

How to support small businesses - Interview with co-founder of Trouva, Alex Loizou

Complete the notes with a few words, according to the example (0).

Trouva:

- helps independent stores to find(1), drive them into physical stores
- helps smaller stores to thrive online
- helps customers discover new independent shops and new products:
- you can buy (2) goods from them rather than same goods from same old (3)

Period of shopping year the program was made:

- (4) happening
- before (5)

(Good time to interview Trouva about the future of) (6)

Quotation from Evening Standard: „Trouva is the antidote of the chain-dominated, identikit(7) and busy websites.

It collects everything under one roof from all different shops from (8)

Other topics is this episode:

- future of shops and tech
- importance of (9)
- power of consumers

Sponsored by IZettle: their mission:

- help and fight for small (10) business
- offering, (11) affordable tools to meet small business(12)
- responsible for card-readers in pop-up shops

(pop-up shops: shops that can be rented for a short while /usually in closed down, empty shops, at peak periods such as Christmas/)