Connections - Commitment - Capital

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.

Presenters from our 10th Anniversary Meeting, May 2013

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.

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 downhearted, 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.

3CS MEETING — 19 JANUARY 2016

Reed Smith

Our January 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.

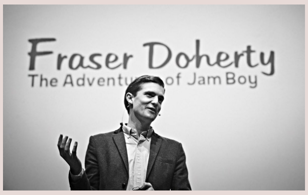
Register here on our Linkedin Group

Next Meetings

15th March 2016 - Taylor Wessing
10th May 2016 - Nabarro

ReedSmith
The business of relationships.

Guest Speaker - Fraser Doherty MBE
Founder Superjam and Co-Founder Beer52



At 14 Fraser learnt how to make jam from his grandmother using her secret jam recipes, selling initially to neighbours, farmers markets and small shops. He was soon producing 1000 jars a week from his parent's tiny kitchen and had to move into factory production. The big differentiator is that Superjam is made with 100% fruit. Pitching it as a 16 year old to Waitrose, and after many tries they lunched SuperJam in all of their stores around the UK. It is currently selling millions of jars in 1000's of supermarkets around the world incl. Tesco, Asda Wal-Mart, Morrisons, Sainsbury's, and Waitrose. Fraser has also written two books, The Super Jam Cookbook and The Super Business, which became best sellers. Fraser has created various charitable projects such as The SuperJam Tea Parties, for lonely elderly people who live alone or in care homes.

Fraser is currently the Co-Founder of Beer52, a subscription based business, that delivers to clients a monthly curated selection box of craft beers from over 12,000 craft breweries around the world. In 2 years Beer52 has grown into a run rate of £3m pa, on only £250k of capital.

Come and hear some insights and lessons learnt on building high growth businesses from this young, multi award winning entrepreneur.

"One of the best speakers we've ever had. Inspirational, humorous; one of the leading speakers in the UK!"

Liz Cameron, Scottish Chambers of Commerce

Business Pitches

Lolli Olafsson, Geyser Thermal Energy

GEYSER THERMAL ENERGY LTD

Geyser Thermal Energy is an early stage, pre-revenue business, but with products and services are already on the market and a pipeline of projects. The retro-fit heat recovery systems reuse energy from commercial cooling systems that would otherwise be wasted, to reduce clients' energy usage and carbon emissions. Using a proven technology that also provides a great return on investment. Strategic relationships are in place with partners that have around 11% of the UK commercial gas supply market and with multiple sustainability consultancies. Successful trial installations at a number of smaller pubs, restaurants and leisure centres, including McDonalds and Nuffield Health have proved the technology. The systems are the only ones on the market which work with over 90% of the UK and European available cooling equipment.

The products used in the heat recovery system are all commodity, apart from one critical component, the heat exchanger. We have an exclusive agreement for the whole of Europe with the US manufacturer, the only one that can produce these heat exchangers. The business has been self-funding to date but is now looking for external finance to capitalise on this Green technology and take it to a potential market of £520 million in just the UK.

Richard Carman, Continuity Partner

ContinuityPartner

Resilience is a key leading indicator of how a business is likely to perform in the face of setbacks or catastrophes. Resilience has traditionally been ignored and has been almost impossible to measure. Continuity Partner (CP) has developed and is generating revenues from a unique solution to these challenges. CP are now looking to raise capital to scale up the adoption of their managed service and resilience scoring methodology (CP Score) through an automated online technology platform.

SME companies that can demonstrate high levels of Resilience are more likely to win new business, retain customers and achieve preferential 'risk adjusted' pricing for essentials such as insurance, borrowing & investment. The CP Score will also help companies quickly assess the Resilience of their channel partners, distributors and critical suppliers.

Alice Holden & Fleurette Mulcahy, Attollo Lingerie

ATTOLLO

Attollo Lingerie is a brand designed by D+ women, for D+ women creating bras which combine beautiful design and flattering shape. Since the last 3C's pitch in September 2014, Attollo has secured a start-up loan of £30,000, which has funded the design and sourcing of materials for samples ahead of production. We've worked with our designer for 8 months to source all 30 components for our designs and the first set of samples are now available. These have been shown to independent lingerie boutiques in the UK, Canada and US who are keen to stock Attollo. Two further rounds of market research have confirmed the need and demand for Attollo amongst D+ women. We are working with the former owner of Made in Preston, Nikki Hesford, who manufactured D+ lingerie in the UK. We are also being featured in the current issue of Vogue as part of their Valentine's Day lingerie focus.

Recently we both took on part time jobs in the lingerie industry to be trained to fit bras, speak to customers and understand how to make Attollo the best brand for our target market. We are now seeking access to £200,000, under SEIS and EIS, to facilitate mass production and launch.

More details and registration at
www.3cscommunity.com