

# 3Cs Community



[www.3cscommunity.com](http://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 16 years ago 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 330 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 lawyers, accountants, 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

## Taylor Wessing

Our October meeting is being hosted by Taylor Wessing.

Taylor Wessing is a full-service international law firm working with clients in the world's most dynamic industries. We take a single-minded approach to advising our clients, helping them succeed by thinking innovatively about their business issues.

Our focus on the industries of tomorrow has enabled us to develop market-leading expertise in: Technology, Media and Communications, Life Sciences, Private Wealth and Energy

We are proud of our reputation as a forward-thinking firm and support clients wherever they want to do business. Our 32 offices around the world blend the best of local commercial, industry and cultural knowledge with international experience to provide proactive, integrated solution for our clients.

**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.



### Guest Speaker: Simon Ford - Zingela :

*Making things happen to build businesses*

Simon's early career was in financial services and trading businesses, in South Africa. He was headhunted into a struggling Financial Services Division of a large trading organisation.

He restructured and re-generated the operation by developing a high-performance team that turned the business around and went on to facilitate a management buyout of the division. Rapidly grew this new business and within 2 years divided the business into two - the UK financial services and investment division became Thomson Lockwood Brooks. The South African business became Thomson Marshall Ford and both continued to grow rapidly and were successfully sold 5 years later.

More recently Simon's focus is to help both Blue Chip organisation as well as SME. For Blue Chips the focus is to provide workshops, coaching and strategic planning in leadership, sales, engagement and performance to develop and embed the positive behaviours that impact their bottom line. While for SMEs the focus is to become a 'commercial partner', working with them, capitalising on their resources to: accelerate growth, minimise risk, become operationally leaner and maximise value when exiting the business. Come and hear about Simon's impactful career, both in South Africa and latterly in the UK, and his top tips and insights into driving your business to success.



## Business Pitches

### Konark Ogra - Rural Handmade

Have you ever wanted to have a unique hand made piece of furniture or ornament but been unsure of where to buy it so



that you know it is ethically sourced and will directly benefit the crafts people who made it? Rural Hand Made is the answer: "Connecting rural artisans to the global consumer market"

Rural Handmade is a disruptive, design excellence based, direct-to-consumer brand. Our aim is to revolutionize, develop and promote untapped human capital. At Rural Handmade we partner with Small enterprise that have the right skill but lack innovation and access to global markets. Artisanhip has been a human-centred economic activity of giving form and meaning to local raw material and converting them into aesthetic and utilitarian product. "We just make it better." We have sold over 3000 products in UK, Spain, France & Germany. Our focus is to strengthen our global presence with a direct to consumer model. We are also strengthening our operational presence by collaborating with clusters and Women Groups in South East Asia. Rural Handmade's future is aglow with possibilities to develop long-lasting handmade sustainable products with shared prosperity and social-economic impact on the lives of millions. So, go on and help us bring shared prosperity to every corner of the world.

### Julia Sarno - Best Milk



Breast milk is the best way to build a strong immune system in humans but millions of mums struggle to produce breast milk but wish their child to be raised on natural breast milk due to the precious immunological properties of breast milk.

Breast milk is the only food a baby needs 5 times a day in the first 6 months of its life to build strong immune system; then for another 6 months as part of a healthy diet. Infant Formula milk - a substitute to natural breast milk - lacks those immune system building properties because it is not made of breast milk, but of a dried cow's milk.

Some unchecked breast milk is sold online directly from mums and wet-nurses but there's a high chance of it being contaminated with viruses (i.e. herpes, HIV, syphilis), antibiotics, nicotine, alcohol. As of 2019 there is no laboratory that would professionally screen breast milk against all pathogens, offering mums easy delivery of safe breast milk for their babies. Best Milk in the first private Milk Bank offering all-inclusive service of delivering top quality breast milk directly to parents who cannot breastfeed their child. Once Best Milk is on the market it will take a good share of UK £263m Formula Milk market, as a superior food for infants.

### Melvyn Jay - Gunna

GUNNA is an exciting new craft soft drinks brand, on a mission to transform 'old school' soft



drinks in the same way that craft beer revolutionized the corporate lager market. Only real tastes real. We make uncompromisingly good craft soft drinks packed with natural juices with less than 5% sugar and no artificial colours or flavours.

Our 4 delicious drinks, beat established competitors like San Pellegrino, Fentimans & FeverTree in taste tests and our recipes draw inspiration from around the world. We pack our cans with real ingredients that deliver interesting, complex and characterful flavours.

Our last round overfunded by 64%, now we're back giving investors that missed out the chance to come on board!

We've generated strong traction with several national customers now stocking GUNNA - Sainsbury's, JD Wetherspoon, Asda, Co-op, NISA, Ocado, Amazon and many more. This year we also signed a distribution partnership with Euro Food Brands, who have a 70 person sales team and great trade relations that is further accelerating our distribution build. Our vision is to become the no.1 craft soft drinks company, so join us on our mission to revolutionize the soft drinks market.

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