



**nObs**

# Partners Brochure

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*Access the room serious founders  
are actually building in.*

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# Why NOBS Exists

Most founder spaces look impressive on the surface, but offer very little substance underneath. They're often just filled with people who want to sell to each other, but have no interest in genuine connection or personal growth.

Then there are the clubs in fancy venues that bring in the occasion "big name", but are just an excuse to run social events.

Founders are already incredibly busy - they don't need something else distracting them from their business. They need something to help them grow their business and put them in the right rooms.

- **Not a room** where you may just add a few people on LinkedIn, but never connect with again.
- **Not a room** where people are there to tell everyone how great they are, but actually it's all bullsh\*t.
- **Not a room** where you're listening to the same conversations you've heard time and time again.

Rooms where people *challenge* you, where ideas are born, where you solve problems you've been struggling with for time, and where you find your next co-founder or board of directors.

NOBS was built in direct response to the frustration that many members clubs and communities are inevitably selfish. So we built something that's genuinely worth leaving the house for.





# What NOBS Actually Is

NOBS is designed to be like a **Lifelong MBA**.

Not a stuffy 2-year programme where you're inundated with outdated theory. One that you've spent 6-figures on and will ignore as soon as you graduate.

No, NOBS is a place where learning is practical and completely relevant to the specific business entrepreneurs are currently building. It's a place where learning doesn't stop - because business doesn't stop.

But where you're surrounded by other entrepreneurs who value the importance of education and lifelong learning. Quality people that you can build your business with and learn from along the way.

NOBS = No Bullsh\*t.

This is because we believe in transparency in business.  
Genuine authenticity. Lifelong relationships.

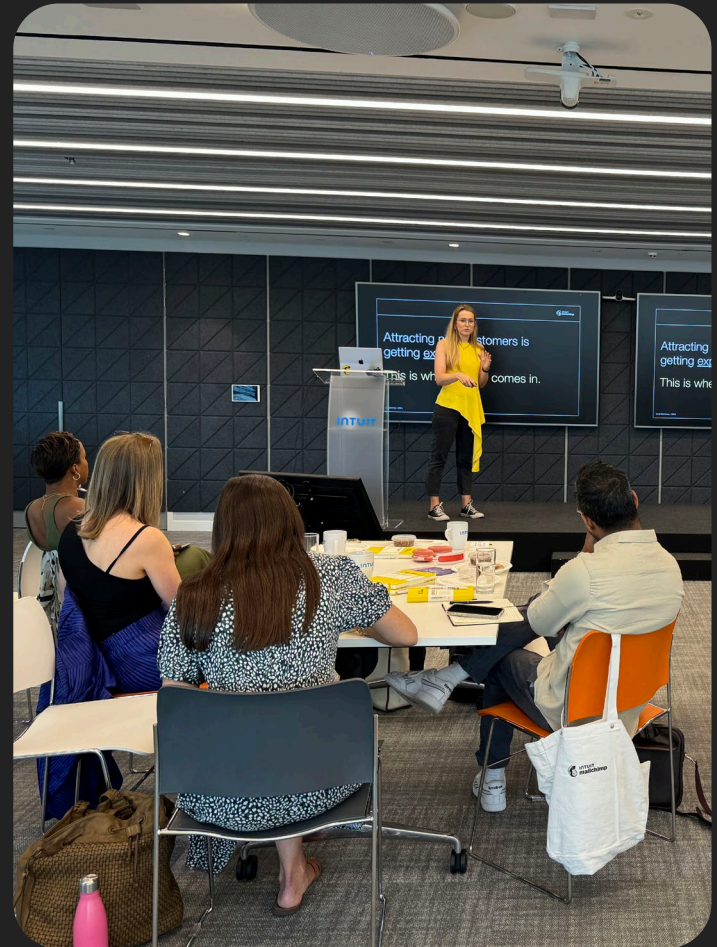
We don't believe in performative marketing and "faking it til you make it". We believe in sharing both the highs and lows of your entrepreneurial journey so that others can learn from it.

Our experiences are designed around one core principle:  
**You should leave having learned something valuable**

Every event is built with intention.

Not just who is in the room, but:

- **What you will take away**
- **How it will challenge your thinking**
- **How it will help your business**



**This includes:**

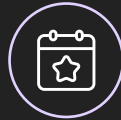
Masterclasses led by  
genuine experts



Founder-led discussions  
sharing real experiences



Book clubs hosted by  
the authors



Exclusive partner events run  
by the brands themselves



Sessions focused on performance,  
health and longevity

This is because we don't just believe in learning the theoretical, but the practical and immediately useful.

NOBS is a place to find people who are *actually* building something real and meaningful. Ones who don't gatekeep and are looking to collaborate in ways to benefit all.

NOBS relationships have turned into:

- **Clients**
- **Collaborations**
- **Co-founders**
- **Board-level relationships**
- **And long-term friendships**

And not because it's forced, but because the environment encourages it.



# Trusted by Leading Brands

NOBS already works with globally recognised brands that founders actively use and trust, including:

The Canva logo is written in a white, elegant, cursive script.The Four Seasons logo features a stylized evergreen tree with a star at the top, positioned above the text "FOUR SEASONS" in a white, all-caps, serif font.

FOUR SEASONS

The LinkedIn logo consists of the word "LinkedIn" in a white, sans-serif font, with the "in" part enclosed in a white square.The Sage logo is written in a white, serif font.The Intuit Mailchimp logo features a white cartoon monkey head icon to the left of the text "INTUIT mailchimp" in a white, sans-serif font.

INTUIT  
mailchimp

The Notion logo features a white square icon with a stylized "N" inside, followed by the word "Notion" in a white, sans-serif font.

These partnerships exist not for optics, but because they add genuine value to the member experience. They also demonstrate that NOBS is already operating at a level that attracts high-quality partners and delivers meaningful engagement.

# The NOBS Standard

As we said, NOBS stands for No Bullsh\*t. This is not just branding - it's who we truly are through and through.

**N**

**No Bullsh\*t**

We say things as they are - no performing.

**O**

**Zero Transactional Behaviour**

No working the room - business comes from real relationships.

**B**

**Build Together**

We contribute, share and help each other grow.

**S**

**Standards**

Everyone is vetted and must maintain high quality standards.

When you create an environment without the bullsh\*t, people actually trust each other. And then when that trust exists, business follows naturally.

No selling required.



# Why This Matters for Partners

Most “partnership opportunities” are just paid attention. You sponsor something, you get a logo somewhere and perhaps you get a few leads if you’re lucky.

At NOBS, because the environment is trusted and curated, partners are not interrupting attention - they are integrated into it.

You’re introduced into a room where:

- People are already engaged
- Conversations are already meaningful
- Trust already exists

This leads to more meaningful interactions, stronger relationships, and better commercial outcomes over time.



# Who You're Getting Access To

NOBS members are founders and entrepreneurs building serious businesses. They are decision-makers, actively investing in growth and looking for high-quality relationships. This is not a passive or low-intent audience.

NOBS members are:



Experienced business owners



Typically £1M+ or clearly on that trajectory



Decision-makers



Ambitious, but grounded



Serious about growth, brand, and relationships

This means they are people who invest, decide and move quickly.



# How Partnerships Work

NOBS doesn't do generic partnerships. We're all about mutually beneficial relationships. One of our mottos of NOBS is "Where everyone's a winner". This is because we structure our model as follows:

- Members win by getting incredible value
- Partners win by getting more clients
- We win by having happy members and partners.

Most NOBS partnerships don't require a financial commitment.

Instead, we create value through:

- Access
- Experiences
- Products
- Services
- Collaboration

Because if the partnership is right, it should work commercially for both sides anyway.



# How You Contribute

Each partnership requires a discussion as to what works for both parties. But here are some ways in which our current partners collaborate with us:



## Hosting Experiences

You provide the space, we provide the guests. Or, we can collaborate on guests if you have a current community.

We promote your brand in return for using your space.



## Providing Member Value

Exclusive offers or benefits for our members. It could be in the form of a discount, a perk, or exclusive access.

This works like an affiliate partnership, but more intimate.



## Sharing Expertise

If you have experts who can host a masterclass, a fireside chat or workshop, then we'd love to create an event with them which provides genuine, practical insights to our founders, rather than the generic discussions seen at most entrepreneurial events.



## Collabs

We also love doing pure collabs, whether on campaigns, events, pop ups or other aligned opportunities. If we have a similar target audience, we believe that two brands are always better than one.



# What You Get in Return

This is where most communities fall short.

NOBS doesn't.

Partners gain access to the right room. There's no scale or mass reach, hoping that your messaging will hit. Instead, you're directly speaking to ambitious founders who actually buy and build and make fast decisions.

The results are much better than most sponsorship packages as there's no cold outreach or competition for attention.

You're integrated into the environment and your brand name is consistently communicated with our members. Not just for one event, but throughout the year.

# Podcast Opportunities

NOBS runs two podcasts:



## Sniffing Out The Bullsh\*t

A solo, audio-only podcast by founder Sabrina Chevannes-Denman. It made the Top 20% of Spotify business podcasts and this is where Sabrina busts myths in entrepreneurship and shares personal and deep stories about her own journey.



## No Bullsh\*t Talks

A video podcast hosted by Sabrina Chevannes-Denman, featuring a successful entrepreneur each week. They call out the bullsh\*t in their industry and get real and deep about what they've been through to get to where they are. This made the Top 10% of business podcasts on Spotify!

Both podcasts offer the opportunity of sponsorship, giving you the chance to reach an audience of over 40k.

Please request the specific podcast sponsorship brochure for more information.



# Who We Partner With

We're incredibly selective of who we partner with. The brands we work with need to also align with our NOBS values.

The ideal partner is one that provides something that entrepreneurs genuinely need, believe in continual learning, excellence and have high standards.

They will want to work with ambitious founders and be part of an environment that

# What We Won't Do

To protect the room, we don't:

- Overload members with irrelevant partners
- Allow aggressive selling
- Dilute the experience with volume
- Partner just for revenue

If it doesn't improve the room, it doesn't belong.



# Why NOBS

There are plenty of founder communities out there to partner with.

But very few deliver:

- Real learning
- Real relationships
- Real outcomes

And even fewer create an environment where partners can engage properly  
- without forcing it.

That's what NOBS is building.



# Next Steps

If this feels like the sort of thing you'd like to be part of, then let's talk.

We'll look at:

- Where you fit
- How you can contribute
- How we create something valuable for both sides

# NOBS

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