



MINDFUL  
INVESTOR

JUNE 11, 2019



*It's Time  
to Act*

powered by  
**intelligent.  
partnership\***

**EVENT PROGRAMME**

Date: Tues, June 11, 2019

Time: 14:30 – 18:30

Location: Picturehouse Central,  
Piccadilly, London, W1D 7DH



# *It's Time to Act*

**We're delighted to announce the Mindful Investor – inaugural event at Picturehouse Central, London on June 11, 2019.**

Mindful Investor is a future-facing programme that will drive lasting change by measuring and improving wellbeing, diversity and inclusion within the investment community.

This important initiative will drive a cultural change towards more socially responsible investment into Britain's SMEs.

We are bringing together investors and entrepreneurs to promote exemplary communication, define best practices and foster meaningful change in the business community.

Already gaining widespread support, the Mindful Investor framework (CHECK) assesses an investor's policies and working practices, mapping them against how they are actually working for the teams they invest in. CHECK stands for communication, health, equality, connections and knowledge.

We want to create a more inclusive and supportive financial ecosystem, by encouraging investors to put people and profits on an equal footing, and pay more attention to the diversity and wellbeing of the teams they invest in.

***We aim to  
create the most  
inclusive and  
supportive  
investment  
community in  
the world.***

**#mindfulinvestor**

## Foundations built on robust research

Mindful Investor has evolved from the wellbeing and mental health research that the [100 Stories – Capital at Work](#) campaign produced to coincide with World Mental Health Day in 2018.

With founder mental health identified as a priority, the Mindful Investor programme has launched with the backing of relevant delivery partners including Mental Health First Aid England, Harley Street Therapy, weare3sixty and The Self Space.

The programme will see participating investment firms receive training and support across a range of priority areas – from mental and physical health, to diversity and inclusion, communication and unconscious bias. Those who complete the annual assessment and meet the required standard will be awarded the Mindful Investor kitemark.

## Inaugural event focus

This inaugural event is devised to inform and support investment providers at the vanguard of change to commit to taking part in the Mindful Investor programme and create positive outcomes for high-potential businesses.

This afternoon event will introduce the invited audience of investment management and investment association representatives to various founder stories – good and bad – of working with their investors to grow their businesses.

We'll hear what makes for great, long-term and sustainable investor-investee relationships. On the flip side, we'll hear why some investors' approaches are completely outdated, unsupportive and sometimes harmful to company founders seeking growth capital.

The second half of the event will introduce the Mindful Investor programme, providing a solutions-focused set of discussions to provide investors with a clear route to an enterprise-wide culture of support and inclusivity.

*“Investors can deliver huge value and impact beyond investment, providing an unparalleled support network when done right.”*

**Guy Tolhurst**  
Managing Director,  
Intelligent Partnership



## Event agenda

**14:30**    **Arrival + Networking**

Attendees and media arrive for registration, light refreshments and networking

**15:00**    **Introduction**

Welcome and introduction by Guy Tolhurst, Managing Director, Intelligent Partnership

**15:05**    **Keynote presentation**

Keynote presentation by Ali Hanan, Founder, Creative Equals

**15:15**    **Founder panel discussion**

Founder panel discussion including questions from the audience

**15:55**    **Investor panel discussion**

Investor panel discussion including questions from the audience

**16:35**    **Meditation session**

Meditation session by Michael Miller, Co-founder and Director, The London Meditation Centre

**16:45**    **Mindful Investor - how it works**

Introduction to Mindful Investor - how it works

**16:50**    **In conversation with Christina Richardson**

CHECK – Communications, Connections and Knowledge

**17:0**    **In conversation with Rob Stephenson**

CHECK – Health

**17:10**    **In conversation with Nadya Powell**

CHECK – Equality

**17:20**    **Conclusions**

Concluding remarks

**17:30**    **Networking**

Networking and refreshments

**18:30**    **Event end**



## Keynote Speakers



intelligent.  
partnership\*

### Guy Tolhurst

**Managing Director  
Intelligent Partnership**

Guy Tolhurst is an entrepreneur, author and small business champion.

He runs three small businesses in and around financial services which together, and in different ways, help financial and investment capital flow into thousands of UK businesses. Through the 100Stories of Growth campaign that he launched last year, he is trying to inspire more UK growth and scale-up success stories.

Having learned about the trials of entrepreneurship, both from first-hand experience and through his personal network, he's passionate about the role investment can play in improving business culture.



**E**  
CREATIVE  
EQUALS

### Ali Hanan

**Founder  
Creative Equals**

Ali Hanan is an award-winning creative director who has worked in the advertising and marketing sector for the last 19 years. Over that time, she has worked for some of the world's biggest brands, including Dulux, Guinness, Ford, IKEA, British Airways, MacDonalds (and more) at some of its leading agencies, including Ogilvy, R/GA, DigitasLBi, Iris Worldwide and many, many more.

Along the way, she has seen the impact of the lack of diversity within the industry, so in 2015, she set up Creative Equals as a 'side project', which has now turned an award-winning organisation with the backing of many of the largest companies, including VCCP, HavasLondon, Ogilvy, The Engine Group, AMVBBDO, Kinetic WorldWide and many more



## Moderators

### INVESTOR PANEL



**Gurpreet Manku**

**Deputy Director General  
BVCA**

Gurpreet Manku is the BVCA's Deputy Director General and Director of Policy. She is responsible for leading the BVCA's response to a wide range of issues and challenges facing the industry from a legal and regulatory perspective, both in the UK and Europe. She is also the executive liaison to the Private Equity Reporting Group, the body responsible for monitoring the industry's compliance with the Walker Guidelines on Transparency and Disclosure. Before joining the BVCA she worked at Deloitte LLP and specialised in advising private equity funds and their managers. Gurpreet studied at the London School of Economics and is a Chartered Accountant and a fellow of the Institute of Chartered Accountants in England & Wales.

### FOUNDER PANEL



**EJ Flynn**

**Managing Director  
The Supper Club**

Emma-Jane Flynn is Managing Director at The Supper Club, whose purpose is to inspire an entrepreneurial mindset in all leaders, because they believe where entrepreneurship thrives so too does innovation, employment, and wealth creation. The Supper Club is a membership club exclusively for fast-growth entrepreneurs and since 2003 has enabled thousands of founders and CEOs to realise their growth ambitions. They do this by enabling them and their team to overcome challenges, create value, and drive scale through practical peer group learning, curated connections and entrepreneurial insights and they do this at all stages of the entrepreneur lifecycle, from scale to sale and beyond.



## Founder Panelists



*Pjoys*

### Michelle Morgan

**Founder**  
**Pjoys**

Michelle Morgan is an award-winning founder of 5 purpose-led businesses, winner of the EY Entrepreneur of the Year award, the Queens Award for Innovation, Lloyds Business awards and most recently invited to join the Society of Leadership Fellows at Windsor Castle. Michelle came up with the idea for Pjoys after experiencing first hand what it's like to mentally burn out and sink into anxiety and depression. During her recovery, the pyjamas that had held her back became her inspiration. A chance to positively help people and remove the stigma around mental health.

Michelle speaks regularly about her entrepreneurial journey, her burnout and starting-up again with Pjoys.



**BABY**  
**2**  
**BODY.**

### Melinda Nicci

**Founder and CEO**  
**Baby2Body**

Melinda is the founder and CEO of Baby2Body, a Sports and Exercise Psychologist, best-selling author, and innovator. Her 25-year career has been devoted to wellness, with a particular focus on women. She started a fitness business in 1994, wrote a bestselling book on pregnancy, has contributed to numerous publications about physical and mental health, worked in innovation for consumer healthcare at Philips, and went on to launch Baby2Body in 2015 - the award winning wellness company for women. Melinda has a proven track record of innovation, product and business development in fitness, wellness, and technology. She remains dedicated to furthering the role that technology can play in helping a global population to lead healthier lives.



## Founder Panelists



**creative  
Nature**  
superfoods

### Julianne Ponan

**Founder and CEO  
Creative Nature**

Julianne knows what it takes to build and run a successful business. Julianne is the founder & CEO of Creative Nature. Voted Guardian Leader of the Year 2016, as well as winner of NatWest EveryWoman Award & more. Her keynotes inspire people to start & grow their business, most notably International Women's Day at Houses of Parliament, Chambers of Commerce & The Business Show.

Being an entrepreneur, speaker & Virgin StartUp mentor, she's on a mission to change the business landscape.



**HIDDEN**

### Ross Taylor

**Co-founder  
Hidden**

Ross is the co-Founder of Talent and Culture business Hidden, Co-Founder of creative industries job sharing platform Pairants, and Co-Founder of Senior Talent Consultancy Unknown. Bringing bias free talent acquisition systems and driving inclusion for creative businesses, from the inside. Motivated by the need for social and cultural change. Inclusion and Diversity advocate.

Previously Co-Founder and CEO of Gemini People, part of the Hamilton Bradshaw portfolio of recruitment businesses.



## Investor Panelists



atomico°

### Caroline Chayot

**Partner**  
**Atomico**

Caroline Chayot is a Partner at Atomico, where she helps portfolio companies hire, develop and retain the best talent in Europe – a key factor in the success of any fast-growing business.

Prior to joining Atomico Caroline led the EMEA HR team at Twitter, where she supported the leadership team in scaling the business from two to six markets and grew the team from 80 based in London to 500 across the region. She partnered with Twitter EMEA's leaders on strategic people issues, from expansion strategy to change management. Prior to that she worked at Google in HR for 9 years.

Caroline holds a double Masters degree in Business and Management from ISC Paris and Kansai Gaidai University in Japan.



BACKED

### Daisy Onubogu

**Head of Scouting**  
**Backed VC**

Daisy Onubogu is Head of Venture Scouts at Backed VC, and working hard to diversify the face of venture backed entrepreneurship. She's also an Advisor/mentor at Roam, Emerge and Yuro, and sits on the board of global charity, Future Brilliance. Previously, she was in charge of inviting A-list speakers to Web Summit and it's sister conferences.

She co-founded Refugee Info Network (a project around gathering EU asylum information to supply to refugee camps in Lesbos and Calais), and in 2017, joined the ranks of Sunday Business Post's 30 under 30. A self-professed lover of pies and a voracious reader, she enjoys travel, medium sarcasm, good conversation, and facilitating connections to make things happen.



## Investor Panelists



octopus

### Simon Rogerson

**CEO and Co-founder  
Octopus Group**

Simon Rogerson is the CEO and co-founder of Octopus, an entrepreneurial group of companies that invests in the people, ideas and industries that will help to change the world. Octopus Group ties together six distinct businesses: Octopus Investments, Octopus Energy, Octopus Real Estate, Octopus Energy Investments, Octopus Ventures, and Octopus Wealth.

When Simon co-founded Octopus in 2000, it was with the belief that entrepreneurs can help drive change by disrupting established industries and putting customers first. Octopus has grown rapidly since then, building sizeable investment platforms in renewable energy, healthcare infrastructure and smaller companies. Octopus now has more than £8 billion funds under management from retail and institutional investors.



connect

### Rory Stirling

**Partner  
Connect Ventures**

Rory is a Partner at Connect Ventures, a pan-European seed stage investment firm. Rory is passionate about technology, entrepreneurship and leadership development, and has spent the majority of his career working in start-ups and venture capital.

Prior to Connect he was a partner at MMC Ventures and a co-founding partner at BGF Ventures. He's invested across seed, series A and series B, whilst focusing on marketplaces and B2B SaaS companies. Connect investments include: Citymapper, Typeform, Soldo, Truelayer, Kheiron and Curve.



## In conversation with...

### CHECK - Health



#### Rob Stephenson

**Founder  
InsideOut**

Rob Stephenson is a mental health influencer, campaigner and public speaker regarding creating mentally healthier workplaces. He experiences bipolar disorder personally. Rob is the founder of Inside-Out.org, a social enterprise with a mission of smashing the stigma of mental ill-health in the workplace by showcasing senior leader role models with lived experiences of mental ill-health. This is done by virtue of a published annual list – The InsideOut LeaderBoard.

InsideOut also takes these role models into businesses for panel events as part of an initiative called the InsideOut WaveMakers which has the aim of inspiring other senior leaders to open up about their own challenges and get behind the mental health agenda.

### CHECK - Equality



#### Nadya Powell

**Co-founder  
Utopia**

Nadya Powell, alongside Daniele Fiandaca, is the co-founder of Utopia a culture change business that 'Re-wires Business for the Age of Creativity'. Utopia drives change through the lenses of purpose, inclusion, and entrepreneurialism and works with brands such as Universal Music, Coca-Cola European Partners and Google.

Nadya is also the co-founder of Innovation Social, a global network of innovation leaders from agency, brand and startup worlds who believe that innovation will disrupt business for the better. In 2019 Innovation Social launched in New York, taking it's 'technology conference but fun' style overseas.



## In conversation with...

**CHECK** - *Communications, Connections and Knowledge*



**Kristina Barger**

**Co-founder**  
**weare3Sixty**

Kristina Barger is a cognitive neuroscientist and psychotherapist. She's one of the founding team at weare3Sixty, which fuels founders to thrive, not just survive, on the rollercoaster of entrepreneurial life. She provides her knowledge and expertise to bolster the combination of workshops, coaching and sprints that weare3sixty provides to help founders to reach their full potential.



**Christina Richardson**

**Co-founder**  
**weare3Sixty**

Christina has spent the last decade founding her own startups and helping others do the same. After managing global brands worth in excess of £100 million at Nestle, Britvic and Mercedes, she turned her hand to start-up brands and has never looked back since.

Her latest venture, weare3Sixty fuels founders to thrive, not just survive on the startup rollercoaster. With training and group coaching that helps entrepreneurs be their best, most high-performing selves they're creating a new era of human-centric support in the startup ecosystem.



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partnership\*

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