

SCRATCH

LATE NIGHT COCKTAIL CLUB
CORNISH SEAWEED COMPANY
SOCIALBEAR
WEB WISE MEDIA

STARTUPS MAGAZINE

September 2018

SCRATCH

Win Exclusive Tickets to

The Late Night Cocktail Club

Plus Interview with Founder
Alexander Adams

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UNIVERSITY OF
EXETER



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THOMAS A. EDISON

IF WE ALL DID THE
THINGS WE ARE
CAPABLE OF DOING, WE
WOULD LITERALLY
ASTOUND OURSELVES

”

MEET THE STUDENT START-UP TEAM



Joe Pearce is the Head of Business Support at the University of Exeter's Innovation Centre, with a focus on building the community of businesses which exist in and around the Innovation Centre. Working closely with the client businesses Joe is able to address issues arising as well as supporting the growth and development of the clients through direct interactions or facilitating links to other business and business which form part of the Centre network. Prior to joining the Innovation Centre Joe worked with the University of Exeter, establishing Knowledge Transfer Partnerships and business placements. He also has experience in owning and running small businesses having been Commercial Manager of a Process Engineering business and Director of a funding consultancy. Joe gained his MBA from University of Exeter in 2011.

JOE



Emily Davies is the Student Start-up Manager at the University of Exeter, fostering an entrepreneurial culture across all campuses, broadening access to entrepreneurial education and skills development to nurture and support student and graduate start-up businesses. Emily recently received an award for 'Best Employability Support' at the University's annual Teaching Awards in recognition of her work.

Emily is an Exeter representative within the SETsquared partnership, focusing specifically on Student Enterprise projects. She also works with the Environmental Futures and Big Data Impact Lab to develop students ideas which may potentially link in to a business-focused innovation ecosystem post-graduation. Emily is also on the steering group of Exeter Culture which is a 2-year project to deliver an Arts and Cultural strategy for the city. In addition, she writes, records and performs music which is showcased at festivals and gigs in the UK and abroad, and she has also contributed to tracks used in television and film.



EMILY



SILVIA

Silvia Paloschi is the Student Start-up Officer at Exeter. She has a BA in Modern Languages and an MA in Applied Translation. She has worked across a wide range of industries, including fashion, translation, education, market research and digital marketing. She is our resident expert on all things digital - providing valuable insight and training in creating and implementing strategic social media and digital marketing campaigns. Silvia has also spent a significant portion of her working life in self-employment as a language, content marketing and localisation consultant which gives her valuable experience to draw on to offer support, guidance and insights into how to best start up a sustainable business or successfully become a sole trader. This year she will also be delivering the Google Drive Garage programme across the South West.

David Walker is the Student Start-up Officer for Penryn and a startup entrepreneur with a passion for clever and simple design which improves user experience. David started Paddle Logger whilst studying BSc Geography at the University of Exeter's Penryn Campus. Paddle Logger is a mobile platform for enhancing user experiences on the water; starting life as a simple route tracker it has grown in the last few years to reaching a global audience, including the USA and Australia. After passing through the SETSquared programme at Exeter with Paddle Logger, David was recently awarded grant funding from South West Centre of Excellence for Satellite Applications to help with more product development. Following the success of the brand, David was asked to be an ambassador for Invest in Cornwall, within the SpaceTech sector. With this position David has enjoyed being able to promote the South West as a fantastic digital landscape for startups particularly in the Space sector.

David will be delivering workshops, events and support across our Penryn campus over the coming year to encourage and nurture student and graduate startups.

DAVID



KATIE

Katie Hawker is the Student Start-up Officer for Creative Economy. She has an MA in Arts Management from the University of Falmouth at Dartington College of Arts and a BA (Hons) in Fine Art: Sculpture from University of Brighton. She has worked within a variety of arts organisations such as National Gallery, Public Catalogue Foundation in London and was the Visual Arts Coordinator at Brewhouse Theatre and Arts Centre. She is the Founder/Director of Surface Arts; a connective organisation that produces residencies and innovative projects. Through Surface Arts she has successfully managed many projects in the UK and Southeast Asia with a focus on Thailand where she lived and worked for 7 years setting up an International Residency Program and many other creative projects, developing partnerships with the likes of British Council, Goethe Institute, Asia New Zealand Foundation and Chiang Mai University. As an arts manager and facilitator her focus is based on collaborations. She defines herself as a connector, constantly building relationships to develop projects and now to support entrepreneurship through the Student Startup Program.

THE LATE NIGHT COCKTAIL CLUB

TAKING THE LEAP

AN INTERVIEW WITH ALEXANDER ADAMS

BY KATIE HAWKER

Among party organisers, The Late Night Cocktail Club defers to no one. Known for events that are dazzling and daring, louche and laid back, sophisticated and salubrious.



Lawyer and entrepreneur, man of culture and bon vivant, Alex Adams is a secret subversive. It was this cocktail of qualities that motivated him to co-found The Late Night Cocktail Club. Always open to unusual forms of sophisticated, sometimes surreal entertainment, he has turned this into an art form that others can also enjoy. The Late Night Cocktail Club are known for events that are dazzling and daring, louche and laid back, sophisticated and salubrious. Members are young professionals with a taste for the whimsical. Alex Adams now runs two successful businesses, the second being Wig & Pen, a successful business consultancy advising ground-breaking Start-ups. Alex is a prime example of what can happen when you follow your gut instincts and take a leap of faith. This brave and trusting moment is something many entrepreneurs can relate to. Entrepreneurs are characteristically misunderstood, they may feel like no one understands them because of the paths they choose. People may think their ideas are crazy and that successful entrepreneurs possess some kind of super power but they are still everyday people, just with a passion and drive to do things differently.



As Amazon founder and billionaire, Jeff Bezos once said 'Entrepreneurs must be willing to be misunderstood for long periods of time'.

After university Alex started a career as a corporate lawyer at Slaughter and May. He worked there for three years before boldly deciding that corporate law wasn't for him. He put all his dynamism and vigour into setting up The Late Night Cocktail Club with business partner and friend, Piers Ridyard.

The inspiration for The Late Night Cocktail Club came when he was at law school in London. He says 'There wasn't really anything going on for the students which I found quite frustrating, so me and a couple of friends decided to organise some events. The first one was hugely successful. We ran about five events throughout law school which were completely sold out. We were contacted by some of the biggest venues in London'.

He regaled memories of these times when he was fed up at Slaughter and May and remembered the satisfaction and pleasure he found in running these already iconic events.

He finally took the leap and handed in his notice at Slaughter and May. At that moment it felt right and from that point on he was able to say YES to everything and control his own workload. 'It immediately felt brilliant', he recalls, 'even though I

had gone from a very high salary to earning nothing, it felt like the right thing to have done'.

It has been six years since he left Slaughter and May and there have been many ups and downs, crisis moments and failures to match the successes but there, underpinning everything, was a huge sense of freedom and ability to work on projects that he was truly interested in. He admits 'There have been times where I have thought about closing companies and going back into the corporate environment just to have that security and reliable cash flow. Not having that safety net can, at times be quite overwhelming but honestly I don't like the idea of going back to rigid a corporate environment'.

Recently The Late Night Cocktail Club's main venue, owned by Richard Branson, closed



“ **FOR ME THAT’S BEEN THE GREATEST THING IN ALL OF THIS, JUST BEING ABLE TO PICK UP STICKS, MOVE ABROAD AND BE BASED WHEREVER** ”



down. This meant they lost their major source of income, but this setback has actually opened up doors for new collaborations with different companies and venues, proving that silver linings do exist. Alex says ‘It is very satisfying because for many years it was a struggle’.

based in London. Wig & Pen is a business consultancy mainly focused on legal advice but also strategy and growth aimed at start-ups. He states ‘The problem that many start-ups and small companies face when it comes to engaging external advisors, namely in the legal industry, is that legal fees are very high for the value that law firms can offer. We are a good value alternative that has both experience on the legal side of things but also within the start-up environment. We work directly with start-ups and are running our own start-up, so I think a lot of companies appreciate that’.

A recent progression of The Late Night Cocktail Club has also been to take it internationally. Alex says ‘We are launching The Late Night Cocktail Club in Toronto in a month, in Berlin in September and we will hopefully be doing some pop ups in Asia before the end of the year’.

The Late Night Cocktail Club was London based up until 2017. Alex proved that the concept can work in a completely different culture after he did five pop ups in Japan with a new business partner. ‘It was very well received in Japan’, he says, ‘the events were much smaller but as a result of that, various night clubs from Tokyo and Kyoto now want to work with us again’.

They say you shouldn’t mix business with pleasure but this certainly hasn’t been the case for Alex. He has relied on partnerships with friends to build successful businesses. He says ‘I really like working with people that I know well and I think that trust is the quality of fundamental importance to me’.

INTERNATIONAL VENTURES

A few months after he set up The Late Night Cocktail Club his partner, Piers Ridyard, was also in the process of founding a tech company. ‘He had a problem with his MacBook’, explains Alex, ‘in terms of storage capacity and couldn’t find the solution that he wanted so he just decided to make his own piece of hardware which solved the problem’.

This action triggered a whole series of events that led to the birth of the company Nifty. Alex was heavily involved in the entire journey of Nifty, first as a business consultant and then earning the title of In-house Legal Council and PR/ Marketing Strategist. Their successes took them to China, Israel, Taiwan and USA on exciting projects and collaborations. Alex says ‘For me that’s been the greatest thing in all of this just being able to pick up sticks, move abroad and be based wherever’.

After being with Nifty for two and a half years, Alex decided he would like to set up his own consultancy business, something that would enable him to work freelance and have a flexible base and so founded Wig & Pen. He first set up in Japan and is now

WIN LNCC TICKETS!



Win 2 exclusive tickets to a Late Night Cocktail Club party!

ALSO sign up as a member of THE LATE NIGHT COCKTAIL CLUB and receive special discounts!

<https://latenightcocktailclub.com/members/>

Can you describe 'innovation' in an image? Post your images on our Facebook page: [facebook.com/thinktrydo](https://www.facebook.com/thinktrydo) with the hashtag #studentstartupcomp. We will select the winner and feature you in the next issue. **Competition closes midnight Friday 19th October.**





START-UP WEEKEND

BY JUSTIN TURQUET

If you have recently moved to Exeter either as a student, for work or to experience a bit of work-life balance, it might come as a surprise to discover what a hive of entrepreneurial activity the South West is.

Some of the many benefits of living and working in this part of the world are built around the outstanding natural beauty of the area: the fact that you can hit the beach or get to a national park after work, get home in time to see family and spend time with them without battling a busy commute. This, coupled with a lower concentration of major employers compared to the big urban centres means that many people chose to make their own way and develop their own business ideas as a way of staying in this wonderful part of the world.

If Britain was once a nation of shop keepers, it is now a nation of small, (often 'micro') businesses: We are an

entrepreneurial community full of creative and innovative people. In 2017, the Government reported that of the 5.7 million private sector businesses in the UK, 99% of them are small or medium sized organisations employing less than 250 people. Furthermore, 5.5 million were 'microbusiness' employing 9 or less people.

The South West of England now supports over half a million SMEs, which makes it one of the most successful regions in the UK for this sort of commercial activity. Those businesses are also resilient with Devon and Cornwall showing above average survival rates since 2014. The South West is the right place to start a business.

Today Exeter is increasingly reflecting this entrepreneurial approach to how we choose to work and is developing the infrastructure and networks that small and micro businesses need to become successful. The city is now home to accelerator programmes and an increasing number of shared working spaces that offer entrepreneurs

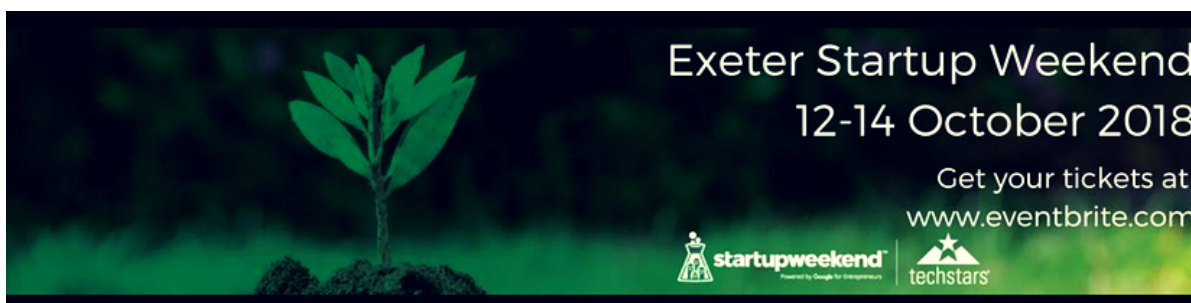
the chance to work flexibly and make those crucial contacts and develop a network with their peer group.

As a compact city, Exeter offers a high density of networks and a great place to base an enterprise that is starting up. Start-ups are also finding financial support from impact led accelerator programmes and access to a city centre that puts them within touching distance of thousands of potential customers.

The University of Exeter is also playing its part. Recognising that housing 22,000 of the brightest minds in the UK brings with it responsibility to foster talent and play an active part in contributing to the local community. The opportunity to capture some of this talent and keep it in the region is an exciting prospect both for the institution and for those individuals who take advantage of the support networks they are offered through alumni events, entrepreneurial modules and the

teams to develop a business proposition while allowing them to gain vital experience of working in this environment.

Taking place from the 12 - 14 October at the Innovation Centre participants have the chance to develop an idea from scratch, forming teams, learning how to work together, getting expert advice and then pitching to a panel of judges in front of a room of people who have become peers and a business network in just 54 hours. It replaces the fear of failure with a positive environment that, while challenging, also offers support, encouragement and honest, constructive feedback. Our judging panel includes experts in innovation who have worked in Silicon Valley, for major institutions and, of course, for themselves. Coaches will bring experience of how to pitch, build a team, validate ideas and plan a route to market. The participants



university's Student Start-up team! Furthermore, the recent, successful, crowdfunding for the Graduate Entrepreneur Maintenance Fund has will give recent graduates the ability to stay on after their studies end and continue to work on the business ideas developed as a student.

There are still challenges though. While the number of businesses started, each year continues to grow, it is also the case that there are many who don't know how to get started or who are, understandably cautious about taking a chance on an idea. Nearly half of those who are interested in developing an entrepreneurial idea don't go through with it because of the fear of failure. It is still the case that hardest part of starting up is starting out.

This is where Start-up weekend is a vital part of developing and fostering entrepreneurial activity in our region.

Start-up weekend takes the risk out of starting up by allowing participants to pitch their ideas and work in

will be a mix of designers, creatives, business minds and tech experts.

Crucially, participants bring enthusiasm, energy and are open to new approaches to how to start a business.

Those who join a team to work on a concept will be asked to immerse themselves into someone else's business and bring all their skills and experiences to make it the best thing it can be.

By creating an environment that allows participants to concentrate on developing a business idea, Start-up Weekend allows entrepreneurs to connect with a group of people who also want to build something new, work out where an idea sits in the market place and lets them build a network of talent around their concept. It gives individuals and teams to that most valuable experience of getting over the start line.

After the Apprentice

AN INTERVIEW WITH SOLOMON AKHTAR
FOUNDER OF SOCIALBEAR
BY KATIE HAWKER

Solomon Akhtar was just 22 when he entered, famous reality TV show, The Apprentice. He shined in his moment of fame and made it to the final five but was fired in week 11. Solomon said 'I'm really disappointed but for me to make it to the final five at such a young age, that's an achievement in itself. I think Lord Sugar sees potential in me. Not right now but in the future so I'm happy with that'. His journey into entrepreneurship started in his third year at University of Exeter when he started Instabear, originally set up as a platform to print Instagram photos. Solomon, together with some friends, wanted to start a business at university and Instagram was the most popular platform at that time and so they jumped on the trend. They responded to the tradition of students putting photos up on their bedroom walls. Most people weren't using digital cameras anymore and were using Instagram instead, so they set about creating a website to enable students to print their Instagram photos. 'The inspiration behind it was just that we thought it was a cool idea', says Solomon, 'and we wanted to do something within tech'. After moving to London, Solomon started to grow the business, changing the name from Instabear to

Socialbear allowing him to work with all social networks. 'At university we were just doing it for fun and we really liked the idea of getting Instagram photos printed', he explains, 'I think now, I'm more concerned, not with what we want but what the business objectives are for the clients, for example, how we can help Jaguar or Land Rover sell more vehicles using social media'.

Socialbear stands out from the huge number of social media agencies in London by developing physical social media products for corporate events, such as devices that print pictures or large live screens. 'We have big festival screens that display social media live, we have totems which print hashtag photos instantly', says Solomon, 'we have a video capture product that captures souvenir videos of an event and shares them onto Facebook directly, we also have a community management system that auto responds to questions on twitter'.

Most of Socialbear's clients are car companies and all the products are designed to help the client use social media as part of their event or advertising effort. 'I do really enjoy going to work and helping clients and winning new work', he says, 'I enjoy the whole start-up culture, I do genuinely enjoy helping other businesses



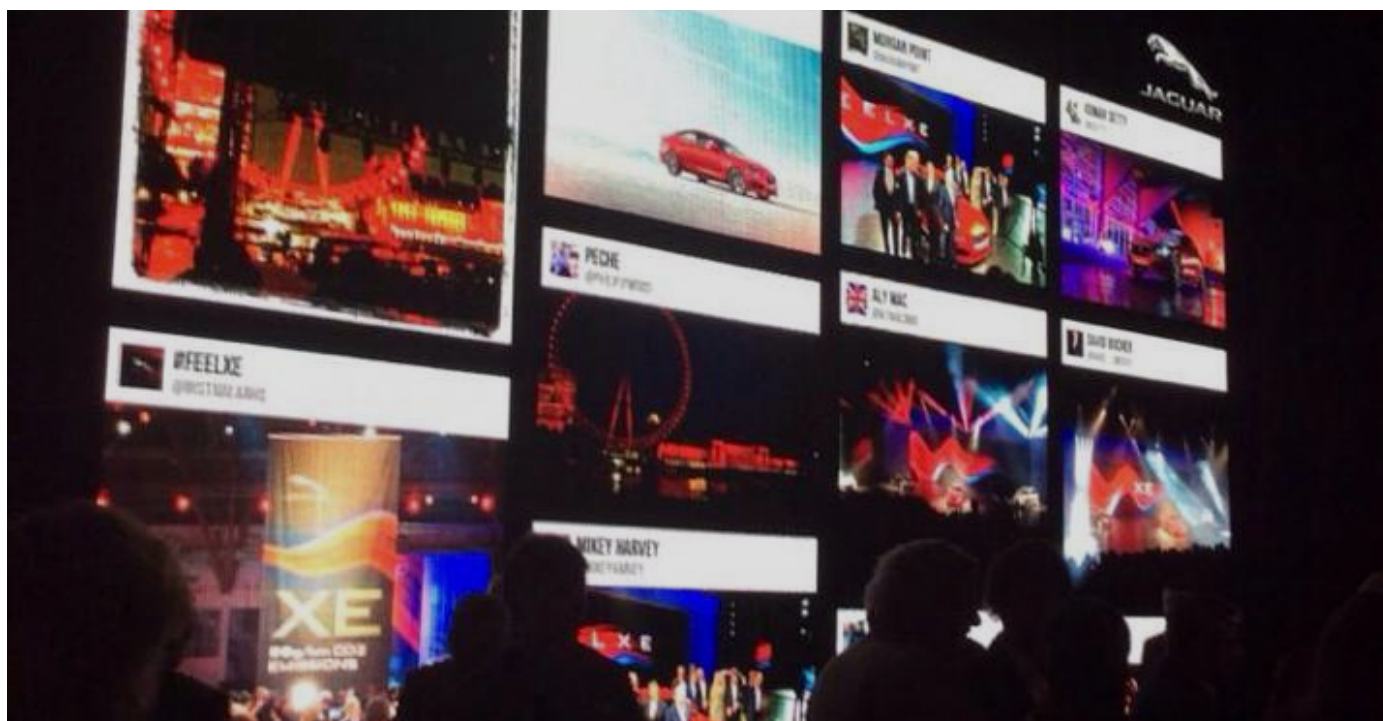
"Being on the Apprentice obviously helped and I got a lot of publicity for that"

and having the autonomy to say where my business is going to go, so that's what drives me'.

Solomon has built up a raucous reputation over the years running entrepreneurial activities at university such as events entitled 'F*** Me I'm Fresh' and his controversial creation of the 'Willykini' which sold out on all pre-orders via the Facebook page. He has a self-proclaimed love of partying and confesses that he may have spent a bit too much time and money on partying at university.

He added a fresh young flavour to the Apprentice, with his enthusiasm and care free approach which earned him a memorable reputation on the show.

Nowadays, he has left his life of eccentricities and fame behind to focus more seriously on his company. 'Being on the Apprentice obviously helped,' he says, 'and I got a lot of publicity through that. The BBC's angle of it was really good



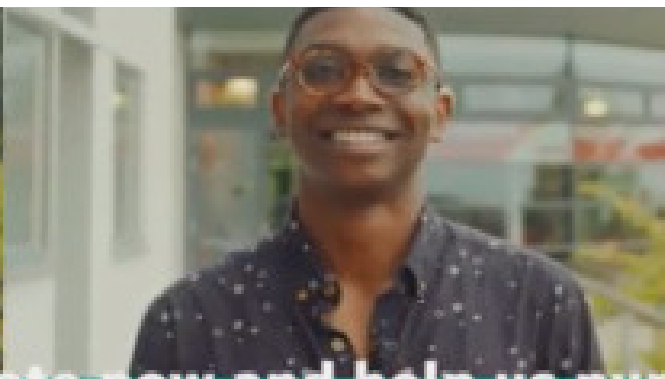
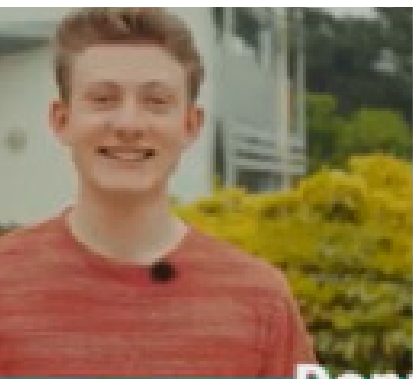
and I received a lot of help to grow the business and reach more people. It was a really amazing experience and to get so far and to meet Lord Sugar and to be part of the BBC program was all really amazing, it was a really fun experience’.

As well as benefiting from Apprentice fame, University of Exeter provided a lot of support for Solomon in setting up his initial business. He mentions that friends have also been instrumental to his success ‘If you’ve had a bad day and lost a contract or even if you’ve had a good day, just to go for a beer and have a rant about a client or whatever... friends are very important to the moral, obviously and you also need people to sound board off’.

Socialbear has helped to redefine marketing as businesses are now turning to social media whereas before they would invest in TV or billboard advertising. Using social media means businesses can target more effectively,

it’s more affordable and generates analytics giving insights into how many people viewed, what people did or the lead generation. Solomon states ‘We are getting projects that previously went to TV advertisers or to other types of advertising so I think there is a wider issue in the industry towards seeing the measurable return of investment with social media’.

Solomon has high hopes to keep growing Socialbear, and every year they are financially doubling in size! He hopes that they will eventually be able to expand internationally with offices in New York and Dubai. He says ‘We’ve come really far and grown massively in the last five years already so I think if we continue working hard we should continue to grow’.



Donate now and help us nurture the next generation of inspiring innovators and makers!



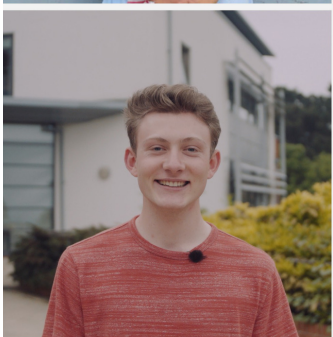
GRADUATE STARTUP SUPPORT IN EXETER

We are raising £36,000 to create the Graduate Entrepreneur Maintenance (GEM) Fund to support our Graduate Entrepreneurs when taking their business to market after finishing University.

Why Are We Fundraising?

We know that many of the great ideas and people that we discover in our student community leave their entrepreneurial pursuits behind just months after graduating. Family and peer pressure, financial strain, loss of support and advice networks, force many of our graduate entrepreneurs to find a job in the capital or move away from the region in search of new networks or opportunities, depriving Exeter and the South West of huge business potential.

In order to reach our goal, we need your help to spread the word about this project far and wide. We know it's an ambitious target but we believe we can reach it. We are passionate about nurturing these young businesses, retaining amazing talent in the Southwest.



GRADUATE ENTREPRENEUR MAINTENANCE (GEM) FUND

<https://exeter.hubbub.net/p/graduateentrepreneurfund/>



Elixir of the Sea

An Interview with The Cornish Seaweed Company

Sustainably harvesting, local, edible seaweeds and introducing these as an alternative food source that is healthy, nutritional, tasty, and good for the environment.

Tim van Berkel and Caro Evans met at University of Exeter organising a rainforest expedition to Borneo. They still remain avid environmentalists, conservators and worldwide travelers. Both adore the sea and together they run The Cornish Seaweed Company. 'We wanted to live in Cornwall and live an outdoor life, living off the land and sea,' they said, 'we are both surfers and sailors and love the ocean so the fact that it allows us to work in harmony with it is just phenomenal really'.

They became business partners in 2012, after Caro heard a BBC Radio 4 program on farming today about the health and nutritional benefits of seaweed, focusing on the seaweed industry in Ireland, Scotland and in the Far East. After realising just how much seaweed there is down in Cornwall that isn't utilised and the potential to start harvesting it, she came upon the idea. She shared her thoughts with Tim who was enthusiastic to join forces and thus The Cornish Seaweed Company was born. Excited by this new prospect they started

looking into how to harvest seaweed and went to Ireland to learn the ropes with a small Irish seaweed company. Harvesting seaweed is done by hand in a sustainable way using scissors, trimming the plants, so that they can grow back.

They came back to Cornwall to start their venture. Tim was living in a caravan on a field and Caro was living 10 metres away, they were drying seaweed in a self-made shed which they found in a skip, Tim says 'it was absolutely terrible and didn't work'. After that they tried drying it in their bedrooms but things would go mouldy. They then built a shed inside a barn to solve the problem but it was far from ideal.

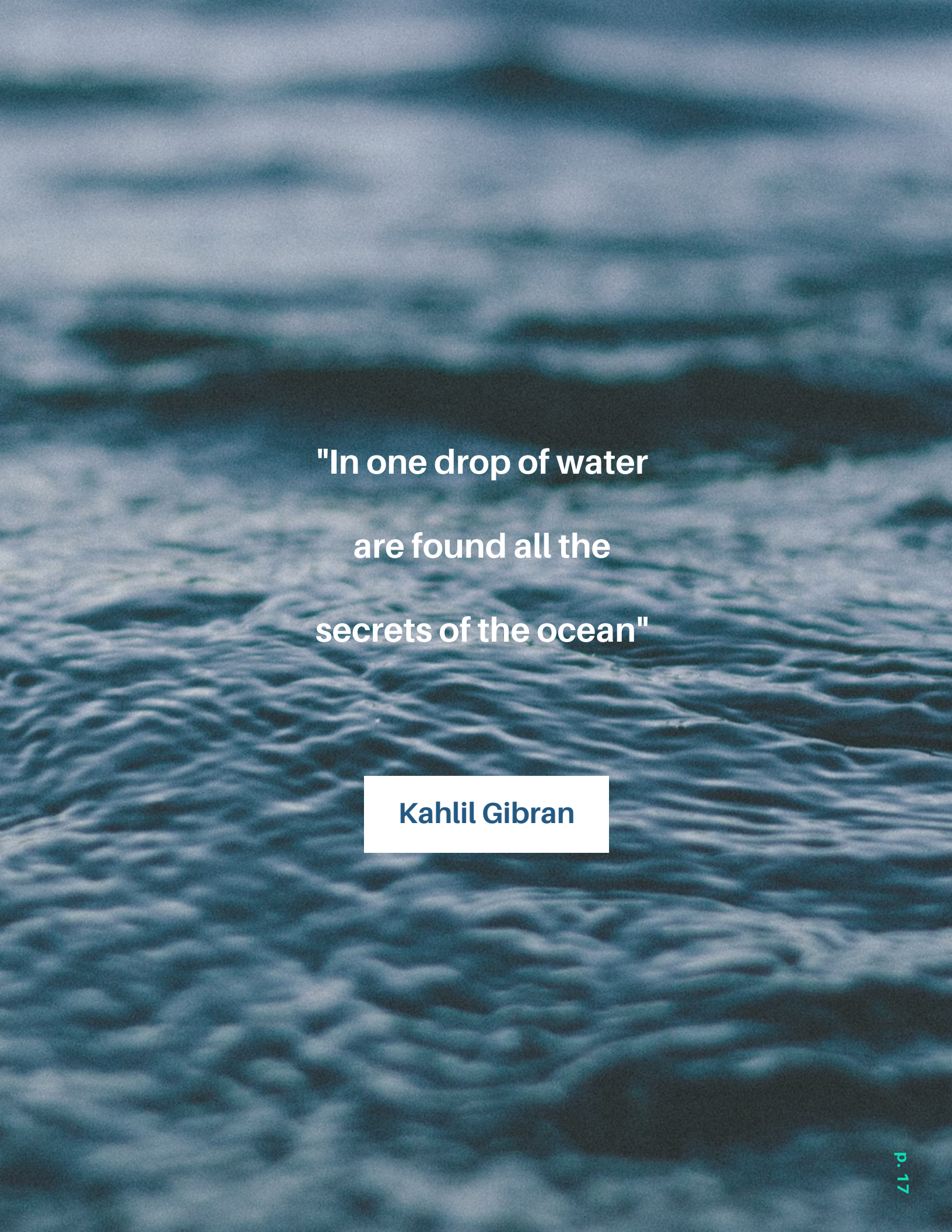
They started selling seaweed in markets, then in local shops. They were dispersed all over Cornwall in order to make it work: harvesting on the Lizard, drying seaweed in poly-tunnels in Gweek and packaging in a bakery in Falmouth, which was already food standard approved. Tim states 'Everything was terribly disjointed'.

They were living off nothing

and working all hours of the day and night. It was a hard struggle but slowly they started to see growth and were soon making enough money to employ other people to help. 'The first few years were extremely hard,' Tim recalls, 'we basically thought you just get seaweed off the rocks or from the sea, put it in a bag and sell it and that's it, but no one wanted to eat it because it was unknown. It was a huge barrier and we really had to educate people and tell them what it is, how to cook with it, what to do and how to use it'.

Finally, all their hard work paid off and they were approached by the owners of Cornish Sea Salt who saw synergies between both the businesses and proposed an investment opportunity. That allowed them to move to a premises at Cornish Sea Salt. Now, they are supplying large supermarkets, such as, Tesco, Waitrose and Able and Cole.

The Cornish Seaweed Company is now partly owned by Provenance Brands which has given them the opportunity to collaborate in starting a new company: Living Seas Therapy,



**"In one drop of water
are found all the
secrets of the ocean"**

Kahlil Gibran



to it. In terms of health benefits, seaweed is incredibly high in vitamins and is known to have antibacterial and anti-carcinogenic properties. Seaweed can also provide a really good source of protein and alternative to meat. Yet another benefit is that seaweed takes up Co2 from the atmosphere so creating under water forests can help combat climate change and stop ocean acidification because seaweed increases the pH levels, as well as providing refuge for fish and other marine creatures. Tim says 'It's just an amazing thing really'.

Words: Katie Hawker

which makes skin care products and cosmetic products from seaweed and sea salt.

Sustainable Solutions

Seaweed could actually be the answer to many issues that face us in the world today, in terms of food security, climate change, environmental and health issues, if people open up their minds to seaweed.

Tim and Caro have made it their goal and career to highlight and promote all the benefits of seaweed but they are a long way from making this a mainstream solution. 'I believe that the sooner we can get people to use seaweed,' Tim says, 'whether that is as a food or in terms of cosmetics, bio fuel, fertiliser, livestock feed, protein replacement and even antibiotics, it can transform the way we live'. The environmental benefits of seaweed are indeed incredible, it has the potential to wean us off fossil fuels and provide a very viable and sustainable alternative

"THE SOONER WE CAN GET PEOPLE TO USE SEAWEED IT CAN TRANSFORM THE WAY WE LIVE"





Prawns with Land and Sea Spaghetti

by Prannie Rhatigan from
her book *Irish Seaweed Kitchen*

Ingredients

**20g dry sea spaghetti or
approximately 100g if using fresh
Add To Cart**

250g (8oz) organic spaghetti

1-2 tablespoons grape seed oil

**2 shallots or 1 small onion, peeled
and chopped finely**

**2 cloves garlic, peeled and chopped
finely**

1 red chilli, deseeded and chopped

**500g (1lb 2oz) jumbo peeled cooked
prawns de-shelled, fully thawed if
from frozen and very well dried**

1 teaspoon Thai 7 spice for stir-fry

25g (1oz) flat leaf parsley, chopped

**25g (1oz) coriander, leaves and
stems, chopped**

oyster sauce, a dash

sea salt

1 spoonful of sea salad

**extra coriander and parsley to
garnish**

Method

1 Cook dried sea spaghetti in a pot with plenty seasoned water for 15 minutes or until al dente. If using fresh sea spaghetti simmer for 30 secs to 1 minute only. Or:

2 Cook fresh spaghetti in a separate pot of seasoned water for 10-12 minutes or until al dente.

3 Heat the oil in frying pan over moderate heat, and sweat off onions and garlic. Add chilli and cook for 1 minute. Add the prawns, seasoning, herbs, oyster sauce and salt to taste. Stir until the ingredients are heated through and well mixed, about 2-3 minutes.

4 Drain the spaghetti and sea spaghetti and place in a warmed serving dish.

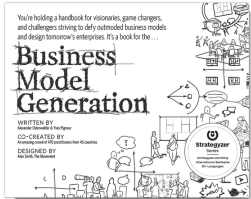
5 Add the contents of the frying pan, spices, seasoning, mixed sea vegetables and their hot soaking water. Stir gently to mix, check seasoning and serve on warm plates sprinkled with chopped coriander and parsley.

Chef's Tip: 600g (1lb 5½oz) of prawns serves 5 adults and small garden peas can be added as an extra vegetable portion. Cut down or omit chilli if cooking for children.

Eithna O Sullivan, Chef and Cookery Instructor.
www.Goodfood2cook.com

START-UP BOOK REVIEWS: TOP 5

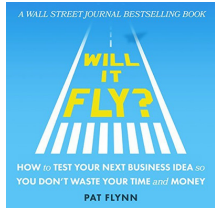
➔ Business Model Generation



A Handbook For Visionaries, Game Changers and Challengers by Alexander Osterwalder and Yves Pigneur. If your company needs to implement new ideas

or adapt your products, this book can help tremendously. It features a highly visual design that takes powerful strategic ideas and tools, and makes them easy to implement in your organization.

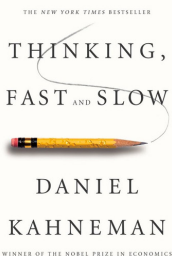
➔ Will It Fly?



How to Test Your Next Business Idea so You Don't Waste Your Time and Money by Pat Flynn. This book helps founders recognize whether or not their product or company is "clear for takeoff."

It's full of practical advice that can be applied to any business, and focuses on action-based exercises and case studies to ensure that you're ready to take your company to the next step.

➔ Thinking, Fast and Slow



By Daniel Kahneman. Written by a Nobel Memorial Prize in Economic Sciences laureate, this book was the 2012 winner of the National Academies Communication Award for best creative work that helps the public understanding of topics in behavioral science,

engineering and medicine. This book can really change how you perceive your modes of thought, and is perfect for any startup founder looking for more understanding behind the psychology of how and why people think the way that they do.

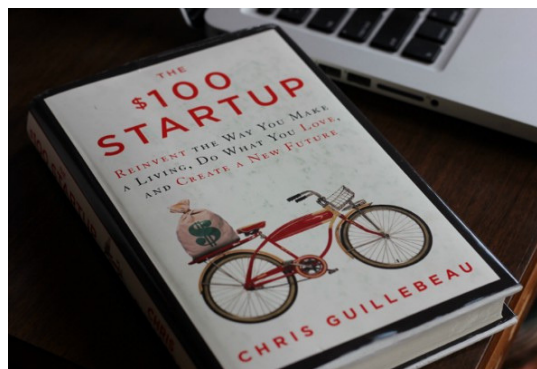


The Hard Thing About Hard Things



By Ben Horowitz. Horowitz is a co-founder of Andreessen Horowitz and one of Silicon Valley's most respected and experienced entrepreneurs. His book offers essential advice on building and running a startup — practical wisdom for managing the toughest problems business school wouldn't cover, based on his popular blog. It's a funny and entertaining read, and is full of great advice and suggestions for how to handle some of the trickiest situations you can get into as a startup founder.

➔ The \$100 Startup



Reinvent the Way You Make a Living, Do What You Love and Create a New Future by Chris Guillebeau. Guillebeau identified around 1,500 people who have built businesses earning \$50,000 or more from a modest investment (in many cases, \$100 or less), and from that group he chose to focus on the 50 most intriguing case studies for this book. In nearly all cases, people with no special skills discovered aspects of

their personal passions that could be monetized, and were able to restructure their lives in ways that gave them greater freedom and fulfillment. This guide is packed with valuable lessons on business and self-fulfillment. Worth a read for those who are still exploring their intersections of expertise and what people are willing to spend money on.

REMOTE PLACES AND WORK SPACES

AN INTERVIEW WITH DAN WISEMAN

FOUNDER OF WEB WISE MEDIA

BY KATIE HAWKER

Dan Wiseman is the Founder of Web Wise Media, set up in 2010 during his first year at University of Exeter.

It all started when Dan made a website for a friend. After that, word spread about Dan's web building talents. In his third year at university he was also working in the IT department of the university. He found himself wishing away the day so he could rush home to finish the websites he was working on. He finally realised that if he quit the job he would have more time for making websites, his true passion, and if he had more time he could have more money. For Dan, this was much more rewarding and he felt he had made the right decision. 'It was more enjoyable and profitable', he says, 'so, I guess, it was then when I decided to quit the job and go full time in that direction'.

Once graduated, he had plenty of time and freedom which enabled him to focus all of his energy on the business. He designs and builds websites and helps people with their online marketing. At Web Wise Media he now employs a full time developer, content writers, marketing assistants, graphic designers, part-time support and works with a lot of freelancers and subcontractors.

The thing that keeps him going is the rush of getting new clients and the process of pitching. 'I think I've always been a bit of a wheeler dealer', he admits, 'even when I was younger, I was always finding ways to make money, so I love making deals'.

Seeing the website go live is the ultimate satisfaction for Dan especially when the knock-on effect significantly improves the client's business and the profit they make. He says 'The satisfaction of seeing the effect that our products and services have on a business is invaluable'.

Website design is changing dramatically every year. There are always new trends or new technologies emerging that have to be factored into website design. When Dan first started building websites it was very different, they were hand built from scratch with little functionality and mobile websites didn't even exist. Nowadays, there are many platforms to enhance web design, such as WordPress or Shopify which Web Wise Media utilise. 'We are quite cost efficient in what we do', he says, 'we are really stream lined and have a fab process. We use frameworks and pre-built bits of software to speed everything up'.

When Dan was starting out he recalls his pricing



was very low. It was only when he started to think about the value he was providing, which was much higher than his original pricing, that he actually found room in his budget to grow his business. He started to write down every bit of value that he offered and it emerged that he was competing in a completely different market which allowed him to then increase his prices and compete for different customers.

Another way Web Wise Media has grown considerably over the years is through partnerships with other, bigger web design firms. Web Wise Media also offers coaching and run workshops within various companies. 'I think working in partnership is what gets your name out there', explains Dan, 'and what gets you the work and what helps you to grow as a business'. A website shouldn't just act as a static advert but should be used to actively scale a business. At Web Wise Media they offer training on how to manage websites, make regular updates, monitor sites and use analytics. They work with companies from Singapore to America but the main client base is in the South West and London. All the members of the team work remotely so there are no extra costs in renting a premises and Dan is now



"NOT GETTING TIED TO ONE LOCATION I THINK IS REALLY IMPORTANT AND IS BECOMING MORE THE NORM IN MODERN DAY BUSINESSES"

based in London. Dan says 'One of the beauties of being a web based business is the ability to work remotely. I really enjoy being my own boss as well', he adds, 'I decide what work I do, when and how I do it'.

The team at Web Wise Media can work with anyone, anywhere, enabled by tools such as Skype. 'Not getting tied to one location I think is really important', Dan remarks, 'and is becoming more the norm in modern day businesses'. To illustrate this, every year Dan jets off to the island of Koh Lanta, in Thailand, to a co-working space. There he meets a range of

like-minded people, business owners and entrepreneurs. Meeting with different characters from all over the world who work on different digital projects is very important to Dan and gives him a glimpse into the wider digital and entrepreneurial scenes. The co-working space offers a way to engage with new networks which is vital in order to stay on top of trends especially when working solo.

What could be better than connecting with an inspirational community of people on a beautiful tropical island!? Sign me up!

TIPS FOR DIGITAL NOMADS

BY DAN WISEMAN

If you run a digital business, its now incredibly easy to free yourself from the shackles of geography. In my own life, I've found it very fulfilling and financially beneficial to travel to remote places, meeting other entrepreneurs and enjoying the inspiration it brings. These are my top 5 tips for making the most of your first adventure.

1. Stick to Nomad Hotspots

Before you go, you'll want to research your destination. It's all very well wanting to go off the beaten track and explore, but for your first nomad trip I recommend sticking to well established "hubs". Nomad List (nomadlist.com) is a great place to start your research. You can filter destinations by things like safety, cost of living and climate. My personal recommendations would be to investigate Chiang Mai in Thailand and Canggu in Bali. Once you've found your location, look for a nomad hub or incubator. These venues have the infrastructure you'll need to keep your business operational.

2. Think About Your Kit

It's worth splashing some cash on the right laptop and kit for your trip. Think about weight and size. I prefer to forgo bulky luggage and stick to a well packed rucksack. It's so much easier to get on and off flights when you can carry your bag with you. You'll find it is so cheap in places like Thailand to get your clothes washed - you only need a few days' worth! I bought a slim, light and powerful laptop which I use everywhere. It is the source of my income after all!

3. Use Web Tools

One of the worrying things about travelling is not knowing how your business will manage without you. Thankfully, if you go to a digital nomad hotspot like Chiang Mai you will find it's easy to stay connected. Use tools like Slack and Skype to remain in communication with your team. Also, set up a shared calendar or appointment system to allow your customers to book time in with you if they need. I've found customers are forgiving of your absence if they know they can reach you at agreed times. Finally, make sure all your work is backed up to the cloud using something like Dropbox; if the worst should happen and you lose your computer, at least all your files can be accessed from another device.

4. Get Involved

One of the most valuable things I've found whilst travelling to nomad hubs in Thailand is the benefit of networking. I don't mean those boring stuffy evenings you get back home, with wine and 'nibbles'. No; networking with nomads involves day trips to tropical islands, beach games, nights out and other adventures. Get involved! I've gained at least two big clients from my last two trips, as well as a new business partner and countless freelance contacts.

5. Write About Your Adventure

As a web designer and digital marketer, I can't exclaim enough the benefits of regular posting about what you get up to. Businesses thrive when they put a human face on their operations, and as the founder you should share your journey with your audience. You don't always have to be talking about your products & services; sometimes its nice just to talk about a challenging business problem you've overcome, someone interesting you met or even a review of your favourite restaurant. It's all fodder for Google and traffic for your website. Share your adventure!



TOP 3

START-UP ESCAPES

KoHub, Koh Lanta, Thailand

KoHub is based on one of the most liveable islands in the tropics, with amazing facilities, lightning fast internet, great food, coffee and juices. As a coworking space they have everything you need in one productive place.

KoHub is a welcoming, fun and productive oasis for people travelling through Thailand and also a perfect place for people looking for an island break from the city or location independents seeking a friendly community of like minded people. <http://kohub.org/>



SunDesk, Taghazout, Morocco

SunDesk is a coworking and coliving community located in the sunny surf village of Taghazout, Morocco. The rooms are bright, airy and decorated with traditional Moroccan flair, with space to store your surfboard and fast wifi throughout, you won't want to leave.

SunDesk aims to give students, entrepreneurs, and professionals the opportunity to travel and work. Whether you're a seasoned digital nomad or just someone looking for a focused getaway, they provide the facilities to be at your most productive and a great opportunity meet fellow coworkers from all over the world. <https://www.sun-desk.com/>

Hubud, Ubud, Bali

Hubud is a coworking space and community that's leading the global movement of location independence in life + business. They are a dynamic bunch of business rebels, courageous creatives, techies + truth-seekers— here to live a fulfilling life on our own terms.

Hubud isn't just a coworking space in Bali. It's a radically supportive bamboo haven of big ideas. <https://hubud.org/>



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STUDENT START-UPS

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