

Three and a half months since turning on the lights! 💡 Where did that go?

For those that asked, I had said that I would let you know how it's going and that I would update you after the first quarter. Sorry – I missed my own self-imposed deadline.

This being my second rodeo at entrepreneurship – my wife asked me what I'd learnt since setting up on my own in 2003. After a pause, I was slightly overwhelmed.

Besides technology enabling you to set up a corporate Tide account in a matter of minutes, creating a Wix website in a matter of days, an email & Teams account, SOTS technology support company, Robinsons Accountants/ Xero software....in a matter of hours, and armed only with a passport, a utility bill or two, a face to photograph and a mobile phone, the barriers to entry are low. The confidence and circumstance to do so are quite different however. Bizarrely, the slowest thing was HMRC giving me a tax code but I'm sure that will be the only thing they're slow at.

The other thing is the true value of personal equity in and from people you know either socially or professionally. Having come from larger corporates in the past, this can get blurred sometimes, lost in the mechanics of the machine and confused between the corporate brand and your own personal one.

I have been blessed and am thankful for it. In 75 working days and a few weekends (sorry family Isaacs) since I stared at a very daunting and very blank inbox and a database with zero entries, we have been entrusted with and completed 5 retained mandates across Operations, Procurement, Public Affairs, Marketing and General Management with successful appointments coming from industries ranging from the crazy worlds of fintech payments and digital marketplaces to the more academic and educational. We have a further 5 to complete across commercial finance, brand & digital/performance marketing and customer operations and (without wanting to jinx things) have a healthy pipeline of conversations and proposed activity taking us further into operations, product management, procurement and general, P&L management.

I am told you make your own luck and if this is true you must also accept the principle that you make your own bad luck. I've had my share of both. Moving at pace, I know we've already made mistakes and there will be more to come though lessons learnt and improvements made. Apologies to those who have got less of me and deserved more, especially Debbie Isaachsen, Jeremy Pickles, Kate Holland-Smith, Lucy Nash

But for now, we celebrate the wins and good fortune and thank those that have made it possible. There are too many to mention (but I think you know who you are) but here are just a few. Jocie Bradley, Matthew Sheraton, Phoebe Andrighetto, Harvey Osborne,