

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 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 venture since their first presentation. For our 100th meeting in [June 2018](#) we invited 6 of our previous presenters to give us an insight into what was happening in a market or technology 10, 20 or even 50 years ago, what is happening now and then look forward and share what they think might happen in the future.

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 - 10th Anniversary Meeting - May 2013



Presenters - 100th Meeting - June 2018

6th February 2019 - Reed Smith
2nd April 2019 - Taylor Wessing
18th June 2019 - Marks & Clerk

NatWest

Our November 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

Find out more at [NatWest Boost](#)



NatWest

Guest Speaker: - Kenneth Campbell - Chairman Energy Efficiency Association

16 months ago, following a request from companies across the Energy Efficiency sector, Kenneth Campbell and Gary Braybrooke, set up the Energy Efficiency Association to coordinate collaboration and communication within the field of energy efficiency.

By reversing the traditional "association" role, the EEA is redefining what an industry association can do in this space.

Did you know The Government has created a £515 million pot to help improve energy efficiency in the UK ?

Did you know the Government is struggling to get applications for many of these funds?

Did you know that the Energy Entrepreneurs Fund has £10m a year to fund entrepreneurship in this space (max investment is £1m), but since its launch it has funded just 135 projects... in 7 years?

If you have innovative energy saving products did you know you could access some of this money?

Kenneth will share his knowledge of this sector, and the funds available to businesses, and show how opportunities lie in being counter intuitive as an entrepreneur.

Based on his own entrepreneurial journey; from launching an environmental business network and growing it to an organisation with over 5,000 members, when investors said there was no market for it. To launching a business backing the Green Deal Scheme, when everyone else was saying the Green Deal was a bad idea.

Kenneth returns to us having previously spoken at 3Cs events in [December 2003](#), [July 2005](#) and at our 10th Anniversary meeting in [May 2013](#).



Business Pitches

Ricardo Tannus - Join

Have you ever participated in an assessment centre? Job fair? Company workshop? AI-Driven Recruitment platforms that are 'different' and put you at the centre of the job search?

We have too. For far too long. Join was founded by a team of students who were fed up with traditional recruitment models for graduates. We had our emails ignored, automated feedback, and rejections with no explanation. So we decided to level the playing field by rethinking the process. We believe that finding a job is a matter of chemistry, so it boils down to getting the right people together. What we do is we put together talented students with great employers over a meal. We let them break bread together and see what happens. It's not a job interview. It's not an assessment day. assembling a team, or finding your next job is a matter of finding people you'd like to work with and this is what we facilitate. After the experience, both sides tell us what they thought and if they've hit it off, the conversation continues.



Rafael dos Santos - High Profile Club

HIGH PROFILE CLUB is a Tech PR platform that raises the profiles of our members so they become more visible, more credible, and more influential.

We help build your personal brand by introducing you to the media for features in magazines and newspapers. We run four events monthly between London and Leeds where you're given the opportunity to do public speaking and to network with hundreds of guests.

Since its event launch at the Houses of Parliament in March this year the club has grown to almost 50 members paying between £600 and £3000 per year.

Rafael previously presented to 3Cs in [December 2014](#) when his pitch for Room in the Moon was voted best pitch of the meeting.



Eren Ince - The Universal Property Exchange

The Universal Property Exchange will be a platform that will allow investors to invest in properties around the world through one central and secure digital provider that removes all of the hassle generally associated with purchasing, maintaining and selling both residential and commercial property with additional benefits to make life easier for all main stakeholders. It will also serve as a stock exchange for properties so that investors can trade ownership equities/shares between each other to make a profit from their original investment. We aim to integrate the latest cutting edge future technologies such as blockchain and deliver this to everyday people and investors in the most simplistic way. The business will have multiple revenue streams. The exchange will also have a social media element integrated in with trusted and verified high net worth investors being able to make comments on their investments and the future potential they believe the property has.



More details and registration at www.3cscommunity.com