

3Cs Community

www.3cscscommunity.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 290 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 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*

26th September 2017 - Reed Smith
21st November 2017 - Taylor Wessing
January 2018 - Brilliant Basics
March 2018 - CMS

Marks & Clerk

Our July 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.

[Register here on our LinkedIn Group](#)



Guest Speaker: Rhian Granleese - Marks & Clerk

Have you ever thought that you should really protect your IP and wanted to know what options are open to you and what costs are involved? How do you put a value on your IP and is the hassle and cost of protection worth it or is it better just to keep it secret, execute quickly and stay ahead of the market. Rhian will share with us the various IP protection options that are open to you and the likely costs for: Patents, Trademarks, Copyright, Design Registration etc. as well some entertaining case studies and top tips for cost effective protection. Finally we will also have a whistle stop tour of what Brexit could mean for IP protection.



Rhian qualified as a patent attorney last century and her practice has grown to encompass most topics that fall under the general headings of electronics and physics together with mathematical modelling. Rhian also has a large software practice which ranges from business methods through to complex algorithms for machine intelligence. She is experienced in representing clients before the UK and European Patent Offices and has handled many oppositions and appeals at the European Patent Office.

Rhian practices in designs as well as patents. Her clients range from multinationals and SMEs based both inside and outside Europe. Rhian also represents some start-ups, Universities, University spin-offs and single inventors.

Business Pitches

Tinashe Chipawe - Cocoon London

Cocoon London™ is an environmentally focused technology start-up.

Our mission is to minimise global cosmetics packaging waste. We are proponents of the advancement of Circular Economy and Clean Technology.

The problem is that each year worldwide the cosmetics industry alone produces over 100 billion units of packaging. Everyday consumer product packaging accounts for approximately one third of all landfill waste in the UK.

A recent Freedom of Information request by the BBC revealed that between 2014-2015 local councils were unable to recycle 338,000 tonnes of waste up from around 184,000 tonnes in 2011-2012.

Some brands and packaging manufacturers have found creative ways of minimising waste in an attempt to solve this problem due to social and legislative pressures, however, their solutions pale in comparison to our more practical alternative.

Our solution is called the Clever BottleT. A (patent pending) reusable bottle design and returns system for cosmetic creams, lotions and body wash products that has been designed to directly minimise the amount of cosmetics packaging waste. The reusable bottle design prototype also operates as an airless discharge pump system without the addition of a completely separate traditional pump unit.



William Bainborough - Doordeck



Doordeck builds hardware and software for controlling electronic locks such as magnetic locks used in commercial and industrial spaces, strike locks, garage shutters, gates, etc.

Doordeck's approach allows it to sit alongside existing physical access control systems to extend them with smartphone functionality such as unlock wherever, share virtual keys and restrict access to time windows. Doordeck is a simple hardware module that can control any electronic lock, it connects to the Doordeck cloud platform and empowers administrators and users alike by allowing them to perform all operations from their smartphones.

Drawing on our founder's 15 years of security industry experience, Doordeck refines the access control market with our pioneering system designed to remove all unnecessary elements from the user experience. Our aim is to give control back to the customer with our intuitive interface which enables adaptable solutions to the widest possible range of access requirements.

Andrea Maine - Aquaponics



How do we solve the challenge of living well and healthily, but cost effectively? Food could become prescribed to ensure wellness, rather than a medical cabinet full of tablets, and then more tablets to counteract the side effects of the original tablets!

Aquaponics is the integration of a hydroponic plant production system with a recirculating aquaculture system. A hydroponic system (closed or open) involves growing plants without soil (i.e., in a nutrient solution or in some type of artificial media). The origin of aquaponics is uncertain, but it has existed in one form or another since about 1,000 A.D. in Mayan, Aztec, and Chinese cultures. The term aquaponics was coined in the 1970s. Modern Aquaponic systems have existed both in growers' trials and in institutional research since that time, and much information has been produced about both small and large systems. Here is a new approach to open the possibilities of not only a sustainable healthy food source but also the opportunity for a completely different lifestyle/living environment. Come and learn more and be in at the ground floor of this new movement.

More details and registration at www.3cscscommunity.com