

# 3Cs Community

[www.3cscommunity.com](http://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 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 300 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.

A typical 3Cs audience will comprise advisors such as accountants, lawyers, 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 from our 10th Anniversary Meeting  
- May 2013*

## Marks & Clerk

### Next Meetings

21st March 2018 - Reed Smith

16th May 2018 - NatWest HQ

Our January meeting is being hosted by Marks & Clerk.

Marks & Clerk has long been recognised as one of the leading patent and trade mark attorney firms across the globe, with eight offices across the UK and a further eight in North America and the Asia-Pacific.

You will find that our patent and trade mark attorneys together with our associated firm of solicitors offer a comprehensive range of intellectual property services - covering patents, trade marks, designs and copyright. This includes obtaining protection worldwide, portfolio management, strategic and commercial advice, licensing, enforcement, due diligence and litigation.



### Guest Speaker: James Vellacott - Cherryduck

Nine years ago, James was jumping out of helicopters in Helmand Province, camera in hand, to capture wartime stills for newspapers. A year later, with wife Michelle (an Actress working for a news publisher) created Cherryduck - a video production & studio business after their bosses requested video. With little experience, James taught himself to edit and began to send short video blogs back from the front line. Similarly Michelle, with a couple of tutorials from James, began to shoot and edit behind-the-scenes videos for fashion, lifestyle & makeup shoots.

Shooting video needs professionals from: Producers to Camera Assistants, Gaffers, Editors and crew.

Another hurdle is cost. Shoot locations, cameras, film lighting and prop hire, paired with the high pressure demand for fast video turnaround, often outstripped budgets. James and Michelle's solution was to keep everything in-house; Cherryduck became a 'one-stop shop for video content', delivering good, cheap and quick video.

With 21,000 sq ft of space comprising 6 video & photography studios, all the lighting, camera, equipment and props you could need, Cherryduck truly is an agency for the digital age. James and Michelle have recently purchased a further 8,000 sq ft next door to expand and are inviting like-minded companies in the creative industry to collaborate and share it.



### Business Pitches

#### Michelle Kinneavy - MediCabs



Medicabs UK offer wheelchair accessible taxis, staffed by Care trained licensed taxi drivers. Michelle identified the need for improved travel options for patients from working with the elderly and disabled, and now clients call us the Medical Uber! Registered as a Transport for London Taxi Operator, with full Care Quality Commission England accreditation - making Medicabs UK unique in the transportation sector.

Example client quotes: "After my last operation I felt isolated Medicab UK gave me back my independence". "Before we used Medicabs UK, getting Mum around could be tough. We have faith in Medicabs UK & family trips have become fun again"

We are already a Provider of Care Services to East Sussex County Council and generating revenues & profits with one part time cab but are keen to grow and roll out to 4 full time cabs and therefore looking for access to funding. Have established partnership with Adult Social Care @ NHS Hospitals, supporting patients, delivering care, as well as transport for social care funded clients. Have relationships with: Conquest Hospital Hastings, East Sussex and St Georges NHS Trust, London. The plan is to expand to Manchester & Oxford within 2 years, and then the whole of the UK.

#### Mike Coyle - Tonik Sound



Tonik The future of music instrumentation; despite electronic music's growing popularity, it still suffers from many problems. Professionals have the money and resources to create augmented instruments, but amateurs are left struggling. Tonik bridges this access gap, in the same way the raspberry pi and arduino bridged the gap to electrical engineering and computing for beginners. Mike has proven success in leading innovative hardware startups; his previous startup sold over 50,000 units in it's first year, and was featured in: Gizmodo, GQ, FastCo, Cool Hunting and Designboom. Mike's team includes a former Communications Director at Sony Music.

The first product will be Pulse, which you attach to your acoustic guitar, and it modifies the vibrations within its body. Effects like delay, distortion and reverb come straight from the the guitar with no pedals, wires, or amps. Now you can have all of your effects in the back of the tour bus, or at the top of a mountain, without worrying about finding power or access to your rig. Be free to play anywhere!

Mike has embarked on his SEIS funding round provide the funding to promote the launch of Pulse on Kickstarter and bring Pulse to the mass market of aspiring electronic music Maestros.

#### Jelte Liebrand - savvy navy



Smart navigation - savvy navy calculates thousands of permutations in milliseconds to work out the optimal route. It considers wind forecasts, tidal predictions and even historical information about how you sail your yacht. Simply pick your destination and let it do the work for you.

Jelte took part in the Clipper Round the World yacht race in 2014. He had plenty of sailing experience, but racing from San Francisco to New York was quite a bit different from anything he'd done before. Sailing thousands of miles off-shore, he learnt how difficult navigation can be. Updating charts, downloading weather forecasts, predicting boat speed, avoiding squalls with 50+ knots of wind; it all took hours and hours below deck, plotting courses on a computer whilst hanging on at a 45 degree heel. Jelte became convinced there was an easier way.

He spent two years researching and building the foundation for savvy navy and in July 2017 he left his job at Google to get his vision of easy, safe navigation out to every sailor on the water. Unlike all the other charting apps out there, savvy navy is not just a tool, it has the intelligence to simply become your navigator!

More details and registration at [www.3cscommunity.com](http://www.3cscommunity.com)