

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 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

22nd November 2016 - Taylor Wessing
24th January 2017 - Nabarro

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.

[Register here on our LinkedIn Group](#)



ReedSmith

The business of relationships.™



Guest Speaker: Graham Kennedy - Alexoria

Create B2B Business Leads

One of the biggest challenges facing ambitious software and professional services SMEs in the current economic climate is creating leads for their services in a sustainable manner. In this presentation, Graham Kennedy of Alexoria will outline the 3 key pre-requisites to be able to generate leads and present a proven, cost effective system that generates leads in a systematic and sustainable way. As a result of using this system, Alexoria now balances demand for its services with the ability of its supply chain to deliver.

Graham Kennedy is the founding Director of Alexoria. Alexoria helps technology and information intensive businesses to grow faster in a commoditising market.

Prior to founding Alexoria, Graham worked for Andersen Consulting (now Accenture), leading major IT enabled change programmes, and then for A.T. Kearney, where he led the team that helped position EDS for its \$1bn contract extension with DWP. Graham is also the founder and former Chair of Intellect's Innovation Den, which brings together senior personnel from UK government organisations, software and IT services companies and SMEs with the aim of enhancing innovation in the UK public sector.

Business Pitches

Jeffrey Newnham - Pro-Glu

Pro-Glu Ltd manufactures Glue-On Horseshoes. The concept, development and market research that has been conducted over the past eight years has resulted in a world class Glue-On Horseshoe.

Conventional shoeing of horses, still using metal horseshoes and nails, has not progressed significantly for over three hundred years. The problems that existed then with this very basic product are still the problems that exist now. Simply attaching the horseshoes through the hoof wall of the horse using nails. The problems of this are clearly evident to everyone involved in the equine world, and the resultant damage and possible lameness to the horse can be extensive. This is poor animal welfare and is not in keeping with the care and service of what can be an expensive animal. This can also create huge problems for the owners, particularly during training, or leading up a major event, an important horse race, or the Olympics.

Jeffrey Newnham qualified as a farrier in 1983, registered on the UK Farriery Register. He is well known and well regarded in the equine world, with contacts worldwide. With his professional advisors he is taking Pro-Glu to the next level by leveraging the business through funding to the main global markets.



Tony Songest - Carportable



With an increasing number of cars in the UK and Europe and the stronger influence of Climate Change, protecting one of their most valuable financial assets (whether at home or on holiday) from the weather will become more important to all motorists, be it from frost, sun, rain or snow etc.

To satisfy this growing need we have created, built and sold our Carportable which is like having a 'Garage that Goes with You'. The world's first car cover that combines the protection of a garage, in a holdall the size of a golf bag!

The Carportable has been developed in Australia and our first shipment was sold out, resulting in a number of testimonials supporting its value to their owners. It was highly commended by Insurance Council of Australia and the University of Qld. Suncorp Insurance (Australia's largest car insurer), also considered it worthy of future endorsement to their clients. Concurrently we had 13 National Patents fully approved, covering over 370 million motorists.

Luis Vargas - Sitrani

Latin America's main export destinations have shifted from Europe to Asia and with it the requirement for better transport routes to/from the Pacific ports.

Currently due to an inefficient market, 83% of freight is shipped through the traditional Atlantic ports despite the fact that using the Pacific ports reduces cost by 30% and transit time by 18 days. Since there is no market for international road transport, hauliers can't pre-arrange loads for incoming journeys, so they are forced to surcharge a return fare for single journeys making the freight cost very expensive and prices prohibitive for exports.

Sitrani will create a market through a data based application, with a mobile interface which introduces hauliers to businesses requiring freight delivered across Latin America in a secure environment. Sitrani reduces transport costs by increasing the market efficiencies with the security provided by our own digital payments system. Our core revenue stream is based on charging £0.05 per Km travelled to freight owners (equivalent to 5% commission on hauliers' charging rate).

Luis is a Business Engineer with a strong logistics background and has a wide and varied experience developing successful business for British, European and American companies in Latin America and is looking for advice and suggestions as well as access to funding to implement this plan.



More details and registration at
www.3cscommunity.com