

Making Waves in Business

From Start-up to Success
Ember Snacks



**EMBER IS
CROWDFUNDING
ON SEEDRS**

We last featured **Jack (Fgh 02)** and **Harry (Hf 04) Mayhew** in our first ever Entrepreneurs feature in 2018. The brothers launched Ember Snacks in 2017, best known for its Biltong and British charcuterie products, and they have undergone quite a journey since then.

The brand is now stocked by major supermarkets such as Sainsbury's and Waitrose, as well as being widely available online. The team have worked incredibly hard to create their own supply chain, working strictly with environmentally-conscious farmers, on a mission to end factory farming and minimise their impact on the environment.

This summer, Jack and Harry launched a crowdfunding campaign, with a target of £800,000. It was hugely successful, exceeding all expectations and raised over £1.4m from 435 investors. So, we caught up with them both to find out how they did it and to gain valuable insights into their campaign for those thinking of a similar strategy...

What preparation went into your crowdfunding initiative pre-launch?

We did a lot of research on the process and the best crowdfunding platform to use and also took advice from businesses that had achieved a successful raise. It was a fairly intense six weeks of preparation before going live on the platform.

What advice can you give to OUs on marketing a campaign such as this?

It's a lot of work, and for most businesses the brunt of the investment comes through your

current network, but it's a good trigger to start conversations with people who might have followed with interest for some time.

What tactics did you use to spread the message as widely as possible?

The most effective way to start conversations is speaking to people you already know, with an interest in what you are doing, and ask them for help. We had a number of considerable investors that came through friends' contacts. We also used social media channels, but LinkedIn was the most useful platform during the campaign.

What were the key successes throughout the campaign, and stumbling blocks along the way (if any)?

We received an amazing response from the pre-registration stage, and were able to raise £750K, so by the time we actually went live we were already 95% funded which was such a great start to the campaign.

We gained 435 investors and some notable new ones in the latest round, including Nick Beighton (CEO ASOS), **Ben Branson (B 96)** founder of Seedlip and Prue Leith (high profile chef).

What's next for Ember's journey?

Growing the business and raising awareness for sustainably sourced meat. Over the next year we will be recruiting to expand the Ember team to help deliver the business plan and we are also putting considerable time and effort into further innovation.

www.embersnacks.com

Making Waves in Business

Youdo

www.youdoplay.org

youdo's founders are **George Chaytor-Norris (LH 10)** and Luke Gaydon, family friends who believe that people are happier and healthier when they do things they enjoy together. They also believe that the health and wellbeing of people is inextricably linked to that of the planet we live on. youdo is a mobile-first platform that provides a bridge between wellbeing and environmental and social impact.

George explains: "The youdo application helps people connect with each other through the activities they enjoy and provides all the tools needed for people to 'do and play' together. We incentivise usage of the app by linking activities to a positive environmental impact, for example, reforestation or marine conservation. Every activity completed within youdo generates a token which can be redeemed as a donation to environmental or social impact projects, as chosen by youdo's customers.

Our model is to sell the youdo platform to companies as an out-of-the-box wellbeing programme. Companies will have the option to select their own impact projects or to use youdo's 'house projects'. We are currently working with an afforestation project in Madagascar and are actively looking for a marine conservation project to add to our portfolio."

For further details on the platform, please contact George at george@youdoplay.org.



Wesellbloodstock

www.wesellbloodstock.com

Richard Knight (C 92) set up Wesellbloodstock.com earlier this year to complement his existing company, Richard Knight Bloodstock Agent Ltd. Richard has had a successful career working for world-leading bloodstock organisations Coolmore, Darley and Juddmonte and, in his time, has selected the French champion two-year-old, The Wow Signal, French champion sprinter, Garswood, and dual Group 1 winner, Waikuku, on behalf of clients.

As well as purchasing racehorses, other key areas of his business include racehorse and bloodstock management, where Richard engulfs himself in all aspects of an owner's horses and breeding stock, handling everything from liaising with trainers, advising on race plans through to checking invoices. This is a global service and Richard has experience of managing horses-in-training and broodmares in Europe, the Middle East and Australia.

OUs looking to benefit from Richard's horse-buying expertise may be interested in joining an Uppingham racehorse syndicate. If there are enough OUs looking to take a share in a racehorse, we will ask Richard to acquire an 'Uppingham horse' and, with the aid of his brother **William Knight (WD 89)**, himself a highly successful racehorse trainer, we hope that one day we will see our horse competing on the national circuit. For more details, please email Patrick Mulvihill at pdm@uppingham.co.uk.



Shirinoku

www.shirinoku.com

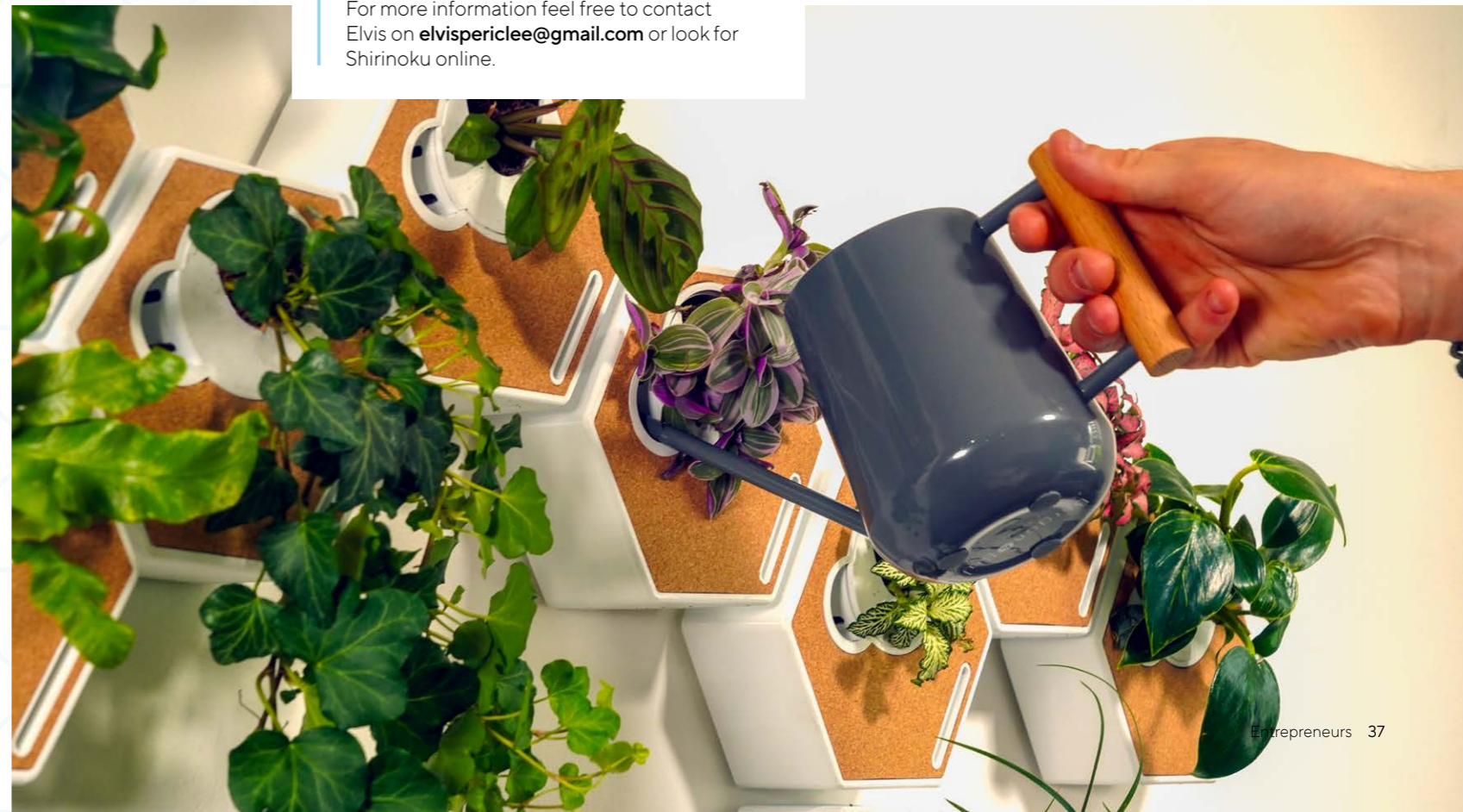
After Uppingham, **Elvis Lee (WB 12)** pursued a Masters in Engineering at Imperial College and, whilst there, made friends with three fellow entrepreneurs. Through their experience of lockdowns during the pandemic, they looked for a solution to bring nature into their homes and the idea of Shirinoku was developed.

City dwellers can spend up to 90% of their time indoors, creating a disconnect between people and the natural world. Shirinoku's mission is to reconnect people with nature and the Noku Canvas is the team's first product to realise this goal.

The Noku Canvas is a self-watering, modular planter for the home or office, which brings your walls to life. Lending itself to the green wall aesthetic, you can decorate your home with living, vertical greenery. The Noku Canvas solves three of the main problems people face with houseplants: overwatering, underwatering, and lack of space. In addition, its modular design and removable wall mounting option allows you to tile up your walls in any configuration, in any place you desire, whilst leaving no marks or damage to your walls.

The Noku Canvas is an aspirational piece of living art, which also affords the possibility of being built up over time. It's perfect for the beginner who hasn't taken care of plants before, as well as the plant expert who likes trying new planting options.

For more information feel free to contact Elvis on elvispericlee@gmail.com or look for Shirinoku online.



Visual By Virtual

www.visualbyvirtual.com

Towards the end of 2020, **Georgie Lole (NH 08)** launched Visual By Virtual, a filming company that showcases luxury properties and venues in a variety of forms.

With Covid-19 interrupting her previous career as a wedding planner, Georgie saw potential in a sector that could thrive in these circumstances and quickly teamed up with two leading videographers and drone pilots. Steering her creative expertise of marketing, organisation and client service into media production - VBV was born.

Visual By Virtual launched a new approach to visual marketing with their unique 'one-shot fly-through' filming service. Using in-house custom-built drones, they are able to film a fly-through tour through a building, putting the viewer at the forefront of the action. Flying from outside to inside, through windows, out of balconies and around the building, this unique approach has become a firm favourite for marketers wanting exciting content to share with their audience.

In just under a year, VBV have filmed some of the most sought-after properties and venues, operating across the UK and Europe.

If you have a property or venue that you would like to showcase, or know anyone who could benefit from such a service, Georgie would be delighted to hear from you on info@visualbyvirtual.com.

Making Waves in Business



Zipster

www.zipsterbaby.com

After leaving Johnson's in 2011, **Evie Martell (J 09)** graduated from King's College London and went on to work in the e-mobility industry for several years. Transitioning drivers into electric cars was her career focus for a long time.

Zipster babygrows began as a side project, in response to her passion for sustainability. Each piece is carefully curated, made from 95% bamboo, no toxic pesticides or water-glugging manufacturing methods, just oxygen-producing practices that won't impact the planet.

Zipsters have two-way zips to make changing really easy – no messing around with fiddly poppers. Customers can even send back any used clothing, which is passed on to charity for a second life. Zipsters are soft, gentle, toxin-free and come in some fabulous designs – what's not to love?!

The Birth Base Ltd

www.thebirthbase.com



Kristina Neate (née Mulvihill, J 08) gave birth to her first baby in April 2020, just as the first peak of the Covid-19 pandemic hit. Becoming a new mum during lockdown made her realise how vital excellent antenatal preparation is. Facing the strictest restrictions and some last-minute complications, she navigated Maxton's birth feeling powerful and strong thanks to hypnobirthing.

Her experience prompted her to create The Birth Base Ltd, providing hypnobirthing classes and an antenatal education, backed up by evidence-based research, to help parents prepare physically and emotionally for the perinatal/postnatal period.

In recent years, the science-based practice of hypnobirthing has been made popular by the Duchess of Cambridge, who used the techniques to help her cope with extreme morning sickness and the birth of her children.

Kristina commented: "Learning about hypnobirthing with The Birth Base provides an in-depth knowledge of the biology behind birth, birth rights, and a practical toolbox of techniques to enable parents to confidently navigate parenthood feeling calm and informed. I'm incredibly passionate about supporting new parents to achieve a positive birth experience, whatever that might look like for them. Hypnobirthing is for all people and all types of births!"

The Birth Base Ltd offers both online and local classes in Northamptonshire, as well as private 1:1 sessions and free tasters. Connect with Kristina on Instagram @thebirthbase or visit her website for more information.

Sanca

www.sanca.co.uk

Jack Campbell and Charlie Parker (both B 98) set up Sanca Ltd in 2020, offering a turnkey service to assist clients in achieving carbon neutrality. The business was established to bridge the gap between organisations aspiring to be carbon neutral and land custodians requiring funding for carbon offset and climate resilience projects.

Varying in size and location, across the UK and internationally, their projects range from woodland creation, peatland restoration, riparian management and restoration to regenerative farming.

Jack and Charlie would love to hear from OUs wishing to receive further information, get in touch via their website.



Ginger + Ginger

www.gingerandginger.com

Annabel Crowhurst (Sa 03) launched a new consultancy this year, Ginger + Ginger, working closely with businesses of all shapes and sizes looking to commit to sustainability and make a positive change.

By exploring the foundations of clients' businesses, she arms them with the tools and expertise needed to promote sustainability, such as reducing their carbon footprint, reviewing supply chains and working towards B Corp Certification. Ultimately, Ginger + Ginger ensures that brands are as 'good' as they can possibly be.

For more details, contact Annabel directly on annabel@gingerandginger.com.

WiggleDesk WiggleDesk.com

After leaving Uppingham, **William Wildridge (Fgh 04)** studied Geography at Edinburgh where he joined Google as a Summer intern in 2012. Starting off in Sales, helping out their large clients with online advertising, he quickly realised that his passion lay in Data Science, which he successfully transferred to. He has spent the last six years leading strategic data and machine learning projects.

Over the last year, William led Google's 'Work-From-Home Analytics Platform', when 100K employees had to leave their famous offices as the prevalence of Covid rocketed around the world.

In January, William left Google to launch his own company, WiggleDesk.com, a hotdesk management platform which helps organisations to use their spaces flexibly and safely for staff. WiggleDesk provides an AirBnB-style solution for booking short term, co-working spaces, to help out the many properties facing underutilization, such as historic buildings, high streets and offices.

In his own words: "Many of us have been through a paradigm shift in how we approach work. With a mixture of 'work-from-home', 'in a nearby co-working space' or 'the office' becoming normalised as part of a flexible way of working, it's an exciting time to be working on some very interesting problems!"

Please contact William via hello@wiggledesk.com for more details, he will be pleased to hear from you.



Making Waves in Business

Blue Marble Environmental Partnerships Ltd

www.blue-marble.co.uk



Henry Waite (WD 93) has been working in renewable energy and environmental development projects for the last 12 years,

originally qualifying as a chartered surveyor.

Earlier this year, Henry founded *Blue Marble Environmental Partnerships Ltd*, offering a partnership for businesses and organisations in their pursuit of Net Zero.

Through its digital platform, and support from a team of environmental consultants in the Devon-based HQ, Blue Marble accurately calculates carbon footprints, helps reduce emissions and certifies achievements. As much of the process as possible is now digital, bringing down the cost of the technical exercises and increasing accessibility to companies of all sizes, which in turn holds the key to a greater impact.

Henry comments: "I have always had a connection with the natural environment and longed to have a positive impact on it with my day job. During my professional background in renewable energy development, I felt strongly that the knowledge we have inside the sector could have a greater impact through making it accessible to everyday businesses and organisations. This led me to start Blue Marble, which I am very proud to say is doing just that. Our clients are reducing their emissions and removing thousands of tonnes of CO₂ from the atmosphere each year, which gives me huge motivation to keep pushing forward."

Coira

www.coira.co.uk



Having worked in fashion for 10 years, **Millie Talbot (Fd 05)** has seen first-hand the damage the industry is doing both socially and environmentally. Her consultancy service provides step-by-step guidance to help new and existing brands

make more responsible and ethical choices, while developing products which are in tune with their commercial goals.

With extensive knowledge of supply chains and the commercial market, Millie advises clients on everything from quality, construction, ethical sourcing and manufacturing, costings and critical path management. Millie also gives talks to businesses wanting to understand more about the sustainable fashion space and is looking to work with schools and universities moving forwards.

Edward Bonnar (LH 04), founder of Beaufort and Blake, commented: "Millie has been a fantastic one-stop-shop of insider knowledge on the early-stage-venture sourcing process. Her comprehensive expertise in garment design, spec, fabric, sourcing and margin is an invaluable tool to any entrepreneur, scaling from first orders to an organised and well-managed critical path system."

Henrietta Adams (C 10), founder of Henri, added: "Millie's years of experience in the global fashion industry gives her a unique understanding of everything from sourcing to costings and the customer. She is able to fine-tune these areas with sustainability at the forefront, which is such an invaluable tool in this time of huge transition for the industry."

Follow Millie's journey on Instagram at [@coira_ltd](https://www.instagram.com/coira_ltd) or get in touch via her website.

Cro-Che

www.cro-che.com

Frustrated with the amount of waste generated in the fashion industry and how unnecessary excess can be viewed as "extra" and "luxury" by some, **Tacita Brown (Sa 05)** began researching ways to create garments in the most sustainable way, holding firm to the belief that a fashion brand should begin with how the clothes are made and the people who make them.

As its name suggests, Cro-Che produces crochet-style pieces which are uniquely designed (often featuring bright and contrasting colours) by Tacita in London, and handmade by extraordinarily talented female artisans in developing countries across the globe. Cro-Che aims to empower these skilled women by employing them to work from home, so they do not have to leave their homes or families to travel hundreds of miles to find work in city-based factories.

For Tacita, crochet is one of the most planet-positive ways of producing garments. Why? Because there is zero to very little waste. You can create something beautiful, only using the material you need.

Cro-Che is a forward-thinking women's label, based in London, and has received great press coverage in major publications including *Vogue*, *Forbes*, *The Times*, *Elle*, *The Telegraph*, *Grazia* and *Vanity Fair*.

