



Expert Meeting on

Investment, Innovation and Entrepreneurship
for Productive Capacity Building and
Sustainable Development

30-31 March 2015

by
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The views expressed are those of the author and do not necessarily reflect the views of UNCTAD



Meeting on Investment, Innovation and Entrepreneurship for Productive Capacity-building and Sustainable Development

March 30th 2015

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About Me.....



- **Born in USA – Came to UK on University Exchange in 2003**
- **At 23yo – founded Burton Financial, grew 12x in 3 years of development. Sold that business in 2010 for 300% return.**
- **My GG\$ Dream**
 - **Vegetarian for over 10 years and really missed Gummy Sweets.....and Bacon!**
 - **Family of teachers were crying out for an all natural candy which was safe for all religions and allergies.....**
- **No experience in food, marketing, manufacturing or retail just a true requirement for sweets! In 9 months developed the whole range, marketing plan, manufacturing partners and RTM**
- **Sold GG\$ to Cloetta PLC in 28th month in market – Youngest brand to EVER be sold in the UK Food M&A market.**
- **Founded drinks brand FTN BELIEVE– a 5x patented drink which speeds up stem cell renewal – in 3 countries already!**
- **MADE BETTER - consultancy business working with big and small business on efficient growth**
- **Featured by Insider Magazine's 42 under 42, Best Entrepreneur EMEA 2014, Barclays Business Woman of the Year 2014, Spec Savers Retail Ambassador of the Year 2013, Nectar Business of the Year 2013 and UKTI Export to Growth Prize 2012.**

The Goody Good Stuff Story

• Started in 2011 – gained distribution in over 20k stores in over 20 countries in under 2 years – now in over 40k!!

• Made with a plant derived bio-gum technology

- eliminates the need for animal-based gelatine, which most traditional gummy candies use
- Vegan, Vegetarian, Kosher, Halal, Free from all BAD 8 Allergens = **SAFE FOR ALL**
- Inclusive NOT Exclusive

• 70% Business = Export

• Almost 100k Facebook followers with budget of £500/month

• Grassroots marketing and honest messages = customer resonance

• Featured on Oprah, BBC, Fox News, many major news papers and glossies



Goody Good Stuff Brand Values

4 core beliefs that shaped my product and vision

BE HONEST



To act with **sincerity** with a passion for **sustainability**.

BE INCLUSIVE



To create a **harm free** product that is safe for **everyone**.

BE INSPIRING



To be **bold** and encourage **natural** thinking and living.

BE AWESOME!



To be **exceptional**: to act with **energy**, and think with **passion**.





STARS OF 2011

PR Success

insider

Goody GOOD STUFF

MADE IN CHELSEA

BRITAIN & IRELAND'S NEXT top model LIVE 2011

sky LIVING HD

DAILY EXPRESS THE WORLD'S GREATEST NEWSPAPER

Reveal

FOOD everyday



the Cindy Lavery show



Cook Vegetarian!



LONDON FASHION WEEK



The Grocer



Health

Vital information with a human touch

Telegraph



Great BRITISH Food



PHIL LEMPERT SUPERMARKET GURU



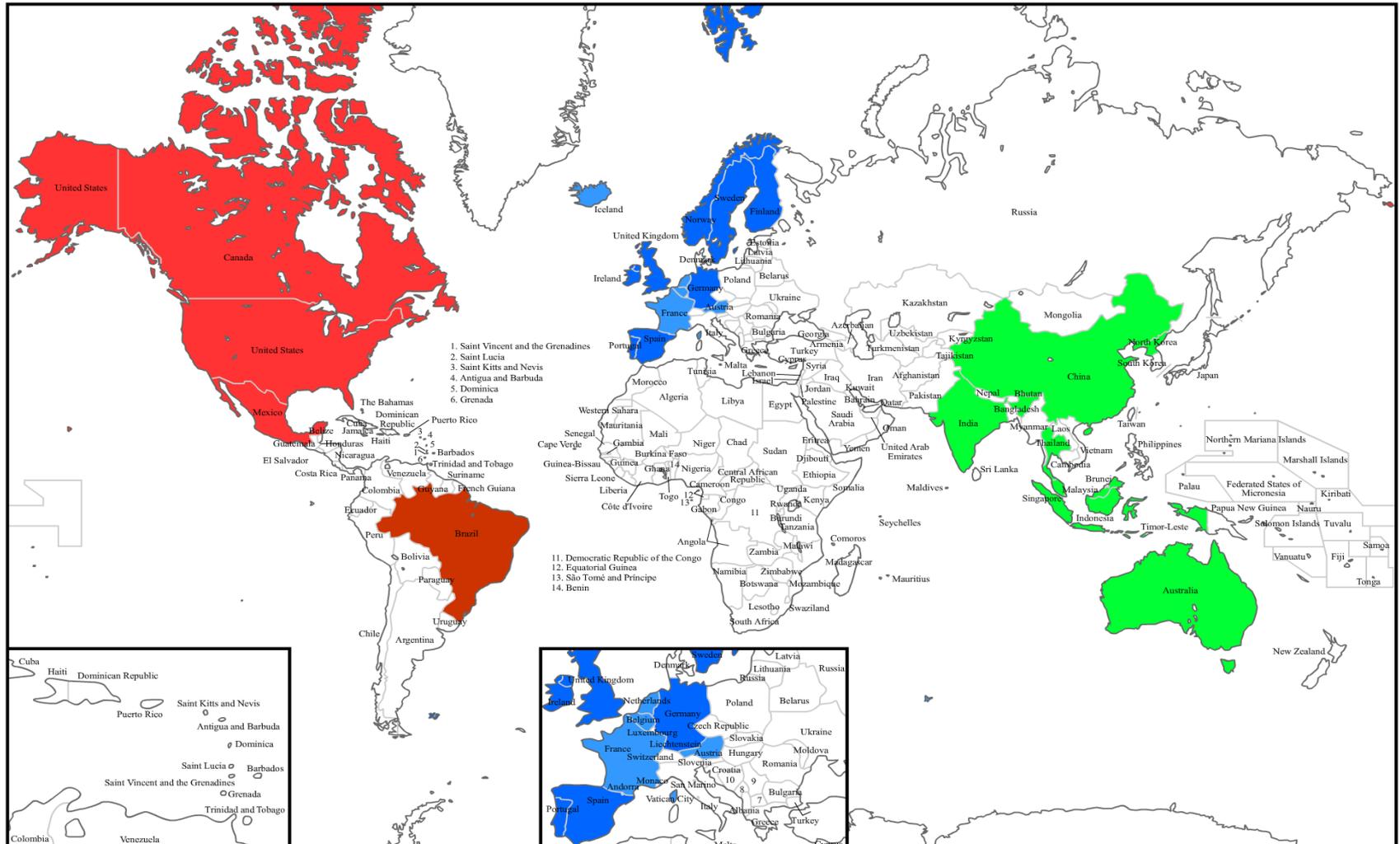
Manchester Evening News Electronic News Site of the Year



Customers



World Reach



Why is Entrepreneurship so important?

- **It creates Jobs and helps community glue!**
- **Innovative Foundations = Sustainable Economic Growth**
- **Acceptance of Diversity & Individuality**
- **Creates Problem Solving Culture**
- **Exports = Increased \$£€ Inflow**
- **Instils-**
 - **Pride – Hope – Belief**

I couldn't have done it without...

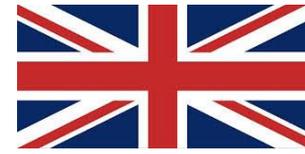
The Attitude of my Country = UK

- a. **UK = Most Entrepreneurial in EU & 4rth WW (GEI Nov 2014)**
- b. **Entrepreneurs = Rock Stars of Business**
- c. **Lots of TV programs and news updates daily**
- d. **Awards = Social Kudos = Achievement**
- e. **Banks on board with Start -ups & SME**
- f. **Governmental Incentives ABOUND!**
- g. **This Creates a Entrepreneurial Melting Pot**





Support Programs



EIS – Investment encouragement Scheme

UKTI – Export advice and funding

Women in Enterprise – Network & Mentoring

Federation of Small Businesses – Legal & Tax Advice

R&D relief – 225% refunds on innovation costs

Patent Box – tax reduction on all patent earnings

Apprenticeship programs – Had 3 at GGS – GREAT!!

Incubator spaces – Don't be alone!!

Small Business Loans/Grants– Not repayable 😊

STILL – AWARENESS IS BIGGEST ISSUE!!

How to foster Entrenpreneurship?



- **Most Important =**
 - Ideas about the future begin at early age
 - Teach children that anything is possible!
 - Inspire & Support
- **Belief = Truth**
- **Hard work & Refusal to Fail = Results**
- **People are afraid of what they don't understand**

The Worst thing in the world is when someone is too afraid to achieve their potential because they don't understand what it is!



