



Entrepreneurship is the growth engine

Entrepreneurs

Decision Day

Dog Biscuit Factory

Waste Collector
I was the Brush

I'm off

Drug Smuggle

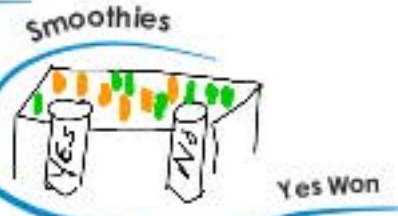
Studied Software Engineering in prison
Left Prison with £40
Created £1 million company

Three Best Friends

From University

Trial in 98

Resign



Seeking Investors

Problem

No experience
No leader
Just an idea

Found Maurice Pinto

Took to investment "club"
But they said NO
Kept his commitment
And invested

Mission & Purpose

Attracts People (Employees)

Live long and die young
Add value
Articulate in a sentence
10% to Charity

Sales System

Day 1

Day 2

Day 3

24 Bottles

0 Bottles

Out in a Van

Sold to local deli and shop

10 Outlets

We bought the stock off the shelves

Waitrose
Great British Business

Fruit Distribution Charity

Get the BIG THINGS right

Reinvestment

Assumptions can go wrong

Selling in McDonald

Coca Cola

But our control

The details follow

Result

0 to £100m in 8 years

Is like finding out your uncle is a paedophile



Coca Cola Relationship?

- Big Brother at the Secondary School up the road
- Support and Advice
- International
 - Yes but
 - Not the same programme
- Different Business
 - Shamelessly Steal from them
 - Fridges off at night
 - Ambient
 - Fridges always on
 - Short Life

Values v Business?

- Work Life
 - Building Team
 - Fruit Stock
 - No weekend
 - Recommended
- Profit
 - You people

Youth Barriers?

- By proving people wrong
- Financial barrier
- Keep on Going

Tough Time Adaptation

- Consumer Issue
- Value
 - With less money
- Opens Openness
- Visitors

What is your advice about building a brand?

- Congruency
- Things that make sense to the consumer

Keeping it Fun?

- We stayed as we were
- Values
- Maskless
- Recruitment

Dealing with Supermarkets?

- Support innovation
- But sporting
- As your expect

Friends & Business?

- Three Disagreements
 - In 15 Years
 - Colour of
 - Walls
 - Pillar
- Shared
 - Values
 - Vision
- Differences
 - good
- Separate
 - Work
 - Play
- Roles
 - Deal maker
 - Operations
 - Creative
 - Easy

Food Market Why?

- Is more exciting
 - Consumer facing
 - You meet your clients
 - Met our personal needs
- Downside
 - Big Players
 - Manufacture
 - Supermarkets
 - Fresh
 - 7 day life
- Challenging

Smoothies vs Other Foods?

- Correct side of Demographic Curve
- Dinner Party Conversations
- Good Karma
- Personal Need
- Vanity

Standard Fruit Juice Market why?

- Mission
 - In 15 Years
 - Europe's Favourite Little Juice Company
- We had all the ingredients
- Big Market
- Different Age group
 - First launch bombed

How did you get the name?

- Hungry Aphid
- Fast Tractor
- Naked
 - Leitcherstein Condom Company
- Innocent

And the Logo?



- How
 - 9 months
 - 3 Second Sketch
- Who