

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*

Reed Smith

Our July 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: David Mellor

Since 2001 David has developed a portfolio of activities which derive principally from 25 years experience in commercial and investment banking with HSBC and Deutsche Bank.

His consultancy activities embrace strategic planning and implementation, and mentoring existing and aspiring entrepreneurs. He is a recognised expert in his field, regularly speaking at conferences, and running seminars and workshops. He provides one-to-one and group mentoring to aspiring entrepreneurs, many of whom are aiming to establish themselves as consultants.

David holds associate status at Cass Business School, within the executive education area. He has run workshops on managing strategic change, entrepreneurship, corporate entrepreneurship, leadership, building high performance teams, and sales. In addition he has acted as course director at Cass, and provided facilitation and mentoring support to participants in small groups and on a one-to-one basis.

David published "From Crew to Captain" in 2010, written for people making the transition from working for big institutions to working for themselves. He has followed that up by launching "From Crew to Captain: A Privateer's Tale" in 2014, which is written for people establishing consultancy practices.

His next book - *Inspirational Gamechangers*, is being published by Financial Times Publishing on 19 August 2015. Great business leaders and great companies are a constant source of inspiration for others in business; their routes to success encourage our ambitions, inspire in us the belief that great achievement is possible, and crucially - give us practical pointers towards how to do it.



Business Pitches

Faith Johnson - Caramel Rock

Faith Johnson is the CEO and Founder of Caramel Rock, a UK registered educational charity launched in 2008. We provide vocational training in fashion and the creative arts alongside functional and job skills in East London. We work with young people and adults as well as vulnerable people, and help them get back into employment or training by equipping them with the skills they need through the creative arts. We use fashion as a creative means to engage with people. We have a strong belief in shaping our future leaders and therefore we offer, in every course, a personal development scheme. As well as helping young people, it is also our mission to provide our students with the knowledge and expertise of the fashion industry, to help them form a solid foundation for a brighter future. Additionally, Caramel Rock guides young people to achieve both their short and long-term goals. This is accomplished through improving their skills and giving them work experience within the fashion industry. Our motto is: Turning "Failure into Success" for example: we have an 80% success rate of student staying on the programme compare to 50% at local colleges and are getting 10 students into apprenticeships each year.



Amata Kwizera - huiji

huiji is a mobile health application (mhealth app) for obstetricians, midwives, nurses jointly developed with these professional associations. The mhealth app will serve to scale up the utilisation of printed and video materials at practice level, and also integrate other already existing mobile health information systems experiences. This product has a futuristic value in that relevant and useful updated evidence can be disseminated digitally with monitoring systems to track performance and improve supervision processes. The target market will be health care professionals, which were estimated at 1,640,000 people in Africa in 2006 by the World Health Organisation (WHO). This number is expected to grow exponentially in the next decades as Africa's young population reaches their active age. According to the UN: Africa is the only region where the population is projected to keep increasing throughout the 21st century. By 2050, Africa's population will double, to 2.4 billion, eventually reaching 4.2 billion by the end of the century - just about the entire world population in 1977. Although the mhealth app will initially be targeted for maternal health, the processes for updating evidence in practice, performance tracking and improved supervision could be used in other areas of health care provision.

Francois Gall - ICON

Digital advertising has been hugely successful driven by several factors including Internet growth, smartphone penetration, social media and e-commerce, new metrics and targeted ads. In 2015, 50% of the £16bn UK ad market will be digital and will be the 1st country to breach 50%. However, engagement levels are low as several issues are emerging, including the activity is mainly push, trust issues and it interrupts what you are doing. From the advertisers' perspective there are also multiple issues including: low response rates, still learning how to use 'big data', copyright ownership issues and too much power concentrated with the channels (e.g. facebook, Google). Martin Sorrell recently commented there is a general lack of engagement from the users. ICON wants to reward consumers to improve online engagement. ICON's vision is to turn the e-advertising world on its head by putting the consumer at the heart of, and benefiting directly from the e-advertising process. In a nutshell, ICON will pay users to watch e-advertising willingly and without obligations. ICON would like to present their concept and use the 3Cs Community as a "Sounding Board" and are looking forward to the 3Cs feedback.