

# 3Cs Community

[www.3cscscommunity.com](http://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 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*

23rd January 2018 - Marks & Clerk

21st March 2018 - Reed Smith

16th May 2018 - NatWest HQ

## Taylor Wessing

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

TW  
TechFocus

[Register here on our LinkedIn Group](#)

### Guest Speaker: Simon Fordham - *Building and Exiting a Business Successfully*

Simon's 1st career was a bricklaying apprentice for his Father's building firm. Working on City projects he fell in love with the City and became an avid photographer of the City, loving the juxtaposition of 'Old' and 'New'.

Following the sale of his father's business, Simon joined Local Government, experiencing the darker side of life! Forever trying to do more with less. He left as Head of Strategy, after 11 years and one nervous breakdown, to build something for himself. So in 2001, he made the leap and entered the 'scary' world of; SME business ownership, consulting and strategizing.

Simon has been a Founder Investor and Director in: The Hertfordshire Golf Club & Health Spa, Pukka Enterprises, "the largest boat party in the world" franchised in 23 countries, Restaurant 1896 in Stanstead Mountfitchet & Yield Construction High-End Refurbishments; he has built and exited a number of these. Realising that business isn't "plain sailing," in 2012 Simon started to help others to grow their business, 250 to date and counting. In 2014 he was made a Director of the "Association of Business Mentors", and invited to become its Chair in 2016. Additionally he is involved as a volunteer mentor for numerous London organisations.



## Business Pitches

### James Lanas - TeamPlayer HR

TeamPlayer<sup>HR</sup>  
Compatible colleagues perform best

TeamPlayerHR is a revolutionary web based solution for team selection and recruitment. It has a key new feature that enables candidates to assess cultural "fit" with potential supervisors and team members. This dramatically reduces the problem of bad hires and helps to drive high performance team building for employers. It has been estimated that bad hires can cost at least £32,000 in recruitment fees, wasted wages, loss of productivity and time as well as that business leaders and managers waste up to 46% of their time on HR issues. It has a patent granted in the USA with a patent application in progress for Europe. TeamPlayerHR has successfully implemented and demonstrated its value to clients in the USA, UK and Germany. Additionally they have gained instant recognition and acceptance of the benefits by industry experts; with many companies now wanting to bundle TeamPlayerHR into their offerings. As the first company to offer a solution that focuses on team compatibility, supported by patented technology, there is a very strong first mover advantage. In addition to direct B2B sales, there are multiple income streams to be exploited. Self-funded to date with £450k and are now looking to access £750k to realise their plan.

### Claudia Ruiz-Graham - Imaged Reality

A virtual reality start up for the Oil Industry proudly present 3D Gaia, the virtual reality app for interpretation of digital outcrop models and Geological field trips in VR.



3D Gaia enables you to interpret directly on an outcrop model, fly over it or walk along it at real scale! We are developing geological field trips in virtual reality from images captured by drones. We now have an app that allows the user to virtually fly over the outcrop and walk along it at real scale. It also allows the user to interpret directly over the outcrop and over integrated seismic images. Imaged Reality has launched 3D Gaia, to deliver enriched analogues that let us see geology as never seen before, therefore increasing our understanding of the sub-surface and our ability to find and develop oil fields. It could also provide an option for training in this challenging low oil price environment. Dynamic Explorer with 23 years of international experience in some of the World most prolific onshore and offshore basins (Deep water Angola, South Caspian, Iranian Zagros, North Sea, Colombia). Deep expertise in conventional oil and gas exploration. Proven track record in leading multinational teams, and in value creation in exploration and fast track appraisal. Innovative and creative thinker that believes in Exploration for Value creation, energizing teams, the value of applied technology and strategic long term focus. Proven oil finder.

### Marco Santesso - Gigride

gigride

Gigride: We make arranging a gig as easy as ordering a pizza. Gigride is designed to be the go to, online marketplace for booking live music gigs, starting with emerging artists, moving to professionals afterwards. All musicians want to play more, and struggle to find where to play next, especially outside their local area. For hosts organising a gig is a hassle as they have limited knowledge of performers, artists often drop out at the last minute, and because the organisation usually happens by email and Facebook, which is chaotic. Gigride is a comprehensive online platform (website and app) designed to provide hosts with access to both professional and emerging musicians. It is easy, affordable, professional and takes away the hassle and worry about organising live music. Gigride will allow musicians and DJs to expand their horizons, playing more gigs in venues locally and abroad. In just less than a year, with zero marketing spend, the founders Marco and Oscar have signed up 2,200 users, who have applied more than 2,000 times, hosts gave almost 500 gigs, and more than 300 slots have been filled. Join the live music revolution.

More details and registration at  
[www.3cscommunity.com](http://www.3cscommunity.com)