

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 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 225 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

Taylor Wessing

Our March meeting is being hosted by Taylor Wessing.

Taylor Wessing is a leading International law firm with a single-minded approach: to help its clients succeed by thinking innovatively about their business issues.

Taylor Wessing numbers around 900 lawyers working across 22 offices in Europe, the Middle East and Asia, offering an integrated service across the full range of practice areas, with core strengths in corporate, finance, real estate, IP and private wealth.

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.

[Register here on our LinkedIn Group](#)

Next Meetings

10th May 2016 - Nabarro

12th July 2016 - Reed Smith

TaylorWessing



Guest Speaker: Dom Thorpe - Wireless Fitness

Dom first presented Wireless Fitness to 3Cs in [March 2014](#). Dom and partner Matt Boyles pitched on Dragons' Den in January this year. Dom will talk about his experiences appearing on the program.

He joins fellow 3Cs presenters [James Barnham \(Nova-Flo\)](#) and [Shane Lake \(hungryhouse\)](#), that have also recounted their experience in front of the Dragons.

Dom will also be giving us an update on the progress that they have made over the last 2 years, including raising investment and the current repositioning and launch of a mobile app. The new app has been specifically developed for use by fitness instructors, allowing them to leave the fitness studio and teach fitness classes anywhere and at any time, using its unique wireless streaming technology.

Participants will be able to listen to the class music in the same way they would any other playlist, via their own headphones, accompanied by the Instructor's voice - as playing music out loud in parks is prohibited by all Borough Councils, due to noise pollution laws. It is the first time such technology has been used to reach multiple phones from a single device, and will shortly be available for download from the App store. It will be freely available for iPhones from launch, allowing instructors to make a playlist and then stream it to multiple smartphones at once. An Android version with the same capabilities and a Premium version for both operating systems will be available later in the year, with the ability to create and save multiple playlists, a class search function, full social media interaction and a payment platform.



Wireless Fitness at Dragons' Den

Business Pitches

Tom Putnam - BeeLine



BeeLine is a handlebar-mounted device that helps you find your way on a bicycle. It strips back navigation to the bare basics, turning convention completely on its head and resurfacing your natural instinct to find the way. Instead of a prescribed route, we believe a sense of direction is all that's required to keep you homing in on your destination, leaving you to decide which turns to make. So BeeLine just points you in the right direction, like a smart compass.

Controlled by your smartphone, BeeLine is simple to use, intuitive and affordable. Take charge of your ride and discover new places in your city. Tom and Mark are passionate cyclists and the brains behind BeeLine. They've been buddies since 2011 when they met working together in suits. Four years later, having gone separate ways for a while they met up for lunch but got lost on their bikes on the way there! They realised they must not be the only ones riding round in circles and that something should be done about this....and BeeLine was born! It goes without saying they both love riding bikes but there's more to them than that; come along and hear their presentation to find out more!

Sharmila Salvi & Robin Nagji iQi Charge

iQi Charge has an innovative yet simple service offering. GIZGO is 'smartphone charging at the table!' iQi Charge supply portable battery powered mobile phone chargers to the hospitality industry's customers. Unlike kiosks, charging stations and other charging solutions available on the market, GIZGO is PORTABLE. Whether your customers charge at the table, at the bar, when dining al fresco or even when strutting their stuff on the dance floor, GIZGO gives your customers the freedom to keep their smartphones with them at all times, allowing your staff the time to deliver and maintain a high standard of customer service. Already in use at many well-known establishments and are already receiving rave reviews. Bottom line: GIZGO offers your customers the opportunity to recharge their smartphones and stay connected whilst enjoying the services provided by you. And will in time become an essential feature of any food and beverage establishment as its popularity grows. The scope for growth of the business offering this service is immeasurable. iQi Charge will help hospitality businesses improve customer



Aidarous Sheikh - Shabelle Foods

Shabelle Foods is a newly established foods business with a strong brand identity linked to East Africa and it is hoped that it will launch in the last quarter of 2016 with two ranges of chili sauces: a pure green chili sauce and coconut-chutney style chili sauce. Shabelle Foods product will be made with the best sourced ingredients to ensure that an authentic and exotic taste is achieved. The products will have low salt and calorie content and will not use any kind of artificial flavoring, preservatives and additives. Furthermore, the sauces can be used as a complement for many dishes as well as used as dips. The idea behind the products, is to add authenticity to our consumers' meals and enhance the flavors on their plates. Shabelle Foods has many objectives that it wants to achieve within the next 5 years. First, to successfully launch the products in independent grocery shops and sell it to restaurants in order to boost revenue. Secondly, we want to build a brand that represents, innovation, authenticity and healthiness. Finally, we want to have a lean supply chain that enables us to minimize our costs and maximize our profit without compromising on the quality of our products.



More details and registration at www.3cscscommunity.com