

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 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

Next Meeting

24th January 2017 - Nabarro

Our November 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.

TaylorWessing



[Register here on our Linkedin Group](#)

Guest Speaker: Jon Sweet: CEO, Lysis Financial & CEO, Lysis Operations

Following a very successful career with a leading Banking Consultancy, advising some of the world's largest banks, founded Lysis Financial in 2001. Lysis has grown to over 60 staff and provides expert Governance, Risk and Compliance consultancy to wholesale and investment banks Inc. Deutsche, Nomura, BNP Paribas, RBS, ABN AMRO, JP Morgan, UBS, Tullett, Standard Chartered, Lloyds TSB and AstraZeneca Treasury. Jon is still actively involved delivering key projects for a number of their high profile Blue Chip clients.



In 2014 span out the Anti Money Laundering and related businesses into a new operating company called Lysis Operations which specialises in Know Your Customer remediation and processing. Within this operation, the Lysis Academy provides comprehensive KYC training to their graduate intakes to grow their own consultants as well as for clients' staff, and is growing rapidly.

Jon is also actively involved in a cancer charity www.dt38.co.uk as a trustee, helping with their fund raising. Jon is also a director of an organisation trying to fund affordable housing in Jamaica and renewable energy projects. Jon will share with us his insights and lessons learned in growing a very successful consultancy group in a highly competitive market while finding time to give back to society.

Business Pitches

Pauline Issard - Trackener

Trackener

For the moment, the daily horse care relies almost only on visual assessment and gut feeling, which is very limited. Horse owners are doing their best to take care of their horses but still experience health problems.

Trackener is a revolutionary horse health and welfare monitoring technology, using the power of data analysis to help horse owners and carers improve the health and welfare of their horses. Trackener helps you detect and prevent health problems, and optimise every aspect of your horse's life by learning from their behaviour to avoid future health problems. Receive immediate alert so you'll know right away if there is something wrong with your horse, such as issues, like colic or lameness. Trackener uses GPS and cellular technology to monitor their behaviour and activity in the field to optimise their welfare and keep your horse in peak condition. Pauline brings an MSc in Technology Entrepreneurship and a life-long horse rider and enthusiast looking for access to funding and help to revolutionise the horse health and welfare world. Trackener is currently part of the StartupbootcampIoT|Connected Devices accelerator program and SetSquared incubator.

Denis Gusarov & Sergey Marchenkov - Heartisania

Heartisania is a new e-commerce platform that connects directly international handicraft makers and interior decor enthusiasts.



Heartisania mission is to grow the market for inspirational crafts & arts and help preserve and develop national cultural traditions. The platform allows decor lovers in the West to make a contribution to improving the business and life of crafts makers in developing countries. The UK market for handmade items is £1bn pa, the broader opportunity is £3bn+ market for home decor furnishings. Typical adults in SE England move and refurbish their home 10 times by the age of 45. International handicrafts help personalise homes but today they attract limited trade from intermediaries who cannot realise their true value. The market remains one of the least digitalised, despite the presence of big on-line market places. Heartisania is building a proprietary User Interface to help people find inspirational home decor globally.

Denis & Sergey share 40+ years of experience in Commerce, Marketing and International Supply Chains with Blue-Chip Multinationals. Abroad, Heartisania partners with known enthusiasts of local cultures and traditions.

Now looking for help with access to funding and resources to bring their vision of connecting western market to high quality crafts makers in developing countries.

Denis Ahmet & Tim Hamilton - Danceacise



Danceacise was formed to break down the barriers and provide a solution to people of all ages and abilities, who want to learn and perfect the art of dance and exercise techniques. The innovative tools we have created will increase a persons natural progression, aid them to memorise the required steps, and enable them to perfect their movement with maximum precision.

The services provided by us can be broken down into 4 main areas;

1. Dance - Perfect the art of any dance style at your own pace.
2. Exercise - Techniques to safely keep fit and maintain a healthy lifestyle.
3. Education - Numbers, Colours, Alphabet and tell the Time whilst having fun.
4. Teach - Tool geared for the Dance, Fitness and Education world.

We have a number of partners including dancers, dance companies, choreographers, teachers, fitness instructors and gymnasts that work in direct collaboration with Danceacise to incorporate the Precision Mat within their daily routine and help teach others.

More details and registration at www.3cscommunity.com