

# 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 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: Frazer Thompson, CEO - Chapel Down

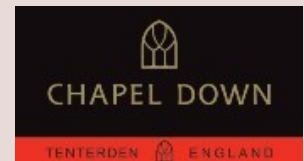
*Crowdfunding - the client's view:*

*What Chapel Down PLC learnt from being the first company to list via a crowdfunded share issue.*

After a very successful career in the brewing industry, including leading the team that created the famous Boddingtons advertising campaign and the draughtflow widget, Frazer has grown Chapel Down Wines from small beginnings when he joined in 2001 into the leading supplier of English wines. They have won many awards including an extraordinary three Gold Medals (of 229 awarded in the World) at the Decanter World Wine Awards 2013.

Frazer has become one of the driving forces that has raised the profile of English wine so that demand now vastly exceeds supply (a complete reversal of fortune). He has made the largest English wine company profitable, developed a well-respected and valuable premium brand and has successfully secured five rounds of external funding and floated on ISDX Stock market. In Sept 2014 he raised a further £3.9m in the World's biggest equity crowd funding - in a World record time - and a first for a listed company. With an additional 1,600 investors, he now has over 2,500 "pilgrims" who can rant about the virtues of English wine at dinner parties whilst enjoying shareholder discounts!

He has launched a beer using winemaking techniques - Curious Brew, which promptly won a Gold Medal at the International Brewing Awards and Trophy for Best lager beer under 5% abv in 2012. It's also successfully crowd funded over £1.5m. Chapel Down is officially - one of Britain's "CoolBrands" and is available in 8 countries. It was also served at the Royal Wedding.



### Business Pitches

**Richard Bowles - Bridgestrike**



Did you know that on average 6 Network Rail bridge are hit by lorries every day. Bridgestrike have designed a new innovative product: B.A.S., Bridge Avoidance System, and this provides an early audible warning to drivers of high sided vehicles of potential bridge strikes. While it is a legal requirement that high commercial vehicles have the vehicle height displayed in the cab, it is evident from the number of strikes, drivers are not always aware of their vehicle's height. There is also 1 fatality on average in every 100 bridge strikes; normally an innocent third party. These bridge strikes of course create major disruption to national rail & road travel. Currently vehicles are fitted with a manual Height Identifier which has to be manually changed to the correct height of the vehicle. It also requires the driver to make a series of complicated mathematical calculations; it obviously doesn't work very well! This new B.A.S will be able to communicate with satellite positioning systems and therefore activating the unit to notify the driver of an approaching low bridge. B.A.S has been designed using the team's 20+ years' transportation and engineering experience. Over the past 3 years we have carried out extensive research of: potential markets, the problem and its statistics and have been perfecting the B.A.S. design.

**Damon Hart-Davis & Mark Hill - OpenTRV**



OpenTRV makes smart thermostatic radiator valves (TRVs) for homes. The valves are cost effective, fit and forget replacements for existing TRVs and can save up to 50% on energy costs. Our smart TRV adjusts the temperature in each room according to the room's usage patterns. It works by detecting if a room is in use: it senses when a room is unoccupied, predicts for how long a room will remain unoccupied and lowers the temperature in that room for the period, bringing the temperature back up to normal at the correct moment. There is no need to programme complicated heating schedules to make savings, as the energy saving is automatic. Pricing is comparable to existing mechanical TRVs and the payback period for an OpenTRV device is just one winter. Damon and Mark have 35 years experience of City IT systems between them, several previous startups and the modest goal of reducing the entire UK's carbon emissions by 10%. OpenTRV is currently undergoing trials in social housing in London, and is planning a product crowdfunding campaign for later in 2016.

**Marcus Vaincourt-Strallen - whym.global**



Be Prepared for the Unexpected with a Live Interpreter. Imagine your worst travel nightmare...now imagine you can't speak the local language. What do you do? Emphasise your words? Shout? Use Google Translate? Sure, you can try Google Translate to help you out of every conceivable language problem when you are abroad. Or you could use whym! With whym, you're still in a stressful situation, but at least you understand what's happening. Eg "Disaster struck our family holiday. My critically ill toddler was rushed to hospital. I knew the situation was bad, but I was completely in the dark. I scream that I can't speak Spanish! What's wrong? What's happening to him?" whym is an innovative live translation app for travellers on Android and iOS. Our app enables anyone to access a professional interpreter at the tap of their smartphone. Simple, our friendly interpreters deliver accuracy when it really matters, whether that's an emergency situation or an important business meeting.

More details and registration at  
[www.3cscommunity.com](http://www.3cscommunity.com)