

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 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 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

Reed Smith

Our March meeting is being hosted by Reed Smith.

Reed Smith represents many of the world's leading companies in complex litigation and other high-stakes disputes, cross-border and other strategic transactions, and crucial regulatory matters.

The firm's largest office is in London, where they have nearly 350 lawyers serving international and domestic clients. From London, they specialise in all aspects of English law involving trade, litigation and commercial concerns.

ReedSmith

The business of relationships.™

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Guest Speaker: Tony Harrison: 3D Generation

How to buy, build and exit a business in less than a decade.

After a very successful sales career, winning many accolades and prizes, Tony decided to start his own business with an MBO of a small copier firm with a £300k turnover in 2006.

Built it with a partner to a £3m plus turnover and rapidly exited the business in 2013. After a few holidays, became very excited about the opportunities of 3D printing and to avoid boredom, launched 3D Generation in 2014, specialising in 3D printing either on a Bureau basis or supplying 3D printers for in house use.

Tony is heavily involved on a voluntary basis with the Entrepreneurs Organisation, EO, and is on the board of the EO Accelerator Program. This program is designed to help smaller companies and guide, mentor and coach them through the £1m T/O barrier. Tony is actively involved with a wide variety of firms in different industries. Tony finds this contribution stimulating and personally motivating and looks forward to engaging with new companies as his charges achieve their aim of £1m revenue pa.



Business Pitches

Simon Waigo - Shopcinity

Shopcinity

Founded in 2015, Shopcinity is a technology company that helps connect retailers and consumers in order to simplify the high street brick n mortar shopping experience.

Its flagship product a mobile shopping app allows consumers to search, discover, and buy fashion products that are available nearby.

The app uses visual search technology, built through Machine Learning algorithms that detect, style, colour and pattern in an image in order to return a 100% match or other visually similar items from the same retailer or other retail partners.

Before starting Shopcinity, Simon Waigo held senior positions providing business and technological consultancy to leading UK high street retail clients such as: River Island, Monsoon and House of Fraser on their Digital transformation programmes.

Oliver Squirrell - Pop My Mind

Ever since Oliver Squirrell could remember, he has had a passion for the creative arts - music, painting, design, dance, film, and more.



Oliver was determined to carve out a career that stayed true to this principle. In 2013 he founded SoundShoots - a platform that enabled licensees to communicate their music brief to writing and production talents. But it became clear that there was a need for the platform to extend beyond music. "During the course of running SoundShoots I was approached by artists, photographers and poets who wanted to use the platform but couldn't because SoundShoots was only set up for audio." Pop My Mind is a curated online hub for artists of all disciplines. Our community are challenged to produce new work in response to each other's work, making the hub a springboard for fresh ideas and dynamic creativity.

A Pop is a brand-new piece of work that has been created in response to another piece of work on Pop My Mind. The number of Pops tell you how many times your work has inspired brand-new content! We then showcase this work and our artists in various real-world activities, such as exhibitions, live collaborations, screenings and exposure in our Publication.

Emile Spucyte - Hey Lifestyle

Birch water is pure sap from birch trees. Birch trees are one of life's natural filters. The trees are tapped to yield a refreshing drink traditionally known for its low sugar content, minerals & antioxidants, and detoxifying benefits. Lithuanian birch water is as much to do with replenishing the spirit and quenching the soul as it is to do with cutting your thirst and giving your system a boost, connecting us to an older force of nature.

For me, Birch Water is not simply a bottle filled with tree extract. I grew up drinking it and came to understand the precious nature of the birch trees and their healing power. Now I want the world to know about Birch Water. I am launching HEY in an effort to show how the pure birch water should taste like. It's for all type of people, from those who are experiencing a stressful routine to those who desire a healthier diet on a daily basis.



More details and registration at www.3cscommunity.com