

3Cs Community

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 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 225 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

24th November 2015 - Nabarro
19th January 2016 - Reed Smith

Taylor Wessing

Our September 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.

[Register here on our LinkedIn Group](#)

Guest Speaker: Neeta Patel - CEO, New Entrepreneurs Foundation

The New Entrepreneurs Foundation (NEF) was established to create a new generation of outstanding entrepreneurs who will build market-leading businesses and play a key role in driving Britain's future prosperity

Neeta is an experienced executive with over 20 years of strategy and operational leadership experience in launching new ventures, business turnarounds and change and has a sharp focus on growth and revenues. She has a successful track record of turning ideas and concepts into tangible businesses. Her experience spans financial services, media & publishing, education, arts and the creative industries. She has also led two of her own start-ups.

Prior to joining the New Entrepreneurs Foundation, Neeta worked in Private Equity matching technology entrepreneurs with investors. Neeta has held senior positions at Thomson Financial (Reuters), Legal & General PLC, Financial Times Group and at the British Council. She is an early internet pioneer having launched the first personal finance web site in Europe for L&G in 1996. Neeta holds an MA in Chemistry from Oxford University, an MBA (Marketing) from Cass Business School, and a Sloan Fellowship in Strategy and Leadership from London Business School, where she was the winner of the PWC prize in 2009 for a consultancy assignment in China. Neeta is passionate about the importance of storytelling in business and has published a book about it, "Creative Business - the making of addictive stories", FT/Prentice Hall 2002.

[@neetapatel](#)

Business Pitches

Mihaela Muruianu & Valash Sirikate - Lapkin

Mind Pump Studio was founded in 2013 by a group of young, international entrepreneurs from Imperial College London. The team is focused on developing innovative solutions to every day problems. Their entrepreneurial journey together began one morning on campus when Co-founder Chris Costello shared the story of how he had spilled his takeout curry all over his laptop the night before. And so the Lapkin was born from the sad demise of his Mac. The Lapkin is described as the world's first and only eco-friendly, disposable and touchpad compatible laptop keyboard cover.

Lapkin: The product is made of paper thin but strong eco-friendly bioplastic material that covers the keyboard and the trackpad without interfering with finger swiping, mouse movement or the ventilation all this while protecting the device from crumbs, spills and contaminants. You can even write directly on it without damaging the device underneath. The glue dots leave no residue and can be positioned and repositioned, ensuring a smooth experience. Simply throw it away when it gets messy and its biodegradable plastics will degrade to zero pollution within a year. Not only are laptop repairs expensive and inconvenient but silicone covers also can damage the environment and the laptop. While crumbs and spills reduce performance over time, [keyboards are also "dirtier than a toilet"](#).

Esther Rodriguez-Villegas - AcuPebble

The story of our technology started almost 10 years ago. The then medical director of the UK National Society for Epilepsy convinced Dr. Esther Rodriguez-Villegas to use her unique insight into low power microelectronic design to develop an apnea monitoring technology that prevented sudden unexpected death in epilepsy. The problem was not just detecting apnea, but doing so with a device that was very small, unobtrusive, had the ability to monitor for long periods, and was extremely accurate, since missing an apnea could be fatal, and false alarms would discourage its use. Existing sensing modalities and signal processing algorithms did not meet these criteria. Novel sensing, hardware and software engineering techniques were devised to overcome these challenges. With time, Dr. Rodriguez-Villegas realized that this technology would however have much wider applications, including sleep apnea screening and the continuous remote monitoring of a variety of respiratory and cardiac conditions. Work on the different applications has resulted on the AcuPebble.

It continuously monitors multiple breathing and cardiac parameters and provides remote real time access to the acoustic signal resulting from respiration and cardiac function, so that a doctor could listen to the sound of your (or your loved ones) respiratory tract and heart, to carry out a more informed diagnosis. AcuPebble is tiny and weighs only 5 grams with a diameter smaller than a UK twopence coin. It is super easy to use - as simple as peeling a bandage and pressing it on!

Rasik Vijaykumar - BetWeight

Have you ever tried to lose weight and found it is really difficult? Do you need something to motivate and inspire you? Rasik has come up with the answer: BetWeight. Did you know that there has been a marked increase between 1993 and 2012 in UK obese adults: from 13.2% to 24.4% among men and from 16.4% to 25.1% among women? This shows an alarming trend, costing the NHS £5 billion per year. People who are overweight have a higher risk of getting: type 2 diabetes, heart disease and certain cancers.

BetWeight users can take part in weight loss challenges to get fit, with a mix of cash rewards and charitable results: Cash Challenges: users can now create or join group weight loss challenges and win cash. The concept is simple - as the number of betting challengers in a group challenge grows, so does the total challenge 'cash pot'. And Charity Challenges: Charity Challengers can bet on reaching a 30 day weight loss goal that they set themselves. If they successfully reach it, they win their money back. If not, the money is donated to a charity of their choice. Rasik has a background in Database Development and Analytics, with experience in web design and mobile application development and has already created a number of other entrepreneurial projects in his spare time.

More details and registration at www.3cscommunity.com