

Jonathan Straight

Intro

Background & History

Founder & CEO of Straight plc

Background in sales and marketing as well as being an aspiring actor & budding pop star (failed miserably!)

Founded Straight Recycling Systems following a Eureka moment in the late 1980s (sic)

Quickly became UK's leading supplier of >20m kerbside recycling boxes & other specialist recycling containers

From a one-man start-up, the Company now has >150 employees at 2 sites

2003 - floated on AIM Market as Straight plc & started its rapid growth

2005 - acquired its main rival Blackwall Ltd

2006 - voted Ernst & Young Quoted Entrepreneur of Year

2010/11 - bought of two key suppliers and established "blow moulding" business

Unusual fact >250 pairs of glasses

What was eureka moment?

Why this sector?

What steps to grow business initially?

Why float? Knowing what you know now, how would you advise others?

Organic growth Vs Acquisition - Discuss! Pro's & cons, experience with Blackwall etc

How important are they?

Where do you find them in your experience?

How have you grown them?

How has team changed as startup changed to quoted company?

Interested in keys to your success. Can you share your personal drivers and values?

Benefit of hindsight, what would you have done differently?

Who has had biggest influence and how?

Future For company

For you personally

What would you like to be remembered for?