

# 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 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 320 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

## Reed Smith

Our February 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

Driving progress  
through partnership



### Guest Speaker: Lee Robertson - Octo Members Group :

Lee, founded an award winning wealth manager, Investment Quorum Ltd. in 2000, and led and built it over the next 17 years until achieving a successful exit earlier this year. Along the way Lee was regularly listed in Spears Wealth Management Indices as one of the UK's Top 10 wealth managers and was named Wealth Manager of the Year in the 2016 Spear's Wealth Management Awards. His reputation for uncompromising client service and deep commitment to the wider financial services debate means that he is regularly sought after for informed comment on personal finance and industry issues.

Lee has also been very busy as a Founder Freeman of the Guild of Entrepreneurs, cumulating in becoming Master in 2017. His master's weekend at the Defence Academy at Shrivenham in July was one of many highlights to his memorable year as Master of this young Guild.

Since exiting IQ, Lee has been very active founding the Association of Independent Directors and also Octo Members Group Ltd, to encourage debate, comment and information flow about the financial services market from well-known and active participants of the financial market. Please do come along and hear the insights from Lee about the challenges, the highs & lows of founding a financial service firm in the eye of the 2000 market crash from the dot com bubble bursting and then surviving and flourishing after the 2007/8 Great Financial Crash.



### Business Pitches

#### Josep Bori - FinalAV Security

When the NHS was infected with the WannaCry virus in 2017, along with many other organisations and individuals, this was a classic example of a ZERO-DAY VULNERABILITY. Zero-day vulnerability is where hackers can exploit an undisclosed gap or loophole in software to affect computers and networks e.g. by demanding a ransom to release encrypted files (Ransomware). Within days, anti-virus companies had sent out SIGNATURE UPDATES to blacklist the malware, and software fixes from the system vendors soon followed. This zero-day vulnerability had been closed.

FinalAV Security is an anti-virus software solution based on patented technology with no zero-day vulnerability and without needing signature updates. At the time of the WannaCry attack, FinalAV Security was undergoing field trials of the Beta-test version. We obtained a sample of WannaCry and our tests showed that even this early version of the product would have prevented infection.

FinalAV Security takes a different approach to existing anti-virus software (and can run alongside it). We'll explain why no-one has done this before. Our next steps are to convert the prototype into a robust first release version of the product and to generate revenue, while protecting our customers from zero-day vulnerabilities.



#### Keith Ryan - ScanQuo



We are targeting a revolution in the quotation process for the Contract Cleaning industry, which has a global market opportunity of £200bn.

The legacy measuring approach with a manual process using tape measures, square footage or eyeballing the premises often leads to overpricing and dissatisfaction among clients and contractors.

ScanQuo's proprietary software provides the measurement and detailed pricing accuracy using smart hardware device & tablets, delivering significant savings and quantifying exacting benchmarking of service compared to legacy contracts.

Our revenue model is a mix of an annual and a monthly share of the contract price savings as well as monthly SaaS subscription based payments.

Our founders have extensive domain expertise in the cleaning industry, the tech sector and in accelerating start-up businesses.

We are already at the trial stage with global leading brands like CushWake, Nova Nordisk, B A T, Churchill Services and have received a number of Letters of Intent with paid pilots scheduled for January 2019 with the named clients. Currently looking for introductions to potential investors to build a profitable £19m T/O firm in 5 years.

#### Tom Sheppey - HealthPOD

How valuable would it be if you could quickly and easily speak to a nutritionist about your diet or get answers to your fitness questions from an elite coach? Perhaps you want a career mentor or would like to speak to a counsellor or a stylist or a tutor? At the touch of a button POD offers a complete solution, connecting people to experts in any field, helping them improve every aspect of their lives. We're creating a platform that unlocks expertise in a way never before possible, using the power of technology to connect people to experts virtually. Our custom matching algorithm and intelligent vetting process provide unparalleled quality expertise to anyone, anywhere.

Our launch product HealthPOD addresses an industry that isn't providing people with a sustainable means of achieving their goals and where there's too much conflicting and incorrect information to navigate alone. There's also a lack of genuine personalisation; almost all digital solutions offering 'personal training' are pre-set, off-the-shelf products. Simultaneously, coaches have an abundance of time they can't currently monetise. HealthPOD connects consumers with personal trainers and nutritionists for a 1-2-1 consultancy video-call. Consumers receive personal coaching from a vetted expert at an affordable rate; coaches increase their earning potential.

