

# 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 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 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

27th November 2018 - NatWest HQ  
6th February 2019 - Reed Smith  
2nd April 2019 - Taylor Wessing

## Marks & Clerk

Our October meeting is being hosted by Marks & Clerk.

Marks & Clerk has long been recognised as one of the leading patent and trade mark attorney firms across the globe, with eight offices across the UK and a further eight in North America and the Asia-Pacific.

You will find that our patent and trade mark attorneys together with our associated firm of solicitors offer a comprehensive range of intellectual property services - covering patents, trade marks, designs and copyright. This includes obtaining protection worldwide, portfolio management, strategic and commercial advice, licensing, enforcement, due diligence and litigation.



## Guest Speaker: - Simon Lawson - Lawsons

Nine years ago, Simon is Chairman of Lawsons Timber, Building & Fencing Supplies, the family business.

Founded in north London in 1921 as a fencing contractor/merchant by Simon's grandfather and great-grandfather, the company was the first to sell fencing materials cut to length and ready treated. Over the intervening years the firm expanded to become a fully-fledged timber merchant and, as more lines were added, a builders' merchant with a wide range of products.

After graduating from Bristol University in 1982, Simon began working in the corporate sector and started studying for his MBA. What struck Simon about the corporate world is the lack of focus on people: "It was very much about processes, Key Performance Indicators and outcomes, and I think they severely neglected people."

So, when Simon's father asked him whether he would like to join the family business, he grasped the opportunity to join a genuinely people-focused business.

Lawson's mission to 'make work as interesting and satisfying as possible' puts the wellbeing and happiness of its 450 employees firmly at the centre of the firm's culture.

"I come from a long line of Quakers," Simon says, "and I am very interested in building Lawsons around the needs of our people, much like Rowntree and Cadbury did back in the 1850s. Business should be centred on what the people need out of it, rather than what shareholders, or the stock market, or the pension fund wants out of it."



## Business Pitches

### Buzzy Sadek & Austin Plunkett - Vimtastic

Vimtastic is a health data and analytics platform. It empowers individuals to share their health metrics with their trusted clinicians, health service



providers and insurers, to improve their health and gain rewards. In turn, Vimtastic can provide bespoke analysis of this data for health service providers and insurers. Insurers want to reduce risk/costs by understanding detailed health behaviours of individuals. NHS clinical commissioning groups (CCGs), want more specific data about their patient-base to improve health, and optimise spending. Currently they have little access to the health status of an individual outside of their limited face to face contacts.

Vimtastic enables consumers to collect and share their detailed personal health metrics using their existing apps and devices with no extra effort. The consumer sees a dashboard with a simple summary of their data, enabling them to track progress. They control their data at all times, and can choose who to share it. In the UK 6m people have health insurance and over 10m use health apps/health devices. We are currently in early stage talks with a London NHS CCG and two insurers, who have all shown interest. 500m people world-wide used a health app in 2017. Vimtastic aims to be a global service, used by consumers, clinicians, health service providers and insurers around the world. Vimtastic is led by 2 experience clinicians, one with technical skills.

### Ed Johnson - Push Far



There are currently no open platforms to formally connect mentors or mentees. Students and working professionals are becoming more driven and ambitious than ever before. People care about their careers and they want to push ahead. But, they need guidance and support to achieve this. Mentoring, networking and support are the answer. PushFar is a website and mobile application which will bring together mentors and mentees in the professional world, providing a powerful tool for individuals to drive their career further.

Our initial target market is working professionals and students, within the UK. While we see the potential for some overlap - with some occasionally wanting to try both roles - however the basic premise is that users will be either mentors or mentees. Target UK Market, current numbers: Students 1.3m, Working Professionals 15.8m, Retired Professionals 7.1m.

Revenue streams will include: Business Software Licensing, Recruitment Solutions and Advertising solutions.

Would you like to join?

PushFar is currently in fund raising mode, having so far secured £95k in SEIS investments. The team are mid-way through platform development, with launch scheduled for January 2019.

### William Pearson - Ocean Bottle



8 billion kgs of ocean plastic are drifting into our oceans each year. Over 80% of ocean plastic comes from impoverished coastal communities that lack the infrastructure and incentives to recycle. This means that even if we stop using plastic in our local environments, we haven't made a dent in ending ocean plastic. We need to stop ocean plastic at the source - which means building the infrastructure, rewards, and behaviours to encourage action in these impoverished coastal regions. Governments won't do it, poor citizens won't do it, so it's up to us to give this material a value and facilitate its collection. We are a no-bullshit sustainability company, which means we believe in creating a global movement to shift behaviours for the long run, not just donating a portion of profits to a cause. We have partnered with The Plastic Bank, an NGO who empowers people in these communities to tidy up their environment, and earn a living by doing so. They will manage the operations behind the product. Each bottle will fund the clean-up of 1000 plastic bottles, helping to change behaviour and create an infrastructure to stop ocean plastic at the source.

More details and registration at  
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