

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 all the 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.

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*

7th July 2015 - Reed Smith
29th September 2015 - Taylor Wessing
24th November 2015 - Nabarro

Bootlaw

Our May meeting is being hosted by Bootlaw.

Bootlaw is an initiative of Pinsent Masons LLP aimed at emerging tech companies and their investors. Using a combination of legal and sector expertise we are able to provide you with quality legal advice to help you grow the unique business you are striving for, whether its corporate, commercial, intellectual property or employment advice.



If you are thinking of investing in a start-up - be it as an angel or as an experienced professional - we can help you with the due diligence process, with subscription agreements, share option schemes and all other documents ancillary to your investment.

Guest Speaker: Darshana Ubl

Darshana runs a successful 7-figure business and her mantra is to 'lead by example' and to live an inspired life through goal setting, strategy, a high performance team and collaboration. She was recently invited on BBC News and Radio as the female ambassador for the Local Business Week, along with other regular magazine and TV appearances. Darshana is committed on helping small businesses not just grow but thrive. Darshana has a Masters Degree in Economics along with a Post Graduate Diploma in Advertising & PR. She's worked extensively with large media houses and in the marketing and events industry bringing a decade of experience in these fields to help small businesses.

Darshana will be joining us on the evening to talk about "Growing your business through Partnerships" and how you too can build a 7-figure business by building your collaborative currency and becoming a key person of influence in your industry. Watch Darshana's recent activities here on www.darshanaubl.com



Business Pitches

Ekaterina Lengefeld - YourInterest.com



The pre-eminent social networks simply aren't built to put people in touch around specific interests. Facebook, for instance, is keen that you list your interests but essentially it is a network built around friends and existing contacts. In contrast, Yourinterest is designed to connect people purely and simply on the basis of their stated interests - both in business and private environment. So if you're looking for potential contacts who are interested in entrepreneurship, the system will make recommendations to people who are equally interested in the topic or recommend to you relevant events or communities. Contacts made via Yourinterest are intended to develop into offline relationships and associations. It is a network designed to promote activity and face-to-face meetings rather than simply online communication. Yourinterest.com has two target audiences; individuals looking for others with the same passions and for organizations/communities running events to help identify people with relevant interests and making events more relevant to them. This information can be used both to market the event and to grow community around events/brands. Financially, the company plans to earn revenues mostly through the B2B side of the business with money coming from a % of ticket sales and data analytics.

Anna Magee - Healthista



At Healthista.com our mission is to make a healthy lifestyle easy, effective and fun. A website run by real women for real women, by getting you the smart, useful information you need to be healthier, happier and more confident every day. Think of us as your healthy best friend, here for you with the inside info you need to look and feel better with rich original video content created in house: no one else is currently doing this. Healthista.com is the brainchild of Anna Magee, a UK-based print journalist who was an overweight teen turned health junkie. The former Health Director of Red Magazine and a three time award-winning journalist, there wasn't enough space in the national magazines and newspapers she worked for to fit in all the health information she wanted to share with readers from all the health experts - doctors, nutritionists, personal trainers, psychologists and consultants in her red book. Readers and the media love it. In 18 months since launch with no PR or marketing, Healthista are getting 85,000+ hits a month with an affiliate conversion rate on Amazon of 6%: And regular, weekly story pick-ups in MailOnline with two link backs each. Also getting 2-5 paid posts a month at around £250 - £1500 each. Clients include John Lewis and Superdrug Online Doctor. Now looking for access to £250,000 investment to rapidly grow the business.

Mark Neild - Grow Movement Update



Chris Coghlan - the founder of Grow Movement first presented to 3Cs in January 2012. Grow Movement was set up in 2009 to assist those in the developing world. After studying the Rwandan genocide at Uni and witnessing extreme levels of suffering in Mozambique, Congo and Rwanda, Chris felt frustrated by approaches to developing world poverty. What started as a trial of 10 management consultant friends working over Skype to Ugandan entrepreneurs has grown into a registered charity in 2010, expansion into Rwanda and Malawi in 2012 and now helps over 400 SME entrepreneurs per year to build sustainable businesses at a fraction of the cost of any other aid programme. In 2015 Grow, launched Uganda 600 with London Business School a study into how educating 600 entrepreneurs could reduce poverty. The mission is to empower African entrepreneurs with business skills in the least developed countries of the world; increase their profitability and create jobs through knowledge transfer over Skype, phone and email. Mark started out flying helicopters in the Royal Navy becoming Chief Flying Instructor. After a Cass MBA, enjoyed spells with Virgin Media, PA Consulting and Nokia Networks. He is a qualified Executive Coach and now coaches SMEs to innovate and grow. Mark started as a Grow Volunteer Consultant virtually helping Douglas in Rwanda to found a company focusing on start-up training. As Grow Movement Chairman he is now executing a growth strategy to deliver 100 times the impact by 2020.