

FARRER&Co

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The background features a large, dark blue, organic-shaped area on the left. To its right, there are three overlapping circles. The top circle is light teal with diagonal white stripes. The middle circle is orange with a white grid pattern. The bottom circle is purple with diagonal white stripes. The text 'Entrepreneurs Week 2019' is written in white serif font on the dark blue area.

# Entrepreneurs Week 2019



## Celebrating entrepreneurs

We are delighted to welcome you to our inaugural Entrepreneurs Week.

As an independent law firm with a proven track record of acting for ground-breaking individuals we focus on acting for private businesses, family businesses, entrepreneurs and private investors. From our offices in London we work across the world, using our network of contacts to bring the best service to our clients, wherever their aspirations take them.

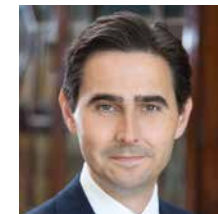
We are proud to work alongside founders and entrepreneurs whose dedication, determination and desire to succeed, creates new businesses and new opportunities.

This week is about celebrating the contribution made by such entrepreneurs. Together we will explore some of the exciting innovations that are creating new markets and confronting social and environmental challenges. We are extremely grateful to our clients and friends who are giving up their time to participate in the many panels and events being held during the week.

This booklet provides more details on the events we are holding and the speakers taking part. It also provides more details on some of the exciting clients we are delighted to act for.

We look forward to working with you in the future and thank you for being part of our first Entrepreneurs Week.

If you would like to contact any of the external speakers shown, or would like to find out ways to stay in touch through our monthly newsletters, please get in touch with David Fletcher at [david.fletcher@farrer.co.uk](mailto:david.fletcher@farrer.co.uk)



**David Fletcher**  
Partner



For further information, or to see our client podcasts, visit our website by scanning this QR code.

# This week's calendar of events

	Monday 16	Tuesday 17	Wednesday 18	Thursday 19
Morning	<div>Emerging digital technology</div> <div></div>	<div>Revolutionising luxury through technology</div> <div>David Fletcher Katy Lubin Lauren Indvik Victoria Prew</div>	<div>Reputation risk for founders and their business</div> <div>Julian Pike Clair Marr Clive Jackson John Waples</div>	<div>FinTech and WealthTech: how entrepreneurs and multinationals collaborate to unlock innovation</div> <div>Andy Peterkin Akshaya Bhargava Hazem Nakib Bob Wigley</div>
Afternoon	<div>PropTech: how to utilise digital disruption in UK real estate</div> <div>Edward Banyard Smith Eric van der Kleij Tanguy Quero Tom Willcock</div>	<div>The business of diversity and inclusion</div> <div>Alice Hill Rachel Lewis Daniel Aherne Dana Denis-Smith Raphael Mokades Dr Julia Shaw</div>	<div>Delivering a successful spin out</div> <div>David Copping Ashley Giles Dr Govind Pindoria</div>	<div>Going global: how entrepreneurs access new markets</div> <div>Anthony Turner Adrian Benson David Brown Dr Bodo Dehne David Gubbay Hu Che</div>
Evening	<div>For profit, for good</div> <div>Cath Dovey David Fletcher Meaghan Muldoon Will Pearson Paul van Zyl</div>	<div>Funding success: the female entrepreneur</div> <div>Anne-Marie Piper Dr Sarvi Banisadr Alison Cooper George Davies Jo Morrell</div>	<div>International lawyers' dinner</div> <div></div>	<div>Closing gala reception</div> <div></div>

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Farrer & Co has a well-deserved reputation for excellence and a significant international and domestic client base of entrepreneurs.

– Independent legal commentator

## Programme of events

4	Monday 16 September
8	Tuesday 17 September
14	Wednesday 18 September
18	Thursday 19 September

## Getting to know...

24	William Pearson from The Ocean Bottle
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## Spotlight on tax

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## PropTech: how to utilise digital disruption in UK real estate

Digital transformation is driving change across industries and sectors across the globe. The property industry is no exception.

This two and a half hour session will explore how new technologies are having a profound effect on the real estate world – and how disruption is gaining momentum.

### Moderator



**Edward Banyard Smith**  
Partner at Farrer & Co

Edward is a specialist construction lawyer, advising on all aspects of construction and property development. He advises on procurement contracts, construction law aspects of real estate and finance transactions. He is particularly well recognised for his work advising charities, high net worth individuals and independent schools.

### Speakers



**Eric van der Kleij**  
Entrepreneur

Eric is the Founder and CEO of Frontier Network. Frontier Network was founded as C4DR in 2017. Frontier Network is a global network of tech hubs, focused on advancing 4th Industrial Revolution technologies – blockchain, AI, IOT and robotics. He is also the Chairman of KeyBox.co, Special Adviser to the Zurich-based Kickstart Accelerator and voluntary member of the advisory board of Tech London Advocates.



**Tanguy Quero**  
EMEA lead of JLL Spark Global Venture Fund

Tanguy is JLL Spark Growth lead for EMEA. JLL Spark \$100 million fund seeks to invest in companies focused on leveraging technology to improve everything from developing and managing to leasing and investing in real estate, while enhancing the experience of those who occupy it. The growth team help entrepreneurs by connecting them with JLL's global business lines and clients for insightful feedback and distribution of their products.



**Tom Willcock**  
Partner at Hollis

Tom, recently appointed by Hollis as partner responsible for surveying innovation, is an engineer by trade but has worked in a variety of corporate management roles throughout his career in banking and engineering. Tom's passion has always been engineering innovation. He founded Auster Aviation, a business that provided industrial and commercial drone surveying. His focus at Hollis includes technology systems, innovation and risk, with a special interest in using drones to solve problems and improve efficiencies for clients.

## For profit, for good

This event will look at the vital role entrepreneurs play in devising solutions to some of the great challenges of our time and the positive impact they have on society generally.

The breadth of this work encompasses how businesses operate, how entrepreneurs share their wealth and the evolving priorities of investors. More generally the discussion will look at the changes to the wider landscape: is it still correct to separate out the search for an economic return from philanthropic giving or can an entrepreneurial business be simultaneously for profit and for good?

### Moderator



**Cath Dovey**  
Co-founder of Beacon Collective

Cath is a co-founder of the Beacon Collaborative and is the lead coordinator for a number of its activities, which collectively aim to increase the levels of giving and social investment among the UK's wealthy population. Formerly a co-founder of Scorpio Partnership, the global wealth management strategy and research firm, she led the firm's high net worth and strategy research capabilities for two decades.

### Speakers



**David Fletcher**  
Partner at Farrer & Co

David is an experienced corporate lawyer known for his work with entrepreneurs, corporates, family-owned businesses, and is on the advisory board for The Ocean Bottle. His clients appreciate the fact that his experience of working directly with many entrepreneurs and senior management teams equips him to be proactive, grasp their priorities quickly and provide practical advice.

### Speakers



**Meaghan Muldoon**  
Head of Sustainable Investing at Blackrock

Meaghan is EMEA Head of Sustainable Investing at BlackRock. The Sustainable Investing team is focused on identifying drivers of long-term return associated with environmental, social, and governance issues, integrating them throughout BlackRock's investment process, and creating solutions for our clients to achieve sustainable investment returns. In this capacity, Meaghan is a member of BlackRock's ESG and Policy Committee.



**William Pearson**  
Founder at The Ocean Bottle

William's interest lies at the intersection of entrepreneurship, social impact, and environmental preservation. After completing a degree in engineering, William spent a year working at sea, where he saw first-hand the current state of pollution in the world's oceans. William decided to pursue a graduate degree in management to prepare him for a career in environmental impact and business, which gave him the foundation necessary to launch The Ocean Bottle.



**Paul van Zyl**  
Co-founder of The Conduit London

A winner of the prestigious Skoll Award for Social Entrepreneurship and named a Young Global Leader by the World Economic Forum, Paul served as the Executive Secretary of South Africa's post-apartheid Truth and Reconciliation Commission and co-founded the International Center for Transitional Justice (ICTJ), an international human rights organisation based in New York City.

## Revolutionising luxury through technology

Exploring changing consumer habits, how technology has disrupted the luxury industry and how established brands are responding.

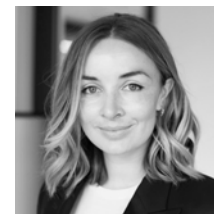
### Moderator



**David Fletcher**  
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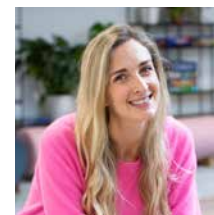
David is an experienced corporate lawyer known for his work with entrepreneurs, corporates, family-owned businesses and luxury organisations. His clients appreciate the fact that his experience of working directly with many entrepreneurs and senior management teams equips him to be proactive, grasp their priorities quickly and provide practical advice.

### Speakers



**Lauren Indvik**  
Chief Editor of Vogue Business

Lauren was previously Head of News and Features at Vogue International, collaborating with the Vogue digital teams globally. Prior to Vogue, she was the editor-in-chief of Fashionista in New York from 2013-2015 and a business editor at Mashable. Her work has also appeared in the New York Times, the Wall Street Journal and Fast Company.



**Katy Lubin**  
Vice President of Communications at Lyst

Katy and her team own the Lyst Insights data storytelling strategy, sharing unique data-driven content with publishers and brands across the world to explore fashion and lifestyle trends. The Lyst Insights comms team is a cross-disciplinary squad leveraging skills from PR, SEO, social, design, data analytics and brand marketing. Prior to Lyst, Katy worked in digital communications roles at the Net-a-Porter group and British Fashion Council.



**Victoria Prew**  
Co-founder and CEO at HURR Collective

Victoria is Co-founder and CEO of HURR, the UK's first peer-to-peer wardrobe rental platform. The invite-only community allows members to share their clothes and accessories, securely and in seconds.



## The business of diversity and inclusion

This panel will explore the business imperative for diversity in attracting and retaining the best talent and laying the foundations ultimately for long-term success.

While HR professionals have long understood the importance of diversity and inclusion within the workplace, greater recognition has meant that the topic now sits front and centre in the strategic thinking of organisations. Having been at the heart of the drive for diversity, HR has a continuing and leading role to play in providing support not only to attract diverse talent but to foster/ensure/develop a culture of inclusion to get the very best out of having a diverse workforce.

### Moderators



**Alice Hill**  
Diversity and Inclusion Manager at Farrer & Co

Alice has been at Farrer & Co for two years as our Diversity & Inclusion Manager. After practising as a lawyer for a number of years, she pursued her interest in increasing diversity in the profession and has managed social mobility initiatives both in law schools and firms.



**Rachel Lewis**  
Partner at Farrer & Co

Rachel is a trusted adviser to both employers and senior executives on a broad range of employment law issues. Her work includes designing and managing large-scale redundancy and restructuring programmes, high-profile discrimination actions and advising on sensitive matters including senior-level dismissals and tricky exits.

### Speakers



**Daniel Aherne**  
Director of Adjust Training and Consultancy

Daniel set up Adjust to provide employers with clear, practical and professional training and consultancy in order to harness the talents of their staff with neurodiverse conditions. Daniel has worked with Neurodiverse individuals for over the last 15 years and spent a considerable amount of that time in the National Autistic Society's employment training team.



**Raphael Mokades**  
Founder and Managing Director of Rare

Raphael founded Rare, the multi award-winning leaders in diversity graduate recruitment, in 2005 with no recruitment experience or technology expertise. Today, Rare works with over eighty of the world's most prestigious employers, has some 10,000 candidates, and builds cutting-edge software that is changing the world. Raphael was named in the Economist's Top 50 Global Diversity List 2017 and the FT's Empower Top 100 Ethnic Minority Executives 2018 and 2019.



**Dana Denis-Smith**  
CEO of Obelisk Support

A former magic circle lawyer, Dana founded Obelisk Support to drive positive change in the legal profession by creating flexible and remote work opportunities for lawyers. In 2018, she was voted Legal Personality of the Year and received an Honorary Doctorate of Laws by University of Worcester. In 2019 Legal 500 recognised her as an Outstanding Woman in Law.



**Dr Julia Shaw**  
Co-founder of Spot

Julia is a psychological scientist (UCL). She is best known for her work in the areas of memory and criminal psychology. In 2017, Julia co-founded the memory science and artificial intelligence start-up Spot. Spot helps employees report workplace harassment and discrimination, and empowers organisations to build a more inclusive and respectful work environment.



## Funding success: the female entrepreneur

Businesses launched by female entrepreneurs generate higher revenues and create more jobs than those launched by their male counterparts, evidence has shown.

Despite this, female entrepreneurs receive a fraction of the funding available to start-up businesses. In 2017, for every £1 of venture capital investment in entrepreneurs in the UK, all-male founding teams received 89p whereas all-female teams received less than 1p. The panel will explore why female founders continue to face barriers to funding and what is being done to address this. Drawing on their experience and on recent industry success stories, the panel will consider how to widen funding opportunities for women and why funders who do so stand to reap significant returns.

### Moderator



**Anne-Marie Piper**  
Senior Partner at Farrer & Co

Anne-Marie is one of the UK's foremost experts in charity law and is the firm's senior partner. She has a formidable reputation for her work on complex mergers and regulatory cases. She is renowned for her expertise in resolving complex issues for large organisations, particularly fundraising, major mergers, re-organisations and group structures, and administrations.

### Speakers



**Dr Sarvi Banisadr**  
Holding Your Hand

Sarvi currently works as a self-employed advisor & consultant for tech-enabled start-ups with a focus on healthcare, pharmaceuticals, insurance and innovative technologies. She is also a global speaker on these topics. Prior to that, she founded Holding Your Hand, a HealthTech start-up which seeks to empower patients with the support of remote patient advocates (Medical Navigators).



**Alison Cooper**  
Entrepreneur

In the 1990's, Alison launched En Route International. Now a £40M corporation, it serves over 40 International Airlines across their networks. This success led to the Emirates group (dnata) obtaining full ownership in 2017, and to Alison receiving a Life Time Achievement Award from The Onboard Hospitality publication for her contribution to the airline catering industry. Over the past two years Alison has gone on to launch Palm Grove Investments and Alicia J.



**George Davies**  
Partner at Hambro Perks

George is a partner at Hambro Perks, a venture firm based in London, backing innovative teams with global ambition such as What3Words, Echo, Previser, Quorzo, Muzmatch. He has formerly worked for McKinsey, GLG Partners, and in politics (including as an advisor to the president of Liberia).



**Jo Morrell**  
Managing Editor at The Telegraph

Jo has spent 20 years in leadership positions in the UK media. She joined The Telegraph as Managing Editor in 2017, and is responsible for furthering the brand's editorial vision, strategy, and transformation. Jo was previously a Founding Director of The Pool UK, where she worked part time and was subsequently celebrated in a former Timewise Power 50 List.

## Reputation risk for founders and their business

This expert panel session will examine processes to put in place at the various stages of the business journey, from start up to maturity, both as to avoid reputational issues arising and how to best handle crises/issues as and when they come around – which they will!

### Moderator



**Julian Pike**  
Partner at Farrer & Co

Julian's reputation management practice is very highly regarded. He acts for individuals and organisations in situations that put them at risk of reputational harm. He helps to plan for potential crises and issues varying from adverse media coverage, to right to be forgotten cases, to preparing for select committee appearances.

### Speakers



**Clive Jackson**  
CEO and Founder of the Alyssum Group

A highly accomplished and experienced tech entrepreneur, Clive has always been at the forefront of the digital revolution. Clive has a proven track record of CEO leadership across 15 successive companies and scaling businesses to 140 employees globally. In 2011, Clive launched on-demand private jet charter business, Victor. Under Clive's leadership, Victor grew rapidly and was listed in the Sunday Times Tech Track 100 (2015–2017), the Deloitte UK Tech Fast 50 (2016, 2017) and the FT 1000 (2017, 2018).



**Clair Marr**  
Founder of Obscura ORM

Obscura ORM is a flexible and proactive online reputation management agency. Clair specialises in providing strategic advice to individuals and organisations to help protect, preserve and build their online reputations. She brings into play her 20 years' experience in ORM and digital communications. Clair is passionate about building unique reputation strategies for Obscura ORM's international client base and has led projects spanning law, sports, media, oil and gas, the arts, politics, finance and hospitality.



**John Waples**  
Senior Managing Director and Vice Chairman of FTI Consulting EMEA

John is the UK Head of Strategic Communications and is based in London. He joined FTI Consulting in February 2010. Prior to that, he was at The Sunday Times for 16 years, of which the last four and a half years were as Business Editor and the previous four years as Deputy Business Editor.

## Delivering a successful spinout

This event will draw on participants' experiences to provide practical guidance on how universities, entrepreneurs, and investors can work together to develop successful spinout ventures.

Universities are economic engines driving innovation and entrepreneurship. The UK has a reputation for innovation, and spinouts from universities play a hugely important role in economic development. Whilst they can provide great reward when delivered effectively, the road to a successful spinout can be long and not without its challenges. At a time of increasing uncertainty around Brexit and the availability of funding, the importance of getting the set up and delivery right has never been so crucial.

### Moderator



**David Copping**  
Partner at Farrer & Co

David has significant experience advising clients on a broad range of complex issues relating to intellectual property, technology and data. Typically, David advises clients looking to harness and exploit IP, including international commercial opportunities. David also helps clients on a range of commercial transactions and joint ventures.

### Speakers



**Ashley Giles**  
Partner at Haseltine Lake Kempner LLP

Ashley is a founder member of the specialist Engineering and Energy IP team in Haseltine Lake Kempner, and has extensive experience in the automotive, biomechanical, oil and gas, aerospace and green energy/renewables sectors. His clients range from start-ups to multinational companies in the UK and abroad.



**Dr Govind Pindoria**  
Director of Imperial College Innovations Ltd

Govind is an Executive Director of Imperial College Innovations (ICI) Ltd and is responsible for the start-up formation support and investment at Imperial College London. Prior to ICI Ltd he was Executive Director at Imperial Innovations Ltd and led the formation of over 50 companies, serving on the boards of many and leading the sale of seven Imperial start-ups to companies like Google, Evonik and Oxford University Press.

## FinTech and WealthTech: how entrepreneurs and multinationals collaborate to unlock innovation

The panel will look at how small and agile tech entrepreneurs can help both institutions and individuals create value from technology.

### Moderator



**Andy Peterkin**  
Partner at Farrer & Co

Andy is a partner in our Financial Services team. He undertakes a wide range of financial services work, as well as advising on fund formation and operation, and securities law issues. Andy has a particular interest in FinTech and has advised on the establishment of several FinTech-based products and services.

### Speakers



**Akshaya Bhargava**  
Founder of Bridgeweave

Akshaya is the founder of Bridgeweave, a B2B FinTech firm that creates AI powered next generation products for Wealth and Asset Management industries. From 2014–2017, he was the global CEO of Wealth and Investment Management, Barclays plc, a business with £200 billion in client AUM. Prior to that, he founded InfraHedge, a hedge fund managed account platform, which was acquired by State Street Corporation in 2013. He has been CEO of Butterfield Fulcrum Group (acquired by MUFJ Group) and the founding CEO of Progeon (acquired by Infosys and renamed Infosys BPO in 2006).



**Hazem Nakib**  
Managing Partner of Sentinel Capital Group

Hazem is a regulatory and FinTech expert. He is a partner at venture capital firm 7BC, the managing partner at Sentinel Capital Group, and sits on the advisory boards of multiple companies leveraging blockchain, distributed ledger technologies (DLT), and AI – including Coinfirm, Securrency, Humaniq, iov42, and TodaQ. Hazem is also the founder of the Cambridge Blockchain Forum and the Cambridge Blockchain Hub, ranked by Entrepreneur.com as a leading global think-tank with the aim of implementing technology solutions and supporting early-stage ventures.



**Bob Wigley**  
Chairman of UK Finance

Bob is Chairman of UK Finance, Secure Broadcast Ltd, Vesta Global Holdings Limited, Bink Ltd and Accloud Ltd. He is a Founder Commissioner of the Blockchain Commission for Sustainable Development at the UN. He is a Non-Executive Director of the Qatar Financial Centre Authority and Chairman of its Audit Committee and of Symphony Environmental plc.

## Going global: how entrepreneurs access new markets

This event will be relevant to any entrepreneur looking to expand their business overseas, whether now or at some point in the future.

As well as offering you the opportunity to hear from leading lawyers from around the globe, you will have the chance to meet other founders with similar aims and share experiences.

### Moderator



**Anthony Turner**  
Partner at Farrer & Co

Anthony is an experienced corporate lawyer with a broad transactional and advisory practice. He undertakes the full range of corporate transactions for corporate and individual clients, advising on M&A, complex domestic and international structuring, equity investments and governance. He has particular experience advising trusts and trustees on corporate matters.

### Speakers



**Adrian Benson**  
Partner at Dillon Eustace, Ireland

Adrian specialises in mergers and acquisitions, corporate, insolvency and corporate recovery. He is a highly experienced adviser on a wide range of corporate transactions and commercial arrangements, and works with clients in a variety of industries, advising on shareholders' agreements and disputes, joint ventures, private equity and corporate governance.

### Speakers



**David Brown**  
Managing Partner of Nixon Peabody, USA

David is the managing partner of the Chicago office, and concentrates his practice on securities, mergers and acquisitions, private equity, venture capital and general business counseling. He works with a diverse group of domestic and foreign clients, ranging from startups to middle-market enterprises and large public companies, often with a technology, big data or renewable energy focus.



**Dr Bodo Dehne**  
Partner at Heuking Kühn Lüer Wojtek, Düsseldorf

Bodo specialises in corporate/M&A issues, private equity and venture capital, and private client work.



**David Gubbay**  
Partner at Farrer & Co, UK

Corporate tax expert David helps clients through some of the most complex issues they face. His corporate tax practice covers all aspects of mergers, acquisitions, disposal, joint ventures, demergers, flotations, re-organisations, capital raising and private equity.



**Hu Che**  
Counsel at JunHe LLP, China

Hu is a consultant to Jun He Law Firm's Beijing office. His business areas include data protection and network security, telecommunications internet, and corporate and M&A.

# Getting to know...

The work we do for entrepreneurs is fascinating and diverse. From social impact to global success, two entrepreneurs share their inspirational journeys with us.

**William Pearson, Co-founder & CEO of Ocean Bottle**, talks with David Fletcher about the company's aims to help rid our oceans of plastic, and how, together with his co-founder Nick Dorman, the motivation to transform a passion for the environment has been turned into a commercial reality.

In the second interview, luxury florist **Natasha Golubeva** shares her entrepreneurial journey since taking over the reins of **Maison de Fleurs** in 2015. She has spearheaded growth since then, relying on the team's style, skills and love of flowers to create an international success story. Here, she discusses the importance of sustainability and the future of the brand.



Getting to know...

## William Pearson from The Ocean Bottle

### What inspired you to establish Ocean Bottle?

Our company arose from a necessity. Plastic is surging into our oceans at a rate of 22 million kgs per day, a number which continues to grow exponentially. At the same time, individuals want to do something about the problem. We exist to bridge the gap and enable people all around the world to have a direct impact on stopping ocean plastic at some of the top sources, with the world's most needed reusable bottle. Each ocean bottle funds a collection equivalent to 1000 plastic bottles from polluted coastal regions.

### How did you get going?

It all started with a survey to some 500 Londoners. We asked whether people would be willing to pay a premium for a reusable bottle that had an impact on stopping ocean plastic. 96% per cent said that they would. This confirmed our belief that we would develop a product centred around impact and design. Design of the ocean bottle started in April 2018 in Oslo, Norway. Since then we were selected to join Katapult Ocean founded together with the WWF and one of few UN Global Ocean Action platforms. We have now sold the first 10,000 ocean bottles which will be shipped to 88 countries and together will fund collection of 10 million plastic bottles and stop these from ever entering our oceans.



### What is your thinking behind 'for profit, for good'?

We believe in impact companies – a new generation of business that exists to create positive change in line with sustainable development goals and profits to expand their presence. If companies start to put these objectives at the centre of their operations and are hugely successful, we see that larger corporations will also follow suit.

### What is your ultimate goal?

To help the world turn the tap off ocean plastic. We are taking a collaborative approach to achieve this and are working with individuals, corporations, fashion brands, hotels and NGOs for bottles and local action to collect plastic currently in Haiti, Indonesia, Philippines and Brazil with our partners Plastic Bank. Each ocean bottle also has an embedded smart chip which will enable owners to fund more plastic collection when they bring it along and scan at partner refill locations. By 2025 we want to be funding collection equivalent to three billion plastic bottles each year, whilst also deploying plastic collection infrastructure where it is needed most.

### How has it been working with us?

Farrer & Co is unique in the way it looks after companies by putting the entrepreneur first. The connections and also business advice that has been accessible to us stretches far beyond just legal support. We look forward to being a part of this network going forward, which only continues to grow beyond its great history to also facilitate a new era of business.





*Maison de Fleurs*



Getting to know...

## Natasha Golubeva from Maison de Fleurs

### **What made you decide to get involved with Maison de Fleurs?**

I came across Maison de Fleurs through a recommendation when I moved to London and started using the company for occasional flower gifting. However, it was an event Maison de Fleurs did for me that showed the company's incredible potential and I was so impressed by the team's attention to detail and quality of work, that in 2015 I decided to take over the reins. It is such a wonderful industry to be a part of and I am excited to see where the team and I can take the company in the future.

### **What changes have you seen in the luxury flower industry since then? How has Maison de Fleurs adapted to those changes?**

The industry has changed immensely since I took over and will continue to do so constantly. Our clients will, therefore, also adjust and modify their requirements. Thus it is vital we continue to adapt and tailor our service and designs to meet their needs.

We have made a few changes in the last four years to accommodate the ever fluctuating world of luxury. Our online retail boutique has launched and our collections have expanded to ensure our clients can get the best quality flowers all year round. We also became the exclusive UK and European partner of Maison des Fleurs Dubai, focusing on our local international and travelling clientele. We have also made plans to ensure our trade was able to adapt to Brexit. As a company we will continue to evolve and move forward within the dynamic and fast-paced industry.

**Sustainability seems to be a key part of Maison de Fleurs' identity. Why is that, and what impact does it have on the business?**

Sustainability and reducing our carbon footprint is something we are very passionate about. As one of the leading international florists, we feel it's important to lead by example in the industry as we understand, if we are to continue working with the best quality flowers, we need to support their growth in sustainable environments free from exploited labour practices.

In 2018, we implemented our 'Flowers For The Future' policy, committing to our clients that we would reduce our environmental impact. This includes buying fair trade and seasonal fresh flowers, where available, to suit our client's specifications, expanding our faux selection allowing us to re-use elements and incorporate them into our fresh arrangements, recycling cardboard, paper and glass as much as possible and investigating options to recycle green waste.

We are committed to expanding our sustainability policies, and aiming to improve all areas of the organisation over the next 12 months.

**In the past four years of your involvement with Maison de Fleurs, what are the achievements that you are most proud of?**

Our team works very hard to ensure our service and designs are tailored to suit the needs of our clients and I am extremely proud of how the company has grown and the diverse selection of clientele we have had the pleasure of working with. However, a highlight for me will always be when a friend or family member recognises our work and messages me. Nowadays, the standards for luxury goods (whatever they may be) is incredibly high, so it's always wonderful to receive such positive reviews, especially from those closest to you.

**You were recently featured in the Top Entrepreneur category of the Walpole Top 50 Most Influential People of British Luxury, which is a fantastic achievement. What advice would you give to other entrepreneurs, just starting out with their businesses?**

There will always be an element of risk in any business you start, develop or product you launch. But risks need to be taken if you are to become and remain a game changer in the industry. Without it you and your brand get lost in an ever changing market place. Every risk taken, however, always needs a purpose. Whenever I am looking into a new idea or concept I always keep these two questions in mind: what is my inspiration and who is my audience? It is important to keep your focus at the centre of your ventures, as without it your brand authenticity risks being lost.



I don't like to sit back and wait for things to happen, I've always wanted to be the person that makes it happen. As entrepreneurs we always strive for excellence, and excellence is never achieved by those unwilling to take risks. So for those entrepreneurs just starting out, keep your mission, brand values and audience at the heart of every decision you make. Take risks when needed and push yourself beyond your boundaries. Know your strengths and your weaknesses. Build a team with different and complementary skill sets to yourself. The path won't always be smooth and you will need a lot of patience along the way, but learn from every hurdle and use it to elevate your brand higher.

**Maison de Fleurs has supplied flowers to many famous and prestigious people and events, from HRH Crown Princess Katherine of Serbia to private clients in the Scottish Highlands and many luxury brands. What, or who, would be your dream client?**

A client who comes to us with a brief that is full of colour and what sound like 'crazy' ideas is something we love! We relish a challenge and thoroughly enjoy working on big installations that allow our team's creative juices to flow. The entertainment sector is always pushing boundaries beyond traditional concepts. We have worked on several projects with the entertainment industry and they were incredibly fun. Personally, I would really enjoy working on a project, like an award show or a movie premiere, as I think it would be fascinating to meet the creative challenge of bringing something to life with flowers.

# Spotlight on tax

Our spotlight on tax highlights the main forms of tax reliefs and summarises how entrepreneurs can help maximise growth, attract diverse investment and ensure that as much value is retained as possible on sale.

## Structuring for success

By structuring the business as effectively as possible at an early stage, entrepreneurs can help maximise growth, attract diverse investment and ensure that as much value is retained as possible on sale.

The UK tax system offers numerous incentives and reliefs to help mitigate the tax burden for entrepreneurs and investors into start-up businesses. It can be complex, but here we outline five of the main tax reliefs available to an entrepreneurial business.

1. If you are starting a new business
2. If you are investing as a 'business angel'
3. If you want to invest in a high risk business
4. If you have the appetite for higher-risk start-ups
5. If you are investing in the UK from abroad

# Structuring for success

## 1. If you are starting a new business

### Entrepreneurs' Relief (ER)

#### What does it do?

ER is a long-established relief from capital gains tax targeted at entrepreneurs who are involved in the day-to-day running of their business.

ER reduces the rate of tax charged on a sale/IPO of a business from 20% to 10% and it is available for each individual's first £10 million of qualifying capital gains. There are several strict conditions which must be met over a period of time to obtain ER, so it is important to structure for ER at an early stage in a business' life.

#### Conditions needed for success

- The company is a trading company (or the holding company of a trading group)
- The individual holds at least 5% of the company's ordinary share capital and can exercise at least 5% of its voting rights
- The individual is entitled to 5% of the proceeds on a sale (or certain other entitlements)
- The individual is an officer or employee (full or part time) of the company or group.

## 2. If you are investing as a 'business angel'

### Investors' Relief (IR)

#### What does it do?

IR is a newer form of capital gains tax relief modelled loosely on ER. However, whereas ER is targeted at those in a 'hands on' position running the business, IR is instead aimed at external investors.

IR reduces the rate of tax applicable to the gain on a sale/IPO from 20% to 10% and it applies to each investor's first £10 million of qualifying capital gains. This £10 million IR limit is separate to the £10 million ER limit, so it can be used even after an entrepreneur has exhausted their ER allowance.

## 3. If you want to invest in a high risk business

### Enterprise Investment Scheme (EIS)

#### What does it do?

EIS relief is a tax incentive designed to promote early stage equity investment in higher risk companies. The EIS regime is more highly regulated than ER and IR and care must be taken, both from the investor and the business, to implement the right scheme structure.

#### Tax incentives

- Investors may deduct an amount equal to 30% of the money invested from their total UK income tax liability for the tax year, up to an annual limit of £1 million (or £2 million in the case of knowledge intensive companies, such as those whose trade involves development of intellectual property)
- Any capital gain made on the disposal of the business may be exempt from capital gains tax
- If the business is sold at a loss, relief is given which can be used against either income profits or chargeable gains
- Capital gains tax otherwise due on the sale or transfer of other assets may be deferred by investing the proceeds in an EIS business.



# Structuring for success

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## 4. If you have the appetite for higher-risk start-ups

### Seed Enterprise Investment Scheme (SEIS)

#### What does it do?

SEIS is a form of EIS which is targeted at even smaller (and riskier) start-up businesses, but which offers enhanced tax incentives.

#### Tax incentives

- They may deduct an amount equal to 50% of the sum invested from their total UK income tax liability (up to an annual investment limit of £100,000)
- Any unused annual investment limit may be carried back and used in the previous tax year
- If income tax relief is secured, any subsequent capital gain on sale is exempt from capital gains tax
- If the business is sold at a loss, relief is given against either income or chargeable gains tax
- Capital gains tax otherwise due on the disposal of any asset may be exempt from tax if the gains are reinvested in SEIS shares.

## 5. If you are investing in the UK from abroad

### Business Investment Relief (BIR)

#### What does it do?

BIR is available to certain non-UK domiciled investors. Broadly, the relief enables them to invest funds from overseas in UK private companies without incurring tax charges on bringing the funds into the UK. Both equity and debt investments can qualify for BIR.

Combining BIR with the other tax reliefs and incentives covered above can be a powerful combination for non-domiciled investors, potentially enabling both the initial investment and any capital growth to be realised tax-free (or subject to minimal tax).

Investments in listed companies, partnerships and sole traders are excluded from the relief. But otherwise most investments into private companies which trade in the UK (or which hold companies that trade in the UK) can qualify for BIR.

## Need help?

The Tax Team at Farrer & Co can help design the most appropriate structure for your business, to help maximise its potential, incentivise investment and ensure as much value is retained as possible on sale.

We can implement the structure, explain to all the participants how it works and make any required applications to HMRC, helping entrepreneurs focus on the day-to-day demands of growing a successful business.

Please contact David Gubbay, James Bromley, Charlotte Black, Katjana Cleasby or your usual contact at Farrer & Co on +44 (0)20 3375 7000.

# Focusing on entrepreneurs

Building a successful business is both thrilling and challenging in equal measure, and we savour our work with entrepreneurs at each pivotal moment of that journey. We support entrepreneurs taking on funding, scaling their businesses and planning for and delivering successful exits.

Our strength lies in our ability to combine top level commercial advice across every area of your business, with an understanding of long-term personal and family needs around private wealth management, ownership structures and tax planning. We see the wider picture, so you can be sure the advice you receive will be right for your business and for you. Like you, our entrepreneurial clients have unique demands that require quick, creative problem-solving and commercial solutions.

We sit at the heart of a well-established network spanning the worlds of business and finance, and many of our longstanding clients have benefitted from our talent for making a connection that helps to bring ambition to life.



**Richard Lane**, Head of Entrepreneurs  
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Richard leads the Entrepreneurs Group. He acts regularly for both owner-managed businesses and investors. He has considerable expertise in advising established businesses looking to accelerate their growth with second and third round funding, and is recognised by Chambers and Legal 500 as a leader in the field.



**Tom Bruce**, Deputy Head of Entrepreneurs  
+44 020 3375 7192 | tom.bruce@farrer.co.uk

Tom is an experienced corporate lawyer known for his personable approach and outstanding client service. He advises the owners of ambitious and fast-growing private businesses and corporates and leads on transactions for entrepreneurs seeking to sell businesses, both to UK and international corporate purchasers.

## AI & FinTech

- We have acted for Bridgeweave and its founders since formation of the company. Bridgeweave has a unique model that uses artificial intelligence, machine learning and cognitive profiles to provide personalised insights for individual investors, investment advisors and portfolio managers. It works with banks, asset managers and other financial services firms to design and create end to end, regulatory compliant AI powered financial products. We have advised the company on its formation, fund raising, commercial documentation and how its AI services interacts with the regulatory framework
- Advising a well-known UK e-commerce entrepreneur on their exit from the business, covering: entrepreneurs' relief and tax rate change, business property relief, trusts and wills, succession planning and advice on pre-nuptial agreements

## Wealth & succession

- Acting for a high-profile international entrepreneur in connection with his well-known business; advising on the most appropriate way to structure the ownership of the business and how best to transfer it to the next generation of his family, as well as issues relating to tax and his previous advisers' trust documents

## Disposals

- Advising both the investors and the founders of IT solutions consulting business Company85 Ltd on its sale to a large Australian telco, Telstra, including the exercise and sale of option arrangements for multiple employees
- Advising Bath-based asset manager Epoch Wealth Management on a FTSE 250 listed financial services company, Brewin Dolphin

## Global

- Advising a junior biotech company spinout from a London teaching hospital on its international group structure, IP licensing arrangements and its joint venture with an Indian pharmaceutical company

## Luxury

- We have been acting for Carrick ISO Luxury and their founders on the formation of their exciting new company. Carrick ISO Luxury is an invitation-only club for discerning acquirers of the world's finest brands and currently works with over 120 prestigious luxury brands. Our advice has encompassed working on the company formation and drafting initial commercial documentation and the contracts between the company and the brands. We also provided advice in respect of the app, including the terms and conditions

## From setting up to exit: how we can help entrepreneurs



### Corporate and M&A

Our advice on corporate issues encompasses everything in the life span of a business, including financing, structuring, governance, joint ventures, M&A, creating new entities and tax-efficient investment structures.

Do you have questions about trademark licensing? Reputation management? We have specialists across the firm who can advise you on all matters, from commercial litigation and defamation to personal family matters and employment issues.



### Commercial, data & technology

Our clients are innovating markets using the latest developments in areas such as blockchain and artificial intelligence. In particular we recognise that the ownership and management of data is often crucial to the success of businesses. Our team has extensive experience advising on these issues; including GDPR. We can also provide the full range of commercial and intellectual property advice on matters from standard terms and conditions through to detailed outsourcing arrangements.



### Buying & selling property

Whether you are looking to invest in property or require property as a base for your business, we can advise you on acquisition and disposal, financing and property management.

We advise on all aspects of property law including construction, planning, overage and development agreements.



### Governance & regulatory

Governance is about running your business properly. We can guide you through the complex regulations and good practice rules with minimal delay and conflict, whether you are undertaking a major transaction, setting up a new venture or ensuring ongoing compliance.



### Employees & employers

Our employment specialists provide advice that is direct, comes off the fence and is sensitive to your needs. We act for both employers and individuals, which allows us to advise you in either of these capacities – especially useful to an entrepreneur.



### Tax & structuring

Proper tax planning is fundamental to protecting your assets. We can help you to create the most tax efficient structures and strategies to mitigate capital gains and inheritance tax, and to utilise business property reliefs.



### When problems arise

If you ever find yourself in a dispute – with a commercial partner, an employee, a competitor, or even the Government – our litigation team has wide-ranging experience, from arbitration, mediation and the Employment Appeals Tribunal to the Commercial Court, Technology and Construction Court, and Supreme Court.



### Wealth, succession & family

If you are looking to move on to your next challenge, we can also advise on selling off or going public. If you wish to keep the business in the family, we can help with succession and wealth planning. Family issues can be just as complex as – if not more so than – your business concerns. Our award-winning team can advise you on everything from the everyday to the seemingly intractable, including pre-nups and cohabitation, divorce, custody and international jurisdiction disputes, family constitutions, wills, mental capacity issues and reputation management.

## Corporate



**Marie Bates**  
Partner, Corporate  
+44 020 3375 7525  
marie.bates@farrer.co.uk

Marie has developed extensive corporate experience advising a broad range of private companies both in the United Kingdom and internationally, and has particular experience in Asia, including work in Japan and Hong Kong.



**David Fletcher**  
Partner, Corporate  
+44 020 3375 7117  
david.fletcher@farrer.co.uk

David is an experienced corporate lawyer known for his work with entrepreneurs, corporates, family-owned businesses and sports organisations. His clients appreciate the fact that his experience of working directly with many entrepreneurs and senior management teams equips him to be proactive, grasp their priorities quickly, and provide practical advice.



**Anthony Turner**  
Partner, Corporate  
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Anthony is an experienced corporate lawyer with a broad transactional and advisory practice. He undertakes the full range of corporate transactions for corporate and individual clients, advising on M&A, complex domestic and international structuring, equity investments and governance. He has particular experience advising trusts and trustees on corporate matters.

## Banking & Financial Services



**Grania Baird**  
Partner, Banking & Financial Services  
+44 020 3375 7443  
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Grania is a highly-experienced financial services lawyer. She advises on complex regulatory issues, and supports clients at every stage of their business cycle; from the setting up and structuring of new firms, to the launch of new products and services, to the sale of businesses and wind down.



**Simon Graham**  
Partner, Banking & Financial Services  
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Simon heads up a Banking team that delivers expert advice to a wide spectrum of borrowers and lenders. An acknowledged expert in real estate finance and the private placement of bond issues, Simon advises clients on all types of debt financing arrangements including art finance.



**Andy Peterkin**  
Partner, Banking & Financial Services  
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Andy is a partner in our Financial Services team. He undertakes a wide range of financial services work, as well as advising on fund formation and operation, and securities law issues. Andy has a particular interest in FinTech and has advised on the establishment of several FinTech-based products and services.

## Charities & Philanthropy



**James Maloney**  
Partner, Charities  
+44 020 3375 7114  
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James advises a broad spectrum of charities, and those who fund, work with and regulate them, on the full range of charity law issues. He advises philanthropists on the legal aspects of structuring their giving and sits on the STEP Philanthropy Advisors Global SIG Steering Committee.



**Anne-Marie Piper**  
Senior Partner  
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Anne-Marie is one of the UK's foremost experts in charity law and is the firm's senior partner. She has a formidable reputation for her work on complex mergers and regulatory cases. She is renowned for her expertise in resolving complex issues for large organisations, particularly fundraising, major mergers, re-organisations and group structures, and administrations.

## Disputes



**Kate Allass**  
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Kate helps clients to navigate through complex litigation achieving the best possible resolution to a dispute. She works with businesses, institutions and private individuals to provide clarity about the strength of their legal position and to devise a strategy which is focused on taking back control and achieving their objectives.



**Ian De Freitas**  
Partner, Disputes  
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Ian is a litigator in resolving disputes for clients in a wide range of sectors. He specialises in disputes involving intellectual property, technology and data. Ian has used his experience of dealing with risk to assist clients in achieving compliance with the stricter standards of the General Data Protection Regulation.

## Employment



**Katie Lancaster**  
Partner, Employment  
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Katie is a specialist in employment law and advises organisations on a wide range of employment and safeguarding matters. She is widely recognised for her expertise working with high-profile sports bodies and with schools, particularly those educating pupils with complex needs.



**Rachel Lewis**  
Partner, Employment  
+44 020 3375 7440  
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Rachel is a trusted adviser to both employers and senior executives on a broad range of employment law issues. Her work includes designing and managing large-scale redundancy and restructuring programmes, high-profile discrimination actions and advising on sensitive matters including senior-level dismissals and tricky exits.



**Anna Birtwistle**  
Partner, Employment  
+44 020 3375 7463  
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Anna is an experienced employment and partnership lawyer, advising both businesses and individuals, including partners, at the most senior levels of organisations. Her approach is pragmatic, strategic and commercial, always putting her client's objectives first. She has been described in the legal directories as being "unflinching and tenacious", as well as "very personable and sympathetic".

## Family



**Claire Gordon**  
Partner, Family  
+44 020 3375 7584  
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Claire works in the Family and Divorce team and is well known for resolving difficult personal situations for her clients and avoiding lengthy legal battles with the inevitable emotional and financial cost. Her clients value her calm and reassuring confidence and her ability to achieve civilised outcomes wherever possible.



**William Massey**  
Partner, Family  
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William leads clients through the issues arising on the breakdown of their relationships, however difficult and however personal. He steers clients through what is often a very troubling time with firm support and realistic advice in a way that maximises early resolution and minimises collateral damage.



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## Human Resources



**Alice Hill**  
Diversity and Inclusion Manager  
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Alice has been at Farrer & Co for two years as our Diversity & Inclusion Manager. After practising as a lawyer for a number of years, she pursued her interest in increasing diversity in the profession and has managed social mobility initiatives both in law schools and firms. Alice is a Professional Ambassador for Aspiring Solicitors.

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## Immigration



**Sharmila Mehta**  
Senior Counsel, Immigration  
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Sharmila is an expert in UK immigration and nationality law, having practised in the area for over 20 years. She is recognised for her practical, no-nonsense approach to complex legal issues. Sharmila assists entrepreneurs, investors and global businesses with executive moves to the UK.

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## Intellectual Property & Commercial



**David Copping**  
Partner, Intellectual Property & Commercial  
+44 020 3375 7485  
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David has significant experience advising clients on a broad range of complex issues relating to intellectual property, technology and data. Typically, David advises clients looking to harness and exploit IP, including international commercial opportunities. David also helps clients on a range of commercial transactions and joint ventures.

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## Private Wealth



**Bryony Cove**  
Partner, Private Wealth  
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Bryony is a private client lawyer working with a range of clients, from individuals and families, to trustee companies and family businesses. Her practice helps clients and their families put in place the most effective strategies to manage the long-term stability and integrity of their estates.



**Sarah von Schmidt**  
Partner, Private Wealth  
+44 020 3375 7350  
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Sarah is an experienced private client lawyer with a strong reputation for her work on trusts, wills and succession planning, and family constitution and governance issues. She builds deep and lasting relationships with clients, who value her genuine interest in and commitment to finding the right solution for them.

## Property



**Edward Banyard Smith**

Partner, Property  
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Edward is a specialist construction lawyer, advising on all aspects of construction and property development. He advises on procurement contracts, construction law aspects of real estate and finance transactions. He is particularly well recognised for his work advising charities, high net worth individuals and independent schools.



**Mark Gauguier**

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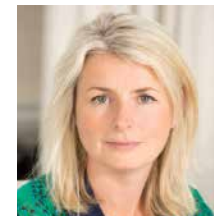
Mark provides technically excellent and commercially focused advice on all facets of commercial real estate. He acts for a variety of clients, ranging from charities and institutions to property companies and funds.



**Laurie Horwood**

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Laurie manages the Residential and Secured Lending team. He acts for individuals, institutions, private banks and others on property transactions with a particular focus on high value residential properties. His wide-ranging market knowledge ensures he is able to work to achieve a successful transaction.



**Siobhan Jones**

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Siobhan heads up the Property Disputes team. Her expertise in resolving complex property disputes is utilised to assist both commercial and private clients. Siobhan looks for pragmatic solutions to minimise risk and cost.



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## Reputation Management



**Julian Pike**  
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Julian's reputation management practice is very highly regarded. He acts for individuals and organisations in situations that put them at risk of reputational harm. He helps to plan for potential crises and issues varying from adverse media coverage, to right to be forgotten cases, to preparing for select committee appearances.

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## Tax



**David Gubbay**  
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Corporate tax expert David helps clients through some of the most complex issues they face. His corporate tax practice covers all aspects of mergers, acquisitions, disposal, joint ventures, demergers, flotations, re-organisations, capital raising and private equity.



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