

My vision is to for my business to act as an umbrella under which the seeds of innovation can take root - optimising growth potential via connecting different parties and parts with one another.

Think of these hubs as pollinators - acting as a base from which to reconnect with your inner vision, whatever that may be, and providing a framework and a language through which to learn the new and extremely pertinent skills of working together more effectively...

Capturing some of our brilliance, spreading it between us, and sinking it into the world around us.

I see around me so many amazing and inspired people who are only surviving, without feeling alive. Apathy affects all of us and hope is hard to find. The system we find ourselves in seems so impossible to approach, and yet, we have all of the resources at our fingertips should we decide to organise and learn how to use them.

My solution seeks to address the key issues facing other office sharing and social innovation spaces; these issues being a lack of shared goal and targets, a lack of transparency, and a lack of organisation and future planning.

Presently, I am developing my marketing strategy and researching the best way to launch my project, as well as looking into hiring employees and renting a space. My spending is from my own pocket as I have a portion of my personal savings set aside as affordable loss.

I am connecting with so many inspirational and driven people through this project that I truly believe it has a fighting chance.

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Winning Pitch to Rich would help speed up the development process, as the seed money would help me to begin market testing.

With £150,000 I would reserve 80% (£120,000) of the seed money to collect interest, and use the remaining 20% (£30,000) to fund a trial period on a small scale, reviewing periodically in order to efficiently meet financial targets. I hope to achieve profit within the first 3-6 months, through a flexible approach to deciding the initial format my business will take.

I anticipate modest revenue at first using the cafe and pop-up shop models to guarantee income, visibility, and accessibility, all while keeping overhead to a minimum. I want this business to be driven by the needs and desires stated by its active members - and for its natural development to be guided by the problems that present themselves to be solved. I hope to build on a foundation of systems and best practices which aim to facilitate future expansion into a variety of other spaces, such as home stays, artist retreats, and larger properties suitable for organic agriculture, solar farming, and land restoration. I anticipate slow to moderate growth at first, followed by quick but steady growth as expansion begins.

I hope that the mentorship made available through this competition would help me to make informed business decisions, while the exposure would help catalyst interest from the market. Most of all the guidance from Rich's team would teach me so much about what I'm getting myself into!

My key goals for the next stage of 'caremore' focus largely on marketing; establishing an online presence; attending networking events; and eventually securing funding in order to establish a physical presence.

Next year's aims are to see how far I can extend my reach before expanding into a new space! The size of this opportunity is unlimited; what we get out of it depends on what's put in.

I believe in this project's potential, as I believe in each individual's potential to harness their innate creativity for the improvement of self and their surroundings. The defining feature of my business is that its modelled after the human body, in that the systems I hope to develop are modelled after the self-sustaining, regenerative, and synergistic whole that we represent.

Pitch to Rich has already been instrumental in helping me to put momentum behind this project, and winning would be the perfect push to really get this idea out there.

Either way, this won't be the last you hear of 'caremore,' so stay tuned!