

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*

26th June 2018 - Taylor Wessing
10th October 2018 - Marks & Clerk
27th November 2018 - NatWest
6th February 2019 - Reed Smith

NatWest

Our May meeting is being hosted by NatWest.

"Fall in love with your customers problem - not your solution to it" a lesson that a lot of business owners we are lucky enough to work with would share with their younger selves.

NatWest Business has a knowledgeable and dedicated team of externally accredited relationship managers who provide a full portfolio of products and services to SMEs. We support business owners by using our experience and networks to help them to achieve their personal and business goals. NatWest is more than just a provider of financial services and is committed to supporting entrepreneurs and communities across the U.K.

Our Business Growth Enablers are at the heart of our Boost programme. They can:

- Boost your insight and knowledge in specialist subjects by giving you access to local talks and educational events
- Boost your connections with opportunities and partnerships. These could be within our group or through a variety of other businesses we work with - they could help you on the road to success
- Boost your skills through training and mentoring with 1:1 sessions



Guest Speaker: Charlie Bradshaw - Matrix

Charlie Bradshaw started Matrix after a gap year holiday lead him to the doors of a Chinese factory and a national deal with a high street retailer to supply make-up bottles. Today, the business has over 100 staff and a £25m turnover, and he still owns 100%.

Whilst he's happy to take full credit for the success of the business over these years, the reality is that there's always been a fantastic team behind him, making it all happen. Charlie is incredibly proud of Matrix and it's achievements, but most of all, the amazing people working within it. It is Charlie's entrepreneurial drive and 'can do' spirit that underpins our culture today and as a self-proclaimed 'techno-optimist', he believes that exponential technology will have a profound and positive impact on business and society in the next few years. He actively searches, invests and mentors technology start-ups to help Matrix be part of this transformation. Charlie is a member of YPO and a Stanford, Singularity and Cranfield University alumni.

Matrix has grown in service offerings and geographically to now cover all continents for factories and clients. Come and hear how Charlie has built Matrix and how he is now trying to disrupt his own business with: Robotics, 3D Printing and AI, often with the companies he has invested in

MATRIX

Business Pitches

Joe Kay - Enswarm



Teamwork always fascinated me, so following my degree I joined the army. As an officer in the post 9/11 world, I found myself in a variety of high-pressure situations, it was here that I really started to understand what makes teams successful.

However, in 2010, I read a book called 'The Smart Swarm' that describes how bees work together for the good of the colony. While bees put the team before the individual, humans have evolved the opposite instinct - self survival. Humans' evolutionary obstacles prevent us from working effectively in teams in comparison with swarm insects that have high levels of collective intelligence.

However, in the same way that people can fly when they have the right tool (a plane), I realised people could swarm with the right tool. So I left the army and founded Enswarm.

Enswarm is a digital tool that allows humans to imitate swarm like behaviour. It is fundamentally changing the way people think and operate together. Its unique process eliminates human bias, office politics and group think and it motivates individuals to work towards team success.

The result of using Enswarm is increased Team Intelligence - the best outcomes become readily apparent and the most valued actions identified. ?

Jintana Khieochuam - Aequill

Fire is mankind's oldest discovery. It has been the source of our civilisation for approximately 300,000 years and was the turning point in our human evolution. Fire was used as a mean of protection and warmth as well as cooking and social gathering which lead to the cultivation of language. It is believed to be the single most important element in our social development to date.

AEQUILL means to balance. Born from the Latin word equal, we are based on the idea that old and new worlds need to collide to strike a sustainable balance. We believe that the magic is in simplicity.

At AEQUILL we are looking to rediscover some of this simplicity to enable us to stop, contemplate, reflect, enhance and enrich our lives and wellbeing through scent and design. Our first range of scented candles titled Mum's Aromatherapy Shop was created by Jintana and was inspired by her time helping her therapist mum blend essential oils for her aromatherapy shop. Presented in a beautiful glass container made from 100% recycled glass with the highest "green" credentials our candles are handmade and hand poured in London.

Jintana created the range to encourage others to take a breath and slow down with the help of pure essential oils. Come and find out what lights your fire!



Andra Raju - Wave Café: Where We're All Valued Equally

Picture a vibrant venue combining an exciting arts programme with great food. A social enterprise that brings people together from across the community, creating opportunities for those with and without learning disabilities to meet, socialise and learn from each other. Wave Café is a creative space coming soon to Muswell Hill, offering a warm welcome and exciting arts experiences for everyone. We are a social enterprise set up to bring people with and without learning disabilities together and to help build a truly inclusive community.

Wave Café is a project initiated by Wave, a local community group created in 2009. Wave already runs a weekly playgroup for parents of babies with additional needs, a social group for young adults and inclusive church services. The Café will be a place where those with learning disabilities are valued and active members - not service users or beneficiaries - enabled to contribute to the running and enjoyment of Wave Café.

Here is an example of the impact they are already having: "In all the years since my daughter was born, this is the first time I could sit back and relax because she was so valued and accepted. I didn't have to worry. Those two hours were a big gift to me. You probably have no idea how much events like these are needed."



More details and registration at
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