



## Reevoo founder highly rates mentor and chairman



Richard Anson, Mentee



Roger Graham, Mentor

Richard Anson, founder of Europe's leading provider of social commerce solutions, Reevoo, has a longstanding relationship with his ITC Entrepreneurs' Forum mentor, Roger Graham. Roger, who has been involved with the IT, communications and marketing services industries for more than 40 years, was appointed the first chairman of the start up in 2005. As Richard explains: "I had pulled together a team of three that founded the business, we had a business plan and our first beta customer. Not long after, I was introduced to Roger as a potential chairman and investor. Following a few meetings Roger agreed to join us."

Once in the post, Roger played a key role in securing an initial angel investment round of £750,000. "Roger has a lot of experience in building BIS and with angel investors, so he was able to help us with introductions and ensure we had the right mix, not only in terms of the amount we were looking for but also the skills that angels might bring to what was then a fledgling company," says Richard.

The business grew very quickly in the first 18 months and getting the pricing model right was critical. "Roger was hugely influential in helping Reevoo set our early pricing model", explains Richard. "There were conversations on the Board about how much we should charge. At the time no one else in the world was offering a service like this, so there were no other benchmarks. Roger was a very loud voice in asserting the value in what we do. We built a successful pricing model that enabled us to sell to companies such as Dixons, Jessops and Orange."

From there the relationship grew along with the company. "One of the key things that sticks in my mind is Roger's mantra on people and numbers being the two most important business drivers. I would meet regularly with Roger and the focus would be on numbers and people: existing staff and performance; ensuring that we had the quality of new recruits needed for today and tomorrow; to ensure the management has breadth."

Indeed, early on, Roger helped Richard gain perspective about the business. "Roger lifted my eyes from the immediate issues and made me look at those that are six months, one year and two years ahead."

Richard also credits Roger with being influential in transitioning Reevoo to a more distributed business. Reevoo is now a B2B business that sells branded content and tools to retailers and brands to help them drive and grow sales and help consumers make the best choice.

Richard has found Roger's input invaluable. "I feel very fortunate to have Roger coach and mentor me and my team."

Although he has now stepped down as chairman, Roger is still a non-exec director and mentor, meeting with Richard and his sales director once a month to review sales practices, policies, procedures and strategies that go into making a high growth successful business.

Richard's success has been recognised by the ITC Entrepreneurs' Forum, who recently presented him with its Enterprise Award. The ITC Entrepreneurs' Forum is a network of early stage entrepreneurs lead by ITC (Information Technologists' Company), which is the 100th Livery Company of London, focused on IT and business. The Forum's goal is to help entrepreneurs to accelerate their growth and realise their full business potential. In doing so, it offers a free mentoring service provided by 25 successful business people who have a combined business start-up experience creating a market value of £800 million.

On winning the award Richard says: "It's great to be recognised by one's peers and a body that is very focused on media and technology. Our ambition is to grow a very large, global business and we want to accelerate our growth still further."