Giving Away $1,000,000?"	Curiosity, the founder's why	His own on-screen hook turned into a question. It opens the loop the catch copy closes: the business model, give without take, "I've made my money".
"He Thinks Business Knowledge Shouldn't Sit Behind a Paywall."	Belief, anti-guru	A conviction that explains the free price and sets him against the course sellers in Source 4 without naming anyone. Needs the prize and "free" on the image to work.

Hook	Angle	Why it's here
"School Trained You for a Box That's Disappearing."	School plus AI	His "box that doesn't exist any more" image is vivid and entirely his. It carries the highest risk of reading as fear-mongering, so test it against the first hook and keep the visual calm.

New hooks from the DJ video and the two-interview pattern (added 28 October).

Hook	Angle	Why it's here
"Watched Enough Business Videos Yet?"	The consumer trap	Both interviewees were stuck consuming: Daryl "addicted with learning tips", Joe watching. Simon's audience is literally watching his advice, so the line lands on the viewer without naming a personal attribute. Prize and "free" go on the image.
"The Laptop's Bought. The Idea's There. All You're Missing Is a Deadline."	Resources already in hand	Daryl had the decks and Joe had £1,000. Neither moved until someone put a clock on it, and the competition is that clock.
"It's Not Going to Be Perfect. We're Putting It Out Anyway."	Perfectionism	Simon's own prescription, nearly word for word. It speaks to the fear of the 60-second pitch, and pairs with the 2nd-placed set's "camera quality, accent, fame and follower count don't score".
"Why Haven't You Started? You Do Know."	The dig	Simon's exact challenge to Daryl, turned on the viewer. Tough love is on-brand, and the second sentence makes the reader answer it privately.

New hooks from the barber video (added 28 October).

Hook	Angle	Why it's here
"You've Watched Simon Help Strangers Start for Years. When's It Your Turn?"	The watcher	Joe's own line ("I sit and watch it all the time, but I never actually go on it myself") describes most of Simon's audience, and Advantage+ in his account serves those watchers first. It calls them out without touching a personal attribute.
"So What's the Real Excuse?"	The real excuse	Simon's exact probe. The image does the work: "Time" and "Money" crossed out, "Fear of the first no" circled, with the prize and "free" across the top. The reader picks out their own fear.
"Name: You. Dream: _____. Excuse: _____."	Case file	His thumbnail format turned toward the viewer. A fill-in card pulls the reader into finishing it in their head, and the offer line sits underneath.
"He Had £1,000 and a Famous Backer. Nine Months Later, He Hadn't Spent a Penny."	Money isn't the blocker	A curiosity hook that proves the point Joe proved: his cash sat untouched until a deadline showed up. The body copy then sells the four-week clock. Safe to run in Simon's own account, since it's his story to tell.
"Your First Customer Is the Scariest Part. You Won't Be Doing It Alone."	The first "no"	Joe's biggest fear in his own words, answered with Simon's creed ("no one can do it on their own").

Section 4: The backing track, every piece of proof graded

Strength key: A = organic and verifiable; B = organic but unverified, or brand-hosted; C = paid, or a brand claim with no visible source. Under strict compliance, only proof about the offer or the person selling it may go in ads. Proof about customer outcomes stays on the

page.

Proof we have

Proof asset	Strength	What it proves	Which objection it kills	Where to use
The official terms: US$1,000,000 pool, 180 x US$5,000 and 1 x US$100,000, free entry, 47 countries, judged on a 60-second pitch (accelerator.helpbnk.com/terms)	A	The prize is real and the rules are published	"Is this legit?"	Every ad's prize line, the "Terms apply" bar, FAQ
"Every time I say this is free, somebody tells me there's a catch. Look, there isn't one. There's no course at the end, nothing to buy. Give without take is the whole point." (Simon, Instagram, 13 Oct 2026)	A	The founder names and answers the #1 objection himself	"What's the catch?"	Cold ad opening line (used in the receipt ad), advertorial, FAQ
The value stack on the landing page: live kickoff, four weeks of live streams, 77 lessons, daily videos, weekly workshops, workbooks, private community, "$8,000+ total value, your price FREE"	B	What's inside, and that it's priced	"What do I actually get?"	Receipt static, carousel, landing page above the fold
Give-without-take story: sold his company five years ago, son was one, people offered £10,000 for a day of mentoring, "I've made my money" (landing page)	B	Why it's free	"Nobody gives this away"	Why-before-buy paragraph in long copy, VSL

Proof asset	Strength	What it proves	Which objection it kills	Where to use
Simon building a new business (DreamBrew) from a London staircase on camera, with the top YouTube comment praising "the messy process rather than just announcing another successful business"	A	He does the work in public	"Polite scam" / "guru who doesn't practise it"	Trust line in copy (used in the receipt ad); never name the product in a competition ad
Emily C: "only had the idea in my head", now a registered business, a bank account and an Instagram (landing page testimonial)	B	A non-income outcome from the programme	"Will it work for someone with nothing?"	Landing page, organic; borderline for ads under strict compliance, so keep it off paid
"you just need someone to help you take that first step" (Sam Girven, Trustpilot) and "I've struggled with 'where to start'" (Sophie Shackleton, Trustpilot)	A	The pain in the customer's words	"Is this for me?"	Hooks, body copy, headline tests
Simon's own line: "your dream is the only thing in your life with no deadline on it" (Instagram, 11 Oct 2026)	A	The mechanism of the offer (a date) in the founder's voice	"I'll do it later"	Statics, the WANTED poster, email
Named partners and guests: Shopify as a cost-covering partner; the founders of Lemlist and Foreplay as guests (landing page)	B	Third parties back it	"Who else is behind this?"	Receipt ("PAID BY SIMON + PARTNERS"), landing page

Proof asset	Strength	What it proves	Which objection it kills	Where to use
22 million+ followers; Fluid sold to PwC; the London staircase doorbell (press and his bio)	A	Simon's credibility	"Who is this guy?"	Authority line, advertorial, not needed on his own page's ads
140,000 registered before the ads were fully on (brief, 15 Oct 2026)	B	Momentum	"Is anyone actually doing this?"	Social proof line once Toby confirms it is public
Homeless at 15 after his father died; left school; started a business to survive; built one of Asia's biggest marketing companies; retired at 40 (YouTube Short and its description, 22 Oct 2026)	B	Simon started with nothing himself	"Will this work for someone with nothing?" / "Easy for a rich guy to say"	Hooks, advertorial opening, video ads; compliant because the outcome belongs to Simon
"I think it's wrong to put knowledge behind a paywall." (Simon, YouTube Short, 22 Oct 2026)	A	Why it's free, stated as a belief	"Nobody gives this away" / "It's a funnel for a course"	Catch ads, belief hook, primary text
Daryl, 19 (YouTube, "I Dared A Shy DJ To Perform For 15,000 People"): decks from his dad, stalled by fear of judgment and by collecting tips; after a day of timed challenges, made a song in four hours and played to 15,000 people with Jax Jones	A	A clock and a first customer break the perfection loop	"I'm not ready yet" / "My stuff isn't good enough"	Organic content, advertorial, video in Simon's own account; keep the stage outcome off paid ads

Proof asset	Strength	What it proves	Which objection it kills	Where to use
Joe, 28 (YouTube, "I Dared A Shy Guy To Start His Business In Public"): kept Simon's £1,000 unspent for nine months; on a one-hour dare, landed three customers after about 40 rejections	A	A deadline and a push are what got him started	"I just need money to start" / "I'm not the type"	Organic content, advertorial, landing page; keep the outcome off paid ads (testimonial plus before and after)

Proof claimed that we can't use yet (fix or verify first)

Claim	Problem	Fix
"£2,500 a week" and "quit my PAYE job" testimonials (landing page)	Income claims. Unusable in any paid ad and risky for the account if screenshotted	Keep on the page only; swap for outcome-free testimonials (registered, launched, first customer) in ads
"Free to enter from anywhere in the world" (live ad #1)	The terms list 47 participating countries	"Free to enter. See the terms for eligible countries."
The $603,744 figure on the landing page	Unlabelled; reads like a counter and may be misread as prize money paid	Label it or remove it before it's used anywhere
"Nothing to buy" (Simon's caption)	True of the competition, untrue of the App Builder Fast Track after its 7-day trial	In ads: "free to join" and "no card needed"
"We're teaching 1 million people" (live ad #1)	A target stated as a fact	"We're aiming to help a million people start"

Claim	Problem	Fix
Trustpilot 4.1 from 133 reviews	Real, but 22% one star and no brand replies	Reply to every review before citing the score anywhere
"Unemployment has risen to 5%" and "700,000 uni students with no work" (YouTube Short, 22 Oct 2026)	Unsourced statistics in a fast edit, and the first is garbled in the transcript	Keep out of ads unless a cited source turns up; use "AI is moving faster than anyone expected" instead
"We're literally going to pay people to learn" (Short) and "I'm going to pay you to start your own business" (Starter Kit promo)	Reads as a promise of money to the viewer, which strict compliance forbids	State the prize terms: 180 x US$5,000 and one US$100,000, judged on a 60-second pitch
"Brands paid me to predict the future, and I became a multi-millionaire" (Short)	His own wealth sitting beside a money offer can read as an income implication	Use "I've made my money" (landing page)
"Perfection syndrome" and "imposter syndrome" (Simon, DJ video)	Clinical-sounding labels. Aimed at the viewer in an ad, they imply a psychological condition, which Meta's personal-attributes rule flags	Describe the behaviour: "waiting until it's perfect", "worried what people will think"

Proof to build (highest return first)

1. **A first-customer wall.** Screenshots of participants' first sales or sign-ups, with no amounts shown, collected during the four weeks. Kills "does anyone finish this?" without an income claim.
2. **The catch, on camera.** A 20-second Simon-to-camera clip answering "what's the catch?" word for word. The top ads are all his face; the best objection has no face yet.
3. **Day-job cohort stories.** Three participants who built in evenings and kept their jobs, told as process (what they did each week), not outcome.
4. **Trustpilot repair.** Public replies to the one-star reviews about sales calls and group sessions. Every ad that works sends sceptics to that page.

5. **A public registration counter.** If the 140,000 figure is confirmed, a live, labelled number on the page is the strongest social proof the offer has.

Section 5: The missing track, and the three ads built on it

What the account says: "Free, four weeks, $1M in prizes, starts 24 October, no money or idea needed." True, proven, and already carried by Simon's face in every top ad.

What the ads were missing: an answer to the one question the audience asks first. Simon's own caption opens with "Every time I say this is free, somebody tells me there's a catch." The FAQ leads with it. Trustpilot's one-star reviews are the catch people fear. And none of the top ads addressed it.

The missing track: answer the catch, then make "one day" expire. Show exactly what's inside and what it costs (nothing), in Simon's give-without-take voice, and give the dream a date. Simon's own line does the second half: "your dream is the only thing in your life with no deadline on it."

In one plain sentence: "Simon already made his money, so he's giving the whole course away for free, and the only thing he asks is that you actually start on 24 October."

Why it wins: it is the objection in the audience's own words, the top ads leave it open, it uses proof the page already carries (the $8,000+ value stack), and it sells the identity of the person who finally started rather than the prize.

Ad 1: The Group Chat (selected)

Format: text-message screenshot (modelled on proven text-message ads). **Angle:** the mate whose business has been "launching soon" for years.

Image: an iPhone group chat named "Sunday League ⚽". Jess: "is Dan's clothing brand still happening". Dan: "yeah soon, just sorting the samples". Me: "you said that at my wedding 💀". Jess: "and at his 30th". Dan: "ok ok. there's a free business competition starting 24 Oct. I'm doing it this time". Me: "send me the link, I've got an idea too". Footer: "US$1M total prize pool. Terms apply."

Headline: Still "Launching Soon"? A Free Business Competition Starts 24 Oct. Alternatives: What's Your Dream? Start It Free on 24 October | The Group Chat Has Heard Enough About the Hoodies.

Copy decisions: the wedding and the 30th place the chat in the 25 to 34 core without stating an age. The clothing brand replaced a coffee van after research showed Simon is launching a coffee brand on camera. "Be honest, though. Is there an idea of yours getting the same treatment?" turns the joke from Dan onto the reader. The barriers appear once, in the page's own words ("the money to start, and someone to show them what to do first"), because the top ad already owns the barrier-removal angle.

Sean's note: "the Sunday League group chat is perfect, 'you said that at my wedding 💀' is a line people will screenshot".

Ad 2: The Receipt (selected)

Format: raw, ugly, a real crumpled till receipt photographed on a table. **Angle:** what's the catch?

Image: a thermal receipt headed HELPBNK / WORLD'S BIGGEST BUSINESS COMPETITION / SAT 24 OCT 2026 4:00 PM UK / LIVE ON YOUTUBE, listing the live kickoff ($500), live streams all 4 weeks ($2,000), 77-lesson curriculum ($2,000), daily videos and exercises ($1,000), weekly workshops ($1,000), workbooks ($500), private community ($500), the 60-second pitch ($500) and a surprise gift, SUBTOTAL $8,000+, YOUR PRICE $0.00, CARD REQUIRED: NO, PAID BY: SIMON + PARTNERS, "Thank you for starting. Pass it on." and "US$1M total prize pool. Terms apply." Built by removing every trace of ink from a real receipt photo and re-printing the new text so it follows the creases.

Headline: What's the Catch? Here's the Receipt. Alternatives: $8,000+ of Training. Your Price: $0. | The Catch? You Pass It On.

Copy decisions: opens on Simon's own sentence about the catch. Tells the give-without-take story in his words (sold his company five years ago, son was one, people offering £10,000 for a day of mentoring). Adds "I'm building a new business on camera, so you can watch every mistake I make" because the audience said the messy process is what they trust. Ends with the honest catch: "Four weeks of your own evenings. And if we help you, pass it on." A third headline, "Why is Simon Squibb giving this away?", was cut because it reads like the scam ads impersonating him.

Sean's note: "the receipt is the best way I've seen anyone show the value stack... it answers 'what's the catch?' without a word of explanation."

Ad 3: The WANTED Poster (cut)

Format: aged-parchment bounty poster (Vault, Adstra AI row). **Angle:** the day-job crowd.

Image: WANTED / The Dream You Plan on Your Lunch Break / a sketch of a Google Doc titled "IDEAS FINAL v3", tagged LAST EDITED 2023 / BY ORDER OF THE WORLD'S BIGGEST BUSINESS COMPETITION / REWARD: a shot at a share of the US$1,000,000 prize fund / Can be caught evenings & weekends, no need to quit / FREE TO ENTER, STARTS SAT 24 OCT.

Headline: Build It in Your Evenings. Keep the Day Job. Alternatives: WANTED: The Dream You Plan on Your Lunch Break | Reward: A Shot at a Share of US$1M.

Copy decisions: "dream" instead of "business" in the headline, because Simon's team found the word "business" pushed non-founders away. "I just don't know where to start" lifted from Trustpilot. Simon's "no deadline" line carries the turn. The five tracks are named so the reader can place their idea.

Outcome: Sean liked the concept ("had me lol") and cut it on legibility: too much small text to read on a phone. The lesson is logged in the style guide. Legibility at thumbnail size is pass or fail.

Section 5b: What two of the top four ad sets did differently

Same budget, same audience, same landing page. Final numbers for 17 to 24 October: the 2nd-placed ad set of 26 pulled 155 registrations at £1.24, the 4th-placed 143 at £1.36, and ours 99 at £1.93 (13th). Each of the two ran three statics. The 1st-placed set (£1.13) stays out of the comparison because we haven't seen its creatives. Ad-level splits were never reported, so read this as two comparisons and a set of hypotheses for the next round.

How our ad set finished. At the 22 October snapshot it sat 20th at £2.93. Over the last two days it took about 70 registrations for £106, roughly £1.51 each: the fifth-cheapest closing stretch of the 19 ad sets visible in that snapshot, and one of the two biggest overall improvements (down 34%, from £2.93 to £1.93). Every ad set got cheaper as the 24 October launch approached, so part of that is the deadline, and the rest is a second half run close to the leaders' pace. On Fast Tracks (the next step after registering) it took 3, the cohort median, at about £64 each against £52 across the account; the 2nd-placed set took 2 and the 4th-placed 4. Across all 26, cheap registrations and Fast Tracks barely moved together (the two sets with 9 Fast Tracks paid £1.78 and £2.78 per registration), and the counts are too small to rank on.

	2nd-placed (£1.24)	4th-placed (£1.36)	Ours, 13th (£1.93)
Formats	Native: wanted poster, typed "the catch" note, notepad checklist	Polished, AI-generated scenes of Simon	Native: group chat, receipt
Offer on the image	First thing you read on 2 of 3: "US$5,000 EACH" in giant red; "Free business competition. US$1,000,000 prize fund." as line one	"$1M in prizes" first or second biggest element on all 3	Prize only in the small disclaimer line on both
Simon's face	None	All 3	None
Time to understand	About one second, big type throughout	About one second	Five chat bubbles, or a top-to-bottom receipt read
"No idea yet" barrier	A whole ad built on it ("No idea yet: most people, that's fine"), and in every primary text ("Week one is finding one")	In the primary text	Absent: both ads assume the reader already has an idea
Prize framing	Attainable: "180 people get US$5,000" leads, the US$1M sits behind it	The headline number, US$1M	US$1M, in copy only
Fairness objection	"Camera quality, accent, fame and follower count don't score. The work does."	Not addressed	Not addressed

What this tells us. The two leaders look nothing alike: one is native and faceless, the other polished and built around Simon, so format and face don't explain the gap. What they share is that a scroller knows the offer within a second of seeing the image, and that the copy invites people who have no idea yet. The 2nd-placed set ran two of our own concepts, a wanted poster and "what's the catch?", and finished second of 26 with them. The concepts held up, so the gap sits in the execution: we buried the offer.

The 2nd-placed poster also points the WANTED at the reader ("180 people with a business idea... you?") and leads with US$5,000, a number a viewer can picture winning. Ours pointed the WANTED at an abstract dream and printed the reward at body-text size, which is why it was cut.

Changes for the next round

1. Put the offer in the first line a viewer reads on every image, at headline size: free, plus the prize.
2. Lead the prize with the attainable number (US$5,000 for 180 people), with US$1M as the backup.
3. Write in a "no idea yet" door on every ad, and test one ad built entirely on it.
4. Answer "can someone like me win?" with the published judging criteria.
5. Make the reader the subject of the image ("you?") ahead of a third-party character.
6. Make every headline name the offer.
7. Ship three creatives.
8. Simon's face is now a test variable and no longer a rule: the 2nd-placed set finished second of 26 without it.
9. Name the real excuse. Both street interviews (Source 3) show a polite excuse on top and a fear of judgment or failure underneath, with the person stuck consuming advice. Sell the four weeks as the clock, the 60-second pitch as the public step, and the community as the first people in your corner.

Section 6: Compliance audit, under strict rules

Meta reviews ads in this category closely, and a ban costs a brand more than any weak ad. Strict compliance means these rules: no income claims, results or testimonials in ads (even screenshots); nothing that implies a financial, health or fitness result is likely for the reader; no before-and-after images; new accounts and Pages held to a stricter standard; and every claim implied or proven, never a bare guarantee.

Check	Simon's live assets	The three submitted ads
Income or results claims	Two landing-page testimonials cite income (£2,500 a week; quitting a PAYE job). Fine on the page, unusable in ads.	None. The prize is described as a competition award, never as earnings.

Check	Simon's live assets	The three submitted ads
Prize wording	"over $1,000,000 in prizes" with "Terms apply" on the creative. Compliant.	"a shot at a share of a US$1,000,000 prize fund", with the 180 x US$5,000 and 1 x US$100,000 split from the terms, and "US$1M total prize pool. Terms apply." on every image.
Gambling category	Free entry, no card: outside Meta's definition of gambling (something of value as the method of entry).	Same. "Free to enter" and "no card needed" stated in copy.
Eligibility claims	Ad #1 says "from anywhere in the world"; the terms list 47 countries. Low risk, worth tightening.	No geography claimed.
Personal attributes	None.	None. Ages implied through scenes (a wedding, a 30th) about a third party, never the reader.
Fake interface and engagement bait	"Comment START" runs on organic posts only. Compliant.	Back arrow removed from the chat screenshot; no buttons, no tags-for-entry.
Third-party IP	None.	All Safeway ink removed from the receipt photo before re-printing; no logos or characters used.
Landing page match	Page carries terms and privacy links.	Every claim in the ads appears on the page or in the terms.

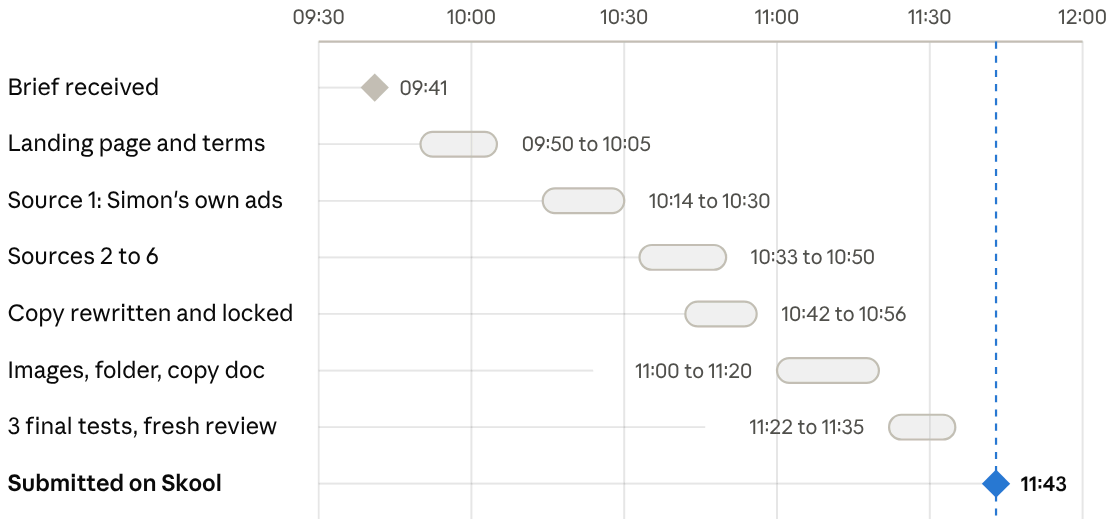
Verdict: the live account is in good shape; the one line to tighten is "from anywhere in the world". The three submitted ads passed every check and Sean's own review confirmed "every claim matches the terms". Under strict compliance, that line is a selling point in its own right.

Section 7: The workflow, brief to submission

The brief arrived at 9:41am Pacific on Thursday 15 October with a deadline of 8:59pm Pacific (11:59pm Eastern) the same day. Research, copy, three images, the Drive folder and the copy doc were done and submitted by 11:43am. Sean's result came back on 20 October.

Brief to submission in two hours, nine hours before the deadline

Thursday 15 October 2026, Pacific time



Statics Sprint 4 workflow · 15 October 2026, eight steps in two hours

Research took the first hour, with the copy rewritten as each finding came in; production, the three final tests and a fresh-eyes review took the second. The same sequence runs on any client brief: the research phase scales up to a full 16-hour six-source build when the budget allows, and the test-and-review step never gets skipped.

Method notes

No surveys, interviews, call recordings or Ads Manager access were available, so Sources 2 and 3 use public reviews, comments and the brand's own answers as proxies, and Source 1 ranks winners by the Ad Library's impressions sort. Reach figures are Meta's EU and UK transparency data, which Meta labels as estimates. Reddit blocks automated reading, so Reddit quotes come from search-result snippets and are cut where the snippet ends; thread URLs are listed below. YouTube comments were read on the day from screenshots; TikTok comments sit behind a CAPTCHA and were not read. Every

quote is verbatim with its source. The three ads were written on 15 October from the first pass of this research; the competitor, community and creator sections were completed in full on 20 and 21 October for this report.

The final mix check

Test	Answer
His biggest desire, in his words	"My dream is to... walk my kids to school without having to ask permission" / "my dream is to tour the world with my band"
His biggest fear, in his words	"What's the catch?" / "it feels like a polite scam sometimes"
Three objections, and the answer to each	The catch: show the stack next to the price and say the real cost (four weeks of evenings). Legitimacy: Simon building on camera, named partners, the terms linked, and Trustpilot replies. Where to start: the programme is the first step, with a date.
The missing track in one plain sentence	"Simon already made his money, so he's giving the whole course away for free, and the only thing he asks is that you actually start on 24 October."
Could I write 20 new hooks from memory?	Yes: the receipt, the wedding, the no-deadline line, the 9-5 kept, the group chat, the invoice you never get, the first step on Saturday at 4pm.

Sources

Brand and offer

- World's Biggest Business Competition landing page
- HelpBnk competition terms
- HelpBnk community feed
- Simon's newsletter: How I made $2M from content this year
- Emergent: dates and how to enter and the five tracks explained

- Meta Ad Library, Simon Squibb's page, sorted by impressions (screenshots, 15 October 2026)
- Simon Squibb on Instagram (posts of 11 and 13 October 2026, screenshots) and the YouTube video "Is It Still Possible To Build A Business From $0?" (screenshots, 15 October 2026)

Customers and communities

- Trustpilot: HelpBnk
- HelpBnk forum: Simon Squibb scammers thread
- Reddit: I lack the capital, Don't know where to start, it has been my dream, feel so uneducated, not sure what to start, no idea what to do, SICK of the 9-5, scared to start, 9-5 and side hustle burnout, cost of living, small time Mr Beast, worth listening to?, the staircase
- TikTok @simonsquibb: profile, NO CATCH caption, She ALMOST missed out, 144M video

Creators

- YouTube @SimonSquibb, 30 Years of Business Knowledge, How To Set Up A Business In 47 Minutes
- Callum McDonnell: How We Grew Simon Squibb From Zero To 200 Million Views A Month
- Marketing Archive: Simon Squibb's content playbook
- Niche videos: Mark Tilbury, UpFlip, Ali Abdaal, Natalie Dawson, Graham Stephan, Codie Sanchez, Vincent Chan
- Simon Squibb, HelpBnk Starter Kit promo video ("Turn Your Idea Into a Real Business This Week"), transcript supplied by Christopher Thompson, plus the landing page at simonsquibb.com/starter-kit, viewed 26 October 2026
- Simon Squibb, "Why I'm giving away $1,000,000" YouTube Short (youtube.com/shorts/noxmrU0upv0), posted 22 October 2026, transcript supplied by Christopher Thompson; views, likes and comments as of 28 October 2026
- Simon Squibb, "I Dared A Shy DJ To Perform For 15,000 People" (YouTube, youtube.com/watch?v=Vhd-suMFwUs), transcript supplied by Christopher Thompson, 28 October 2026
- Simon Squibb, "I Dared A Shy Guy To Start His Business In Public" (YouTube, youtube.com/watch?v=rln4i46Q-Bc), transcript supplied by Christopher Thompson, 28 October 2026

Competitors

- Alibaba.com CoCreate Pitch Europe (City AM), Simply Business x Simon Squibb, Skool Games (SkoolPrep), Y Combinator Startup School, Enterprise Nation StartUp UK, Start Up Loans, Virgin StartUp £20m (UKTN), NatWest accelerator release, Shopify free trial

Method

- Meta Advertising Standards