

3Cs Community



www.3cscommunity.com

Support, advice, access to knowledge and mentoring are the key elements identified as required by start-ups and growing companies.

Starting and successfully growing a business is a dream for many people. It can be a long and lonely road to success or perhaps - failure. It doesn't have to be that way; being part of a supportive entrepreneurial community is one of the keys to ensure the success of your venture.

We should all be only too willing to help at a time of drought in funding. We would hope that with the wealth of talent within our community and elsewhere, we could help our fellow colleagues raise funds, source advice and make connections for their latest "adventure". If so, the 3Cs Community is the place to discuss it, swap hints and tips, provide online mentoring and maybe find those elusive funds. It is not a place to advertise your services, but rather Pay It Forward for the help that you may have received in the past, within these walls.

3Cs is an active community, where advice and critique comes free-of-charge for the budding entrepreneur, to:

- help create a business environment that is supportive to the goals of your organisation and your customers;
- find others who can help you get your company off the ground including investors incubators, mentors and advisors;
- benefit from the knowledge exchange between our members so that being a member means your company gets ahead of the competition.

Meetings

We have been having our meetings since we started 16 years ago in 2003, typically every other month in London.

At 3Cs members' meetings, three budding entrepreneurs are given the chance to make presentations to the audience. This is a vital service to the presenters and their business ideas. It allows them to test-run the "pitches" that they will make to potential investors and partners and it acts as an invitation to those in the audience who can help, to step forward and offer that help.

Details of over 320 presenters from all of our meetings since 2003 can be found on our website. Our 10th Anniversary meeting in [May 2013](#) saw 14 presenters from the previous 10 years recount the success (or otherwise) of their venture since their first presentation. For our 100th meeting in [June 2018](#) we invited 6 of our previous presenters to give us an insight into what was happening in a market or technology 10, 20 or even 50 years ago, what is happening now and then look forward and share what they think might happen in the future.

A typical 3Cs audience will comprise advisors such as lawyers, accountants, investment specialists, technical gurus; other actual or budding entrepreneurs; and, potential investors and people with access to sources of investment. The audience is well informed and sharp, but friendly. The environment is safe and confidentiality is assured. As a result, the pitchers get an honest, but supportive, appraisal of their ideas and proposals. However, they also get a real, hard-nosed and often telling test of their knowledge of, and commitment to, the venture. No-one leaves the podium down-hearted, but some leave realising that they have a long road to travel. However, in the bar after the meeting, even the most outrageous pitcher will find at least a few 3Cs members who are willing to do something to help. In one example, a pitch that sounded totally incredible was turned into a real business venture simply because someone in the audience saw through the outlandish elements of the proposal and into the heart of the commercial opportunity. That opportunity may never have emerged if the pitcher had not been able to stand up in front of the 3Cs audience.



Presenters - 10th Anniversary Meeting - May 2013



Presenters - 100th Meeting - June 2018

Taylor Wessing

Our April meeting is being hosted by Taylor Wessing.

Taylor Wessing is a full-service international law firm working with clients in the world's most dynamic industries. We take a single-minded approach to advising our clients, helping them succeed by thinking innovatively about their business issues.

Our focus on the industries of tomorrow has enabled us to develop market-leading expertise in: Technology, Media and Communications, Life Sciences, Private Wealth and Energy

We are proud of our reputation as a forward-thinking firm and support clients wherever they want to do business. Our 32 offices around the world blend the best of local commercial, industry and cultural knowledge with international experience to provide proactive, integrated solution for our clients.

TW Tech Focus is an online portal providing guidance to tech companies at various stages of the corporate life cycle, ranging from start-ups to companies entering commercialisation.

Guest Speaker: Rick Lowe - Brands In Ltd :

Rick is a founder and Managing Director of Brands In Ltd - a leading supplier of licensed apparel and accessories to major fashion retailers including Amazon, Sport direct, Shop Direct, ASOS and the Hut Group. Major entertainment licenses held include Disney, Marvel, Star Wars, Warner Bros and a host of music acts via Bravado.

Brands In is currently pioneering garment and accessory personalisation. Rick is also a shareholder in Ware Ltd, which is a leading edge App, designed around licensed personalised product and is due to launch imminently.

His background was initially in corporate sales where he worked within the datacomms broadband market heading up global accounts for Telemetrix Plc, around the initial dot com boom era. Prior to that Rick was employed for a subsidiary of Thomson Reuters which supplied financial trading technology to the City.

Rick was admitted as a Founding Freeman of the Guild of Entrepreneurs and elected to Court in 2014. Having served as Junior Warden 2016-17, then Middle Warden and since November 2018 is now Senior Warden. Rick is Chairman of the Outreach and Education Committee with the Guild, which reaches out to a growing number of organisations, helping young entrepreneurs develop themselves and their businesses. Examples include Bathtub to Boardroom (where Rick is a resident mentor), The Trampery and London Business School, as well as a number of schools.

Rick will share his journey into becoming a successful entrepreneur and the many lessons learned.



Business Pitches

Beverley Dowridge - Redvulette

Five years ago at a dear friends 50th birthday, I drank some punch, and thought this tastes good, but something was missing. Well after many evenings of experimenting and tasting with my husband, which I must say was fun I found what I was looking for in terms of flavour.

It was in Trinidad that Redvulette was born and made its first real appearance and where the name Redvulette originated from, that day there wasn't enough to go round.

As word got round amongst family & friends, I was producing litres of Redvulette, for birthday parties, weddings, christening & funerals and to be perfectly honest on every occasion they saved on their drinks bill. With the fantastic comments and support that I received, I was encouraged to make a decision to give up or make a business out of this unique drink.

Consequently after many months of formalities and ensuring that the legalities and trading standards were met, I was in business with my very loyal and supportive husband Sam.

Redvulette what does it mean? It now has its own meaning: it is the best rum punch out there, taste the rum and feel the heat! So there you have it, no gimmicks or fairy tale stories, just how Redvulette arrived!! Of course with every new business you need that little bit of support, so if you haven't tasted Redvulette before, why not join the party and try a bottle, otherwise you'll never know what you are missing.



Emma Bache & Fiona Harris

Leading UK graphologist, Emma Bache and her business partner, Fiona Harris will pitch a new technology that scans and analyses handwriting. The result: an exciting science-based approach to personality profiling.

Emma Bache, a leading professional graphologist who recently published her book 'Reading Between the Lines' has combined forces with Fiona Harris, to develop a new scanning based technology (algorithm) to accurately deduce characteristics of personality as seen in handwriting. A person's handwriting is as unique as a fingerprint. Each time we write we are capturing a projection of our typical behaviours, emotions and health. This age old science will have its 21st century scientific make-over, to more expertly reveal the hidden depths of our character. The result will embed a new technology into a commercial digital service that can be used by anyone to analyse handwriting - personally and professionally, past and present. Emma and Fiona plan to take graphology mainstream by launching this technology. The ability to easily scan handwriting with instant character analysis feedback will have particular appeal for those working in Human Resources, Recruitment as well as for private individuals. And in cyber security too.



Emma Rollason - Pandora's Door

Emma's background is in theatre production, delivering spectacular events that you will never forget. Adding value to your ideas and dreams and bringing them to reality. Emma's events ensures that everyone leaves having had an amazing time and remembering that you nailed it. Pandora's Door is the ultimate themed show venue. Emma has already produced the first London show: "Zeus on the Loose" To rave reviews. It was a rollercoaster fusion of musical theatre, twisted circus, burlesque and special effects, it was promoted with a health warning! For grown-ups only and strictly not for the fainthearted! In Ancient Greece, two beautiful, joyful, happy sisters, Aphrodite and Ilithyia, both had the ability to overturn the most powerful of gods. Zeus on the Loose is an epic tale of love, deceit, double-crossing and infidelity, with a twist that left you saying "oh my gods". This is the first of Pandora's Door's creations. The cast were hand-picked with actors from Cbeebies, Hairspray and international circus performers. Emma is now looking for access to funding to run a series of shows which will be interactive with the audience, offering drinks and dancing into the wee hours together with memorable dining experiences. Think Talk of the Town combined with Cirque du Soleil as an immersive experience!

More details and registration at www.3cscommunity.com