

Google Reveals AI's Potential to Supercharge British Small Business Innovation

- New Google research reveals that more than half (59%) of UK small business owners have paused 'game changing' ideas, because they don't have time to bring their innovations to life.
- SME leaders believe these innovations would increase revenues by an average of 30%, playing a key role in unlocking a £198bn AI-powered boost for SMEs across the country.
- AI-powered technologies like Google Workspace could boost UK SME productivity by 20% - effectively giving them an extra working day.
- Google is partnering with the Department for Business and Trade on a nationwide tour to help SMEs use AI to unlock innovation.
- A new campaign '[10 Stories](#)' spotlights British SMEs who are using Gemini in Google Workspace to fuel growth and innovation.

London, UK [9th October 2025, 00.01]: New research from Google reveals that more than half (59%) of UK SME owners have had to put their 'game changing' ideas on pause over the last 12 months, as they haven't had the time to bring their innovations to life. Almost two thirds (64%) of UK SME owners believe that having more time to innovate could unlock significant revenue growth, with a third (38%) citing that their innovations could increase revenues by 30%. Google is joining forces with the Department for Business and Trade and NatWest to help UK SME leaders to boost productivity and innovation with AI.

Economic analysis from Public First shows that AI-powered tools like Google Workspace with Gemini could boost SME productivity by 20%. This is comparable to adding an extra day to each working week - giving SME leaders more time to bring their game changing ideas to life. This would play a key role in supercharging business growth and unlocking a £198bn boost for SMEs across the country. This time saving could transform the working lives of SME leaders across the country who work an average of six days (49 hours) a week.

Google's nationwide AI Works for Business tour will teach SMEs how AI can improve business efficiency, and help them to unlock a potential 20% productivity boost, empowering them to pursue new ideas.

The AI Works for Business tour has been specially crafted to encourage more business leaders to consider how AI can help them to solve business challenges, improve business performance and unlock growth. These events have been developed in response to [Google's AI Works Report findings](#), published earlier this year. The report shares insights from pilots run in partnership with educators, a union and SMEs, on the most effective ways to accelerate AI adoption and upskilling across the UK.

Alongside the AI Works for Business roadshow - which will stop in Manchester, Leeds, Edinburgh and Cardiff - Google is also launching the "[10 Stories](#)" ad campaign to inspire the whole of the UK. The ad campaign - which showcases ten small businesses such as Peregrine, Roly's Fudge and Kent Brushes in print, online, OOH, podcasts, and on social media - highlights how Google Workspace with Gemini can help solve both big and small challenges, enabling SMEs to take their ventures to the next level.

Google EMEA President, Debbie Weinstein, said: "The finding that over half of SMEs have had to pause innovation is a wake-up call, but also an opportunity. There is enormous potential for AI to free up some time for the nation's business leaders to focus on strategic, innovative tasks that will spur growth for their businesses and the wider economy."

"At Google, we're committed to helping businesses in every corner of the UK benefit from this AI moment, by making sure they have the skills and tools to succeed. These events will enable more British businesses to think beyond the everyday and consider how they can use AI tools like Google Workspace to boost productivity, innovation, and growth."

Secretary of State for Business and Trade, Peter Kyle added: "AI is transforming the way we work, and this partnership with Google will give small businesses vital hands-on experience of how to capitalise on the many benefits of AI to innovate, grow, and compete on the global stage."

"AI transformation is a crucial part of our mission to kickstart economic growth, which is why our Plan for Small Businesses is supporting SMEs across the UK to adopt new digital technologies."

AI will be key to fuelling the UK's economic and productivity growth in the next decade. The AI Works for Business events have been carefully curated to ensure that the nation's SMEs - a group that employs over 16 million people - is well poised to benefit from AI transformation. Google's AI Works SME pilot revealed the impact that a few hours of training and practical demos can have on driving AI adoption. The events build on Google's experience training over a million Britons with essential skills over the past decade and directly support the government's goal of upskilling 7.5 million people by 2030. As part of its Plan for Small

Businesses, the Government is committed to working with private sector companies like Google on initiatives to support SMEs with adoption of new digital technologies like AI.

Small businesses interested in joining the tour can find more information and register at <https://cloudonair.withgoogle.com/events/ai-works-for-business>.

Matthew Pugh, Owner of Roly's Fudge, said: *"The Roly's Fudge recipe is over 100 years old, but we are constantly adapting and changing flavours with the evolution of customers' preferences."*

"By using Gemini in Google Workspace we've been able to categorise and review all those new and unique ingredients, efficiently keeping everything organised and in one place. That ultimately means that we have more time to focus where we want - imagining new creations, speaking with customers and spending time with family."

Aaron Asadi, CEO of small business support platform and membership community Enterprise Nation, said: "We think AI will in reality unlock far more than an extra 20% productivity for small businesses.

"We work with real founders every day, and we see their struggles. We also see how AI is fundamentally changing our own workflows. So I say this with certainty: today there is no greater opportunity for small businesses to grow than with AI.

"And that's why we at Enterprise Nation are so proud to be working with Google to support its AI Works for Business tour.

"Our own analysis shows that 84% of our founders are ready to engage with AI but they need help, they need direction, and they need reasons to believe. With this tour, Google is giving them just that, and we couldn't be more excited."

Robert Begbie, CEO, Commercial & Institutional Banking, NatWest Group said: "At NatWest, we see AI as a practical tool that can help small businesses reclaim time, unlock creativity, and scale their ambitions. By partnering with Google and the Department for Business and Trade, we're helping to ensure that. AI becomes an enabler of growth for the millions of entrepreneurs who power the UK economy. We're looking forward to playing our part in the AI Works for Business tour."

About Google

Google's mission is to organise the world's information and make it universally accessible and useful. Through products and platforms like Search, Maps, Gmail, Android, Google Play, Google Cloud, Chrome and YouTube, Google plays a meaningful role in the daily lives of billions of people and has become one of the most widely-known companies in the world. Google is a subsidiary of Alphabet Inc.

About Google Workspace

Google Workspace is a suite of productivity apps, including Gmail, Drive, Calendar, Docs, Meet, Vids, and more, that are trusted by more than 3 billion users and over 11 million paying customers. Google Workspace helps people and teams do their best work across any device, from anywhere. AI has been used in Google Workspace for years to improve grammar, efficiency, security, and more with features like Smart Reply, Smart Compose, and malware and phishing protection in Gmail. Now, Google Workspace with Gemini brings AI into the entire suite.

Censuswide SME polling

Research conducted by Censuswide on behalf of Google who surveyed 500 Small Business Owners from the UK from 11th - 17th September 2025.

<https://www.googlecloudpresscorner.com/2025-10-08-Google-Reveals-AIs-Potential-to-Supercharge-British-Small-Business-Innovation>