

Overview

- Who I am, what I do.
- Journey.
- lessons learned.
- Scorchsoft today.
- Plans for the future.
- A framework to take away (CENTS).



Andrew Ward – Personal Profile

- Founder and **Managing Director of Scorchsoft.**
- Founder and **CTO of MODL app.**
- 2016 Winner of the Greater Birmingham Chambers of Commerce '**Future Faces**' award for entrepreneurship.
- 2016 Winner of the Silicon Canal "**Most influential male in technology**" award.
- 2016 Birmingham Young Professional of the Year Award – **Technology category finalist.**

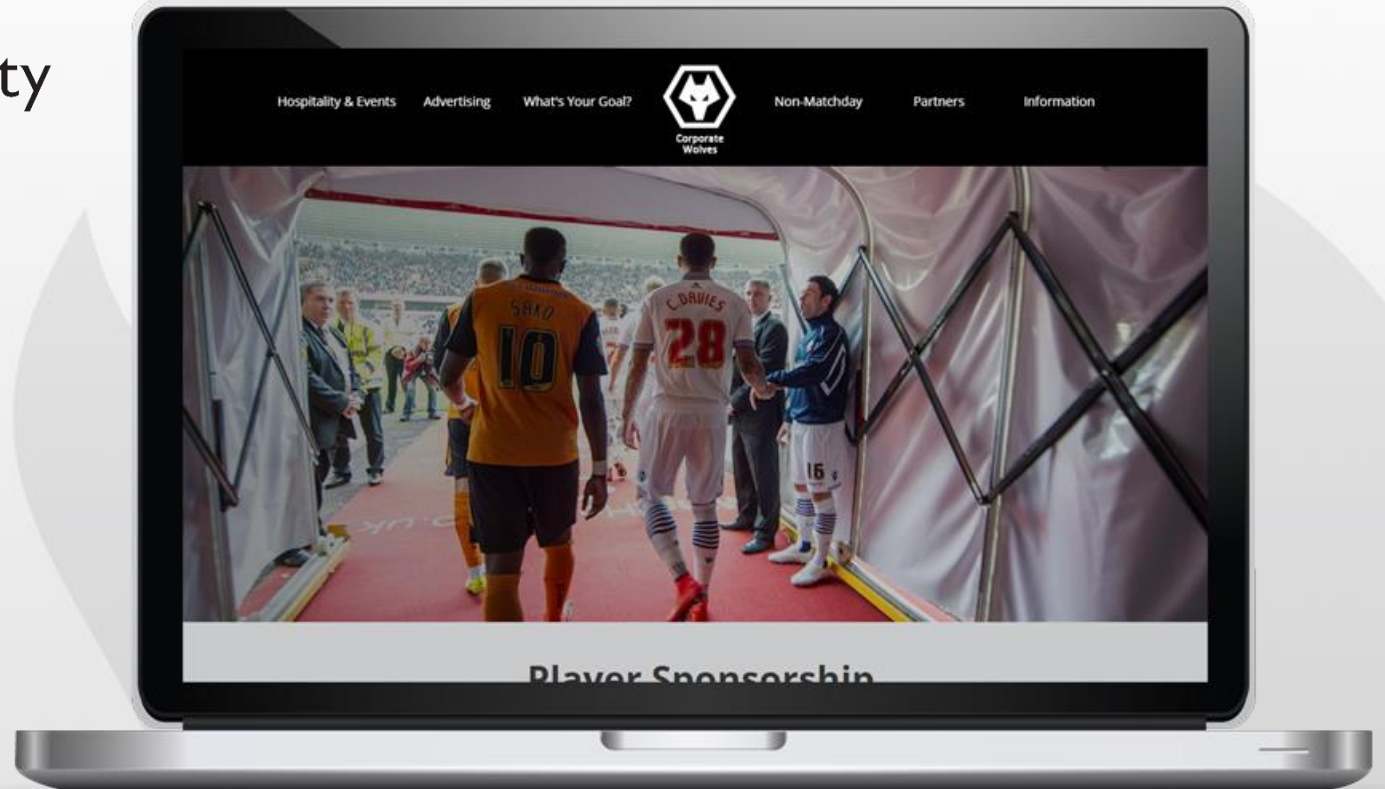
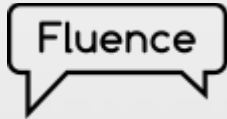


Scorchsoft – What we do

Scorchsoft helps small and medium sized organisations to **successfully deliver innovative, technically complex projects using the latest web and mobile app development technologies**

Clients

...business with over 100 clients including:



Journey

May 2010

- Final year of university, registered Scorchsoft.

Lessons

- Ltd. Registration process.
- Accountant.
- Terms and conditions.
- Initial branding.



Journey

October 2010

- First trickle of customers.
- Ambitions not quite marrying up with reality.

Lessons

- Money is important.
- **It takes time** for a money strategy to yield.



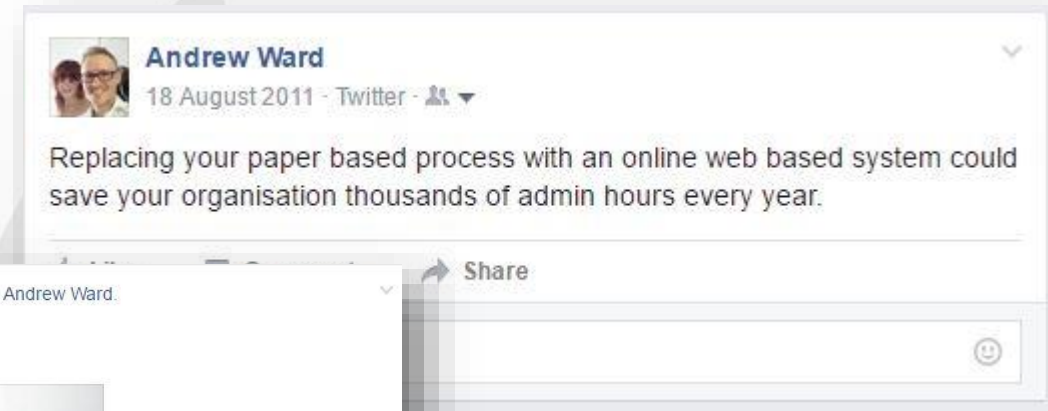
Journey

Q1 - Q3 - 2011

- Essentially a freelancer (selling my time)
- Earning modest money now.
- Getting some successes.
- Lots of networking (BNI)

Lessons

- Challenge of doing vs. running.
- How to allocate time.
- Judging risk: in financial terms.
- Managing living vs. raising working capital.



Journey

November 2011

- Offices.
- First employee.
- New processes

Lessons

- Remove barriers in advance of decision.
- Need to take measured risks.
- Be careful where you invest time.



Journey

2012

- Growing the business in terms of staff + revenue.
- Business loan.

Lessons learned

- Writing bank-ready business plan.
- Challenge of **doing vs. running.**



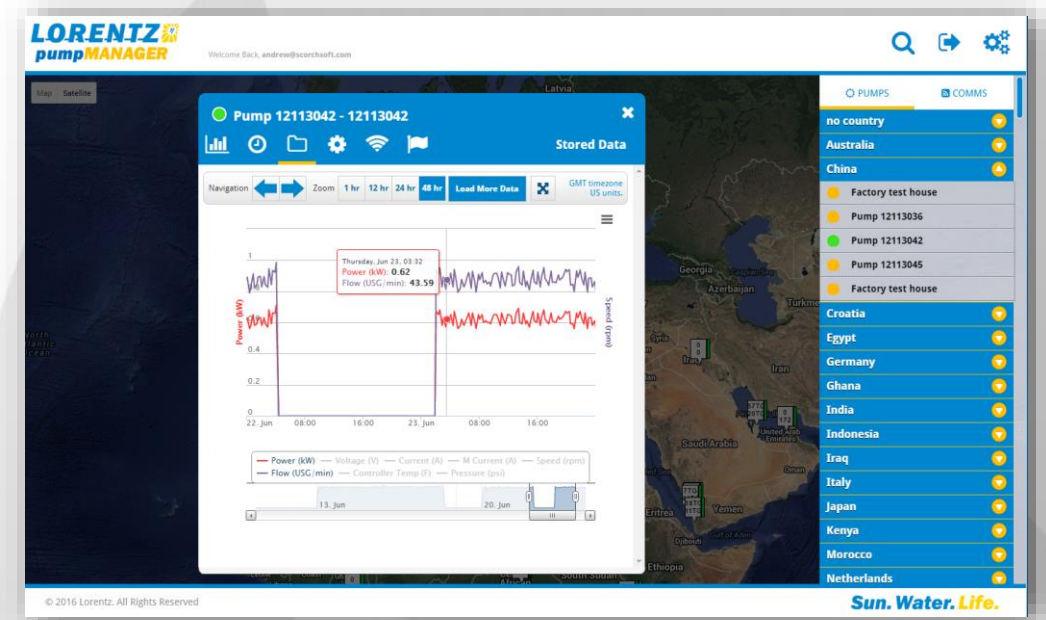
Journey

2013 - 2015

- Grew to team of 5.
- Employed sales person.
- Still steady growth.
- Larger projects, maturing process.

Lessons learned

- Constantly review and record performance.
- Clarifying vision – what do you really want?



Journey

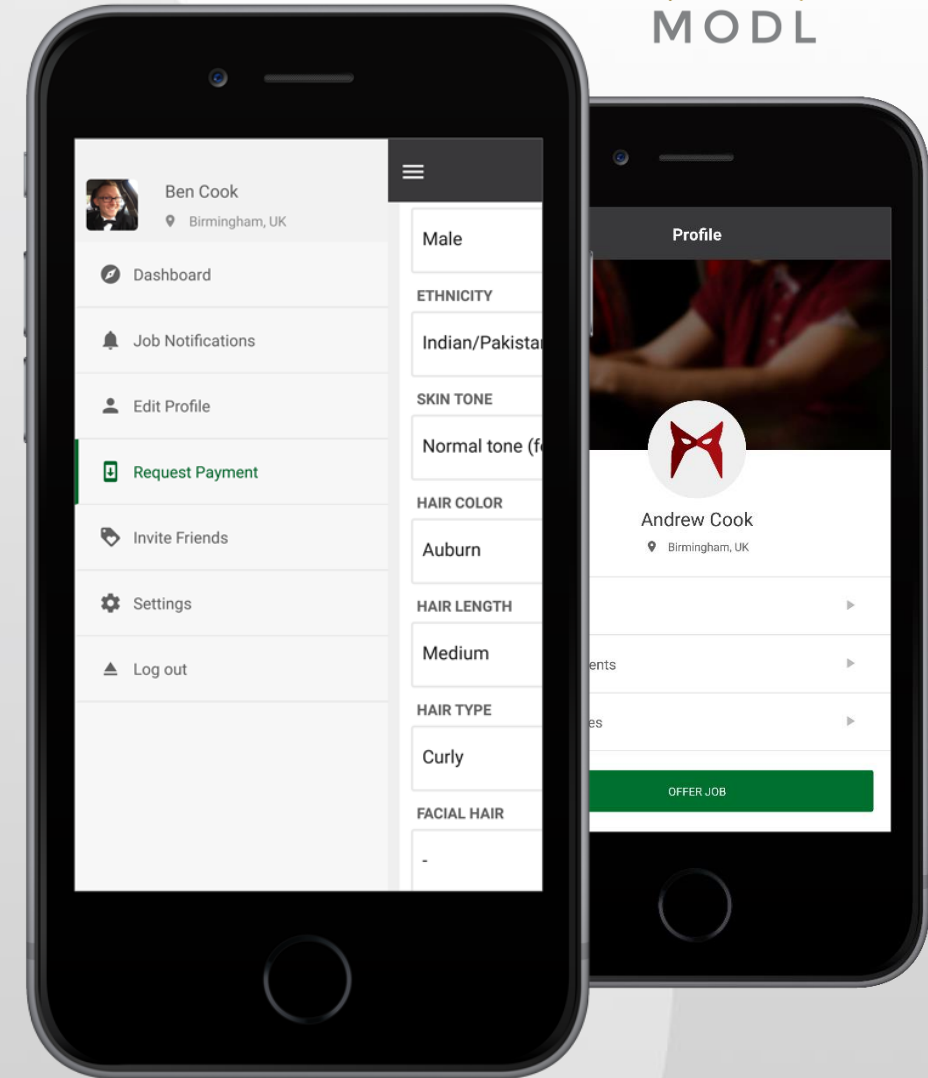


2016 (first half)

- A year of personal projects & new ventures (e.g. MODL – discuss later) .
- Capital and resource to try other things.

Lessons learned

- It's not all about growing team size.
- Focus on profitability.
- Slow lane vs. Fast lane businesses (CENTS).
- Keeping focus on what's important.



Scorchsoft today

- Continued focus on larger projects (400 hrs + ongoing support).
- Housekeeping.
- More mature project management processes (new PM head).
- Myself back into the sales role (getting more results).
- Constantly reviewing and learning new technologies (riding tech wave)

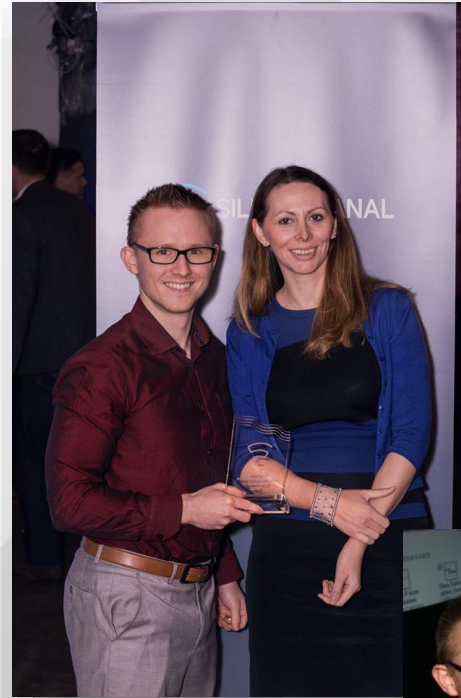


Andrew today

- Personal development and rewards.
- Growing a business to be investment ready.

Lessons learned

- Importance of developing personal brand.
- Importance of partnerships.



Question

Do you run, or are you thinking about running your own business?

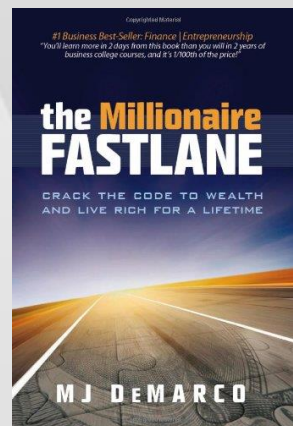
If so, what is it?

CENTS – Define your business

Control	
Entry	
Need	
Time	
Scalability	

Credit:

The Millionaire Fastlane
Author: MJ DeMarco



Control

Control

- Do you own it?
- Can someone else pull the rug from your feet?
- Can you change supplier?
- How about enter a new market?

- Ebay seller v.s. Apple
- Your product v.s. someone elses



Entry

Entry

- What makes it hard for others to compete.
- Are there barriers to entry?
- Required investment?
- Data.
- Patents / trademarks / legal.
- Unique brand.

- **“It won’t work because...”** – solutions



Need

Need

- Solved a market problem?
 - What value have you created?
 - Unique selling points / Value proposition.
 - Have you created desire?
-
- Make/provide it **because others want it**, not just because it is what you like/are good at.





Time

Time

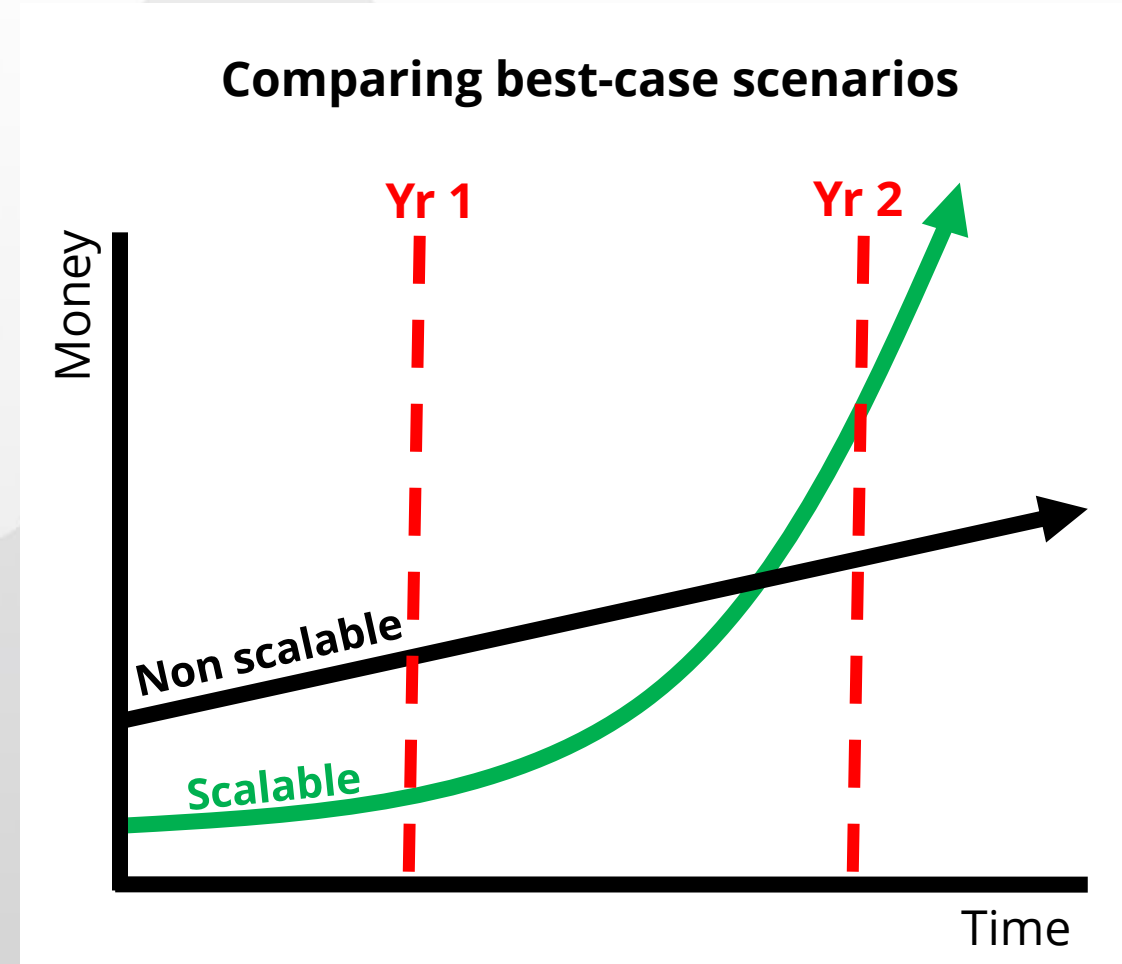
- Is the business tied to your time?
- E.g. Lawyer vs.. Law firm.
- Selling someone else's product vs.. someone selling yours.
- Delegate and grow by delegating.
- **Your time vs. your money**



Scalability

Scalability

- Given the perfect set of circumstances how fast could it grow?
- E.g. Speed to go from 1 customer to 1,000,000
- Think about barriers to rapid growth. Is there a ceiling?



Scorchsoft - CENTS

- May not be able to tick all immediately.
- Service = cash flow. But tied to time.
- Have a plan to tick more over time.

Control	✓
Entry	⊘
Need	✓
Time	⊘ ✓
Scalability	⊘

Types of business system

- **Distribution**
(E.g. Franchises, television marketing, ecommerce)
- **Rental**
(E.g. Housing, parking, patent, licences)
- **Computer**
(E.g. Internet/software)
- **Content**
(E.g. Books, blogs, magazines)
- **Human-resource**
(E.g. Selling time as a service, law, etc)



Back onto MODL app – The MODL Team



Aimee, Andrew, Jodie, Ben

- **Andrew**
Runs a web/app development business.
- **Aimee**
Photographer for film and TV.
- **Jodie**
Founder and MD of a social media agency.
- **Ben**
Experienced professional model.

MODL App

- Platform for bookers to find and place work with pro-models.
- Models sign up for an account.
- Bookers list jobs and find ideal match.
- Payment is seamless and happens in-app.
- Bookers pay 75% less compared with typical agency fee's.
- Models get paid on time and at fair rates.



MODL App - CENTS

- ✓ **Control:** We own the platform + the website entirely.
- ✓ **Entry:** Hard (+cost) to build database of quality models.
App build cost, cost to bring to market properly.
- ✓ **Need:** Sluggish market in need of a shake-up. Agents cost lots.
- ✓ **Time:** As much as possible done in app. Automated.
- ✓ **Scalable:** Potential to go from nothing to global.

Web & mobile apps. They make **CENTS**

Apps in general can be central to achieving **CENTS**

C: You own it, you built it, you can change it.

E: Time to build is a barrier, as is the data / IPR.

N: Content, service, app, solution.

T: A website sits on a computer. Computers don't sleep.

S: Automated systems scale better than human ones.



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