

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 280 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*

Taylor Wessing

Next Meetings

20th July 2017 - Marks & Clerk
26th September 2017 - Reed Smith

Our May 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.

TaylorWessing

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.

TW
TechFocus

[Register here on our LinkedIn Group](#)

Guest Speaker: Anand Verma: Founder & CEO Brilliant Basics, and many more

Anand is the Founder of a number of leading digital companies and brands as well as an active advisor and mentor to many more, mostly in a leading digital arena. Often these companies have been germinated, developed and spun out of one of his businesses. Anand operates across the globe with offices London, Dubai, Singapore, Hong Kong and Norwich. Brilliant Basics is a design-led global digital products and customer experience studio. He and his team create products that make life simply better®. And a simple belief: "brilliance comes from getting the basics right".



A unique model - 3C Consult, Create & Collaborate (Another 3Cs!)

Using human insight they solve complex challenges for enterprises, and build solid foundations for start-up products, bringing a lean, agile and creative approach to businesses to create products that make life simply better®.

Also Co-founder & Director at Mesmerise Virtual Reality: VR Content & Gaming. Mesmerise believes that through Virtual Reality we can experience other realities, gaining a keener, deeper understanding of other walks of life. VR will create a new wave in storytelling, film-making and entertainment, and that the possibilities are breath-taking.

Business Pitches

John Nussey - Ding Products



Have you ever been in the bath or shower and the door bell has rung, you wrap a towel or robe around yourself, rush to the door and it is someone selling something or preaching, or wants your vote! Ding have the solution by enabling you to talk with the person at your front door wherever you are in the world on your phone. Never miss an important package or visitor again. When a visitor presses the button, the chime rings in your home and also connects to the Ding app on your smartphone, allowing you to talk with the person at your front door from wherever you are in the world. A by product is you can also protect a vulnerable relative by "answering their door bell" for them and making sure of the Bona fides before arranging to let them in.

Ding already have 845 backers on Kick-starter who have pledged over \$100,000 to help bring this project to life and counting!

The press really like it:

"Ding gets the Internet of Things right" Co.Design

"The cleverest thing about Ding is that it's not too smart" Wired

"Its British designers have maintained a marvellous purity of purpose" Stuff

Nadine Denneth - N.ableD



Loneliness can affect anyone at any age. In the UK as many as 9 million people suffer from loneliness and it is shown to be as damaging to health as smoking and obesity. A person who is socially-isolated is also highly unlikely to be physically active. Estimates for the costs to the NHS of physical inactivity are between £1bn & £1.8bn per year. The costs of lost productivity from sickness and premature death are estimated at around £5.5bn and £1bn respectively, thus costing the UK approximately £8.3 billion every year. N.ableD exists to prevent these costly and harmful outcomes by addressing the top 3 individual drivers of loneliness, which include having limited access to transport; long-term physical or mental health conditions and mobility impairments. N.ableD does this by directly supporting those who identify as being lonely with their own personalised exercise and nutritional therapy programme, delivered in the person's own home, with the sole aim of educating and empowering that person to take back the control of their health so they can re-integrate back into their communities and go on to lead healthier, happier and more fulfilling lives.

Dominic Pannell -

Training and online training has increased (exploded) and is increasing and is becoming a major part of companies' budgets, but very few people correctly ascertain what training is actually required that will benefit their business the most. When Training Needs Analysis (TNA) is conducted properly, it has a significant impact in reducing the resources required and the learning outcomes of training participants. Sophiadex is a SaaS product that allows clients to build their own industry targeted solution. It requires no installation or infrastructure, has low cost implications and once set up runs to give ongoing TNA monitoring in line with the business. Sophiadex will initially enable:

- 1) Pre-course training needs analysis to match prospective delegates to an already established suite of training courses. This will target training directly where it is needed and avoid providing expensive unnecessary training programmes.
- 2) Post training evaluation to measure the impact and effectiveness of the above training attendance and participation. . Other applications are planned.

This is an enhanced product that was originally built by John Howitt and John Harding and sold to Fiat and to four divisions of Suzuki, the latter as a multi-lingual website. Messrs Harding and Howitt own the Intellectual Property. Dominic pitched his previous business to the 3Cs in [June 2003](#) and John Howitt in [June 2006](#)



More details and registration at
www.3cscommunity.com