3Cs Community

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

3CS MEETING — 26 SEPTEMBER 2017

Next Meetings

21st November 2017 - Taylor Wessing
23rd January 2017 - Marks & Clerk

Reed Smith

Our September meeting is being hosted by Reed Smith.

Reed Smith represents many of the world's leading companies in complex litigation and other high-stakes disputes, cross-border and other strategic transactions, and crucial regulatory matters.

The firm's largest office is in London, where they have nearly 350 lawyers serving international and domestic clients. From London, they specialise in all aspects of English law involving trade, litigation and commercial concerns.

ReedSmith
The business of relationships.℠

Register here on our Linkedin Group

Guest Speaker: Dexter Moscow - Audience Dynamics

Don't just pitch - Influence with power and impact

The key to our personal, financial and company's success is in our ability to positively influence others to be happy to take the action we desire them to take.

Having developed and created selling propositions and business presentations in the professions, for the property industry, in retail sales and in the world of Television Shopping for QVC, Dexter came to realise that there are a number of specific processes and rules common to all these areas, that when adhered to, can transform the average speaker into a speaker who is dynamic, persuasive and engaging. Dexter studied the great orators of our time and analysed their vocal tricks, use of language, body positioning, emotional devices and 'convincer strategies' they use to sell their ideas, propositions and concepts. Martin Luther King, Winston Churchill, John F Kennedy and Jay Zee.

We live in an age of 'sound bite' selling, so how do people like Donald Trump, Jeremy Corbyn, Simon Cowell, and Tony Blair, manipulate and move us to take the action they desire us to?

In Dexter's book he offers the reader a number of easy to remember and easy to use processes to develop the essential areas of presentation and speech making. These processes are not theoretical but tried and tested systems over 30 years that achieve results.

AudienceDynamics

Business Pitches

Mark Preston - StreetDrone

STREETDRONE

StreetDrone is the hardware and software platform that helps businesses who want to invest in autonomous vehicle development by increasing accessibility to existing technologies whilst lowering costs.

The platform in development could be described as the "Raspberry Pi of Autonomous Vehicles", comprising a self-driving "ready" electric car complete with sensors, and an online platform providing open-source software, a knowledge base, coding platform and customer support system. We have significant contacts in the market, including partnerships with NVIDIA and Renault and an internationally recognised open-source focused business.

Intel predicts are that the autonomous vehicle technology market will grow to around $7tr by 2050 and StreetDrone intends to play a significant role in the development of open platform technologies as part of this.

Our team combines experts in mechanical and automotive engineering, F1 and Formula E, with a deep understanding of marketing and strategy. Two of our founding team recently successfully exited businesses by means of trade sale, and this combination puts us in an ideal position to take advantage of this nascent but fast growing market.

We are seeking £150k in initial funding to complete our vehicle production process, develop the online platform and ramp up sales, marketing and R&D functions.

Danny Djanogly - Dogiz

DOGIZ is a B2B2C SaaS-enabled market-place exclusively for professional pet care services/companies. We provide professional pet care companies with software to optimize and stream-line their entire business. At the same time, we are a market-place connecting dog owners who are looking to connect with the best, licensed professional service providers in their area. All of our pet care companies offer a 24/7 personalised concierge service for any pet owners needs. We started in Tel Aviv Israel, and recently expanded into the UK. This year we have already passed $700k in GMV through our platform. We are showing unrivalled retention and customer loyalty to our platform with our average dog owner ordering services 12x a month. We have also generated more than $100k of new business into some of our companies since the beginning of the year. We are cultivating long term relationships between our dog owners and service providers, with over 65% of our dog owners still purchasing services on a very regular basis after 6 months.

Dogiz is building a platform to help pet owners connect with the best, most professional pet care services in their area. Dogiz is creating a new standard of how professional pet care should be.

DOGIZ

Adam Fillary - Vizzmee

A brand new video concept solving an age-old problem - gathering relevant contact information, storing it and making it accessible when you need it! Vizzmee is a Video App, keeping the experience of the initial meeting in the fore-front of the mind, by capturing the timing of the meeting and the context of the environment.

Adam Fillary, a frequent networking and event attendee, found himself struggling to keep up with the contacts he was making and so he started collecting short videos of key contacts, and from that, an idea was born.

Building on the culture driven by the young-er generation's apps like Snapchat, Facebook, the Vizzmee series takes the notion of using short-burst videos to refresh your memory. From there a chain of possible 'for purpose' solutions for other scenarios came about.

Vizzmee captures key contact information, marries it up with data - known or sourced - and allows the user to enhance his existing contact book by pulling up video and data simultaneously to assist in the recall of the moment at the early stages of a relationship or networking scenarios

The results are drastically improved relationships whilst increasing the quality of your connections, to keep you socially agile, speedy and efficient as your network grows.

VIZZMEE

More details and registration at
www.3cscommunity.com