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DISCUSSING STRATEGY

Generation startup

The new breed of entrepreneurs who skip university

Female founders

Exploring why there are such a shortage of female entrepreneurs

UK on the climb

How has the UK become the most entrepreneurial nation in Europe?

THE MAGAZINE FOR ALL FOUNDERS

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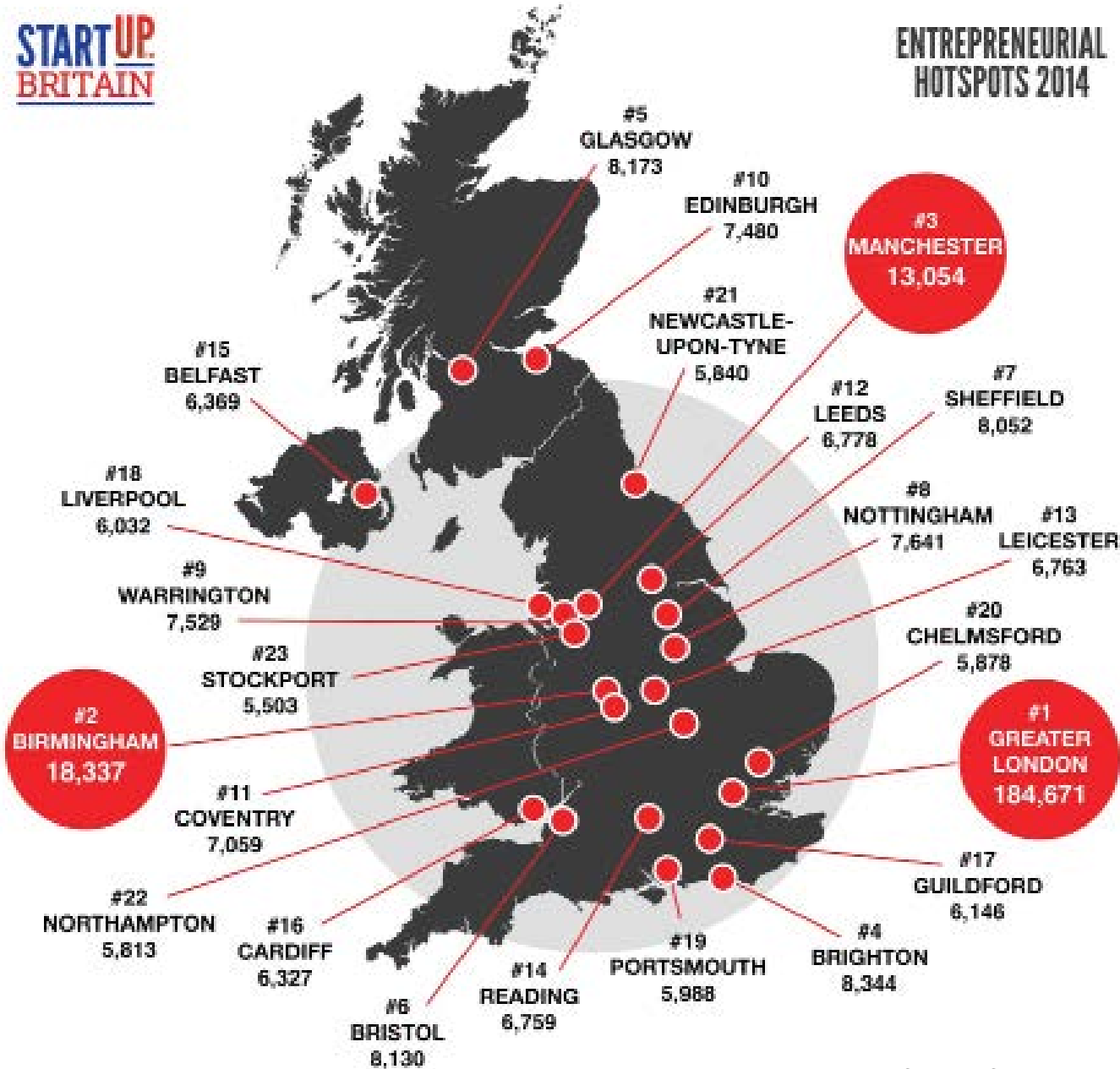
UK ENTREPRENEURS FOUND RECORD NUMBER OF STARTUPS IN 2013

A record number of businesses were set up in the UK last year with over 581,000 entrepreneurs registering their ventures with Companies House in 2014. The new figures beat the previous record of 526,000 in 2013.

Research conducted by national enterprise campaign StartUp Britain show London to be the most entrepreneurial spot in the UK with 184,671 businesses registered in 2014. Birmingham followed with 18,337 registrations and Manchester came in third with 13,054.



ENTREPRENEURIAL HOTSPOTS 2014



Source: StartUp Britain

GOOGLE GLASS IS DEAD: WILL IT RISE FROM THE ASHES?



“We’re graduating from Google X labs” — that’s how its necrologue begins. On January 15, 2015, Google announced in a blog post that they are closing the so-called Google Glass “Explorer Program” that allowed developers and enthusiasts to test the device for the price of \$1,500. Apparently, the process of product’s withdrawal from the consumer market began in November 2014, when Google started to close its Basecamp stores across the world. So, 19 January will be the last official chance to purchase Google Glass.

In the meantime, developers state that they keep working on the Google Glass concept and promise to show “future versions of Glass when they’re ready.” However, some experts remain sceptical about its possibility to resurrect and are already reserving Google Glass a place in the list of biggest innovation failures of all time, along with Smell-O-Vision, Segway and Nintendo Virtual Boy.

NEW YEAR RESOLUTION: 25% OF UK GOVERNMENT SPENDING TO SUPPORT SMES IN 2015

The Government has set an aspiration for 25% of central government procurement spend, by value, flows to Small and Medium Enterprises (SMEs) directly and through the supply chain, by May 2015.

SMEs are an important component for growth in the UK. 99.9% of the UK’s 4.5 million businesses are SMEs. They are responsible for over 14 million private sector jobs and account for almost half of the net growth in jobs. Data from the Office of National Statistics Annual Business Survey shows that on average SMEs create around £33 of gross value added to the UK economy for every £100 of turnover, while large companies create around £26.

According to Chloe Smith MP, Minister for Political and Constitutional Reform, the procurement processes which provide financial

support, have become much simpler, more open and less bureaucratic – so all businesses, no matter what their size, have a chance of success.

In the annual report published by the Cabinet Office it appeared that all government departments have developed plans for making their contributions to the 25% aspiration. The ministers ensure SME-friendly practices are mainstreamed into their departments.

The UK is competing in a global race. By opening more opportunities for Small and Medium businesses, the country will stimulate jobs and growth, as well as will give government access to SMEs’ innovation and creativity.

2014 “STARTUP OSCARS”: TIGHT COMPETITION AHEAD

The most developed Techno Blogs of the US, such as Gigaom, TechCrunch and VentureBeat that are organising the ceremony of the 8th Annual Crunchies Awards, have announced the list of nominees in over 20 award categories.

The nominees for CEO of The Year title, along with Apple’s Tim Cook are Marc Benioff from salesforce.com, Drew Houston from Dropbox and Travis Kalanick from Uber, while Citymapper, EyeEm and Spotify will challenge the right to be named the “Best International Startup”. The “Best Overall Startup of 2014” category use to have the densest set of nominees: GoPro will compete with Snapchat, Uber, Tinder and Stripe.

The online voting that is taking place on the techcrunch.com website, closes on Tuesday, January 27, 2015. Winners will be announced on Thursday, February 5th, 2015 at Davies Symphony Hall in San Francisco, US. The Ceremony ticket cost varies from to \$90 to \$150.

UK THE MOST ENTREPRENEURIAL NATION IN EUROPE

The UK is now fourth in the Global Entrepreneurship Index (GEI) after climbing from 14th place in just two years. This makes the UK the most entrepreneurial country in Europe beating the likes of France and Germany.

2014 marks the highest position the UK has achieved in the history of the five year old index placing behind only the USA, Canada and Australia.

Now in it’s fifth year the GEI noted the UK’s greatest strengths to be in “its entrepreneurs’ ability to provide unique products and services... recognise opportunities to start a business” and due to the “prevalence of highly educated and skilled entrepreneurs.”

In recent years the environment for startups in the UK has been encouraged through government initiatives such as the Startup Loan scheme and tax breaks for investors. The results have been positive with the UK also seeing a record number of company registrations in 2014.

TWITTER LAUNCHES THE ‘HATCH’ COMPETITION FOR ASPIRING ENTREPRENEURS

Twitter launches its’ first global startup competition the ‘Hatch’, with three winners to receive between £3,000 and £16,000 in prizes. 10 finalists have to use Twitter’s Fabric or API (platforms for building high-performance 2D & 3D graphics applications) for their project. After, contestants need to fly to San Francisco and pitch their ideas. The deadline for submissions is June, 2015.

Twitter representatives will also visit different countries on its ‘Flock’ tour to explain to people how to use Fabric software. “We believe the next great app can come from anywhere so we are going everywhere we can to help you learn how to use Fabric to build great apps,” Twitter’s head of developer and platform relations, Jeff Sandquist, wrote on the Twitter Developer Blog.

Winners will also receive a mentoring session with a Twitter executive for their startup.



FINDING FEMALE FOUNDERS: WHY IS THE STARTUP WORLD SO MALE DOMINATED?

In the world of tech startups a female founder is surprisingly a rare sight. With more and more startups being founded everyday it can be quite shocking to see just how male dominant the community is.

Lucy Foster is the sole female amongst a group of five founders in e-commerce bundling startup, Swogo. When talking of her experiences as a woman in the world of tech startups she has some interesting insight: “I have no trouble speaking at events, or having investors or clients speak to me. A funny thing is when I answer the phone. I had a whole conversation with a man once who assumed I was a secretary, asking me to pass on messages to ‘one of the directors’, without once asking if I was a director. I don’t think that would’ve happened if I’d been a man.

I think the biggest thing is less that I’m female,

and more that my whole team is male. We had a few times going to events where people primarily talk to Anthony, our CEO, rather than me without knowing our company positions.”

Lucy’s experiences definitely do not represent the quality of women in startups. A recent whitepaper published by Astia, a non-profit seeking to promote female high-growth entrepreneurship, stated that women are integral to inclusive, high performing entrepreneurial teams. The problem is only 3-5 per cent of startups are lead by women.

With increasing emphasis being put on female leaders in high growth industries such as technology we are starting to hear about more women entrepreneurs. However, women still remain outliers in entrepreneurship. But why are women in the startup world so few and far between?



Lucy (right) with her Swogo co-founders

Women even outperform their male counterparts. Last year a report led by the Kauffman Foundation showed that private technology companies run by women were more capital efficient, achieved a 35 per cent higher return on investment and after raising venture capital funds would bring in 13 per cent higher revenue than equivalent companies run by men.

One suggestion is that women find it harder to raise funding than men with a report, by academics from Harvard, MIT and Wharton, last year showing that investors “prefer entrepreneurial pitches by attractive men” but is it really a case of women being an inferior investment? Martijn Hamann, partner at investment firm Van den Ende & Deitmers puts it



Source: Women's Business Council

down to the difference in nature between men and women: “I think it has to do with the more humble positioning of women and the fact that they are less aggressive at pitching. Men are just simply more aggressive by nature and a little bit more risk seeking rather than risk averse. Entrepreneurs, especially in young technology companies, are taking a lot of risks.”

But Martijn also pointed out why women are such a good investment: “One company we've invested in, one of the founders is female. She's a very good example of an entrepreneur who is much more looking at the quality assets, such as people, and the softer assets of companies which are maybe less stressed by men. Men tend to talk much more about technology and market share and how to rule the world. Female entrepreneurs tend to focus a bit more on the teams, the chemistry of the team, the quality of people and the hiring processes. They are much more interested in that side of things. I think that's also an advantage in today's investing where technology is often a commodity and where it's more

about the execution of a technology, the sales and the team spirit which female entrepreneurs manage much better.”

Although it may seem women find it slightly harder to get their ideas funded there are still much fewer women even coming forward with their ideas to investors.

It is possible that with the startup community being so male dominant that women feel put off, and with scandals such as the Tinder sexual harassment case being exposed among groups of mixed-gender founders it is easy to see how they could feel further discouragement. But are all female founder experiences so terrible?

Lauren spoke about how the publicity such as this around females in the tech world might be resulting in less female startup founders: “I think part of it is down to the fact that there is a lot of publicity around sexism in tech and the ability not to get funding and I do think that puts them off. I think raising awareness is good because you can combat the issues but I also think it's a double edged sword and it means that you will end up putting off some women who are just not as assertive or confident and are not able to overcome the fact that they will be an anomaly for the next three to five years.”

Inspiring Fifty is one of many recently set up organisations that aim to fix the female entrepreneur gap. Co-founder, Janneke Niessen, has also set up a

“Women see problems even though they might not be there”

high-growth technology company called Improve Digital so has first hand experience as a female entrepreneur. For Janneke, the reason women are not getting involved is due to a lack of role models as well as problems they manifest in their mind: “Women see problems even though they are maybe not there. Also, the biases other people have I think women also have. They don't easily see themselves becoming successful entrepreneurs and that's why role models are so important so that men and women see that there are many successful female entrepreneurs and it doesn't have to be a problem. So I really think it's the perception of women themselves that holds them back.”



Janneke Niessen tells her story at the TEDxAmsterdamWomen conference in 2013

Janneke created Inspiring Fifty to encourage women to get into entrepreneurship after a conversation with her nephew: “For me, the trigger to start Inspiring Fifty was my little nephew. He had a conversation with someone and asked why is it that the kids always go and live with their mum. That person said ‘well that’s because the dads often have the most important jobs, so the mums have more time to take care of the kids.’ His response was well that’s not true because my mum works and my auntie Janneke also has a very important job. He has different examples. And for me, my mum always worked so it has never been any question if I would be able to take care of my own financial situation. I think these role models are really important to show people that it can be different than maybe their own experience when they were younger.

An argument I hear very often from friends on why they don’t work full time is that when they were young their mum was at home waiting for them when they came back from school with tea and a cookie. They like that and they want to give that to their kids as well. I have a completely different view but that’s their role model. Maybe these kids don’t care about that cookie because I never had that cookie with my mum, I took my own cookie that’s

perfectly fine. I’m actually really happy that my mum showed me that I can achieve anything and take care of myself. I think that’s a much more important thing to give to your kids. In the end it’s still everybody’s own choice but the arguments should be right.

I think when you want to change perceptions you have to show that things can be different, show them an alternative to what they are used to, and that applies to men and women.”

Another organisation looking to bring more female entrepreneurs into the ranks is Code First Girls, a free computer coding school set up just for women. As part of Entrepreneur First, a six month accelerator programme to help support entrepreneurial tech talent, Code First Girls is seeing success.

Nikki from Code First Girls explained why they felt an organisation like this was needed: “The co-founders noticed there was a lack of girls applying and Code First was really set up to try and address that gap to encourage girls to consider running their own tech startup. It very much started with that aim in mind to encourage more girls to enter entrepreneurship. We select girls who would get the most out of a coding education. We also look at girls who might not have ever had the opportunity to

take something like this up as part of their studies, opening up a new avenue for them in their careers.

There's obviously a sort of stereotype associated with the computer sciences. Everyone tends to consider that they're always boys. When you apply to university the statistics show this. For example I went to Cambridge to do engineering and it was less than 30 per cent girls, so it's statistics like that which can put girls off. Another issue is that they don't think they're good enough even though they actually are, but they have less self confidence in their own abilities. They're discouraged from a young age."

“There's no better time than now to start for a man or a woman”

With organisations such as Code First Girls and the Inspiring Fifty the future for female entrepreneurs is rapidly improving. And for investors traditional

problems such as raising a family are improving. Martijn said: “I think the future is pretty bright for women. Where the problems often start is in their family life and unfortunately a lot of women stop working. But today it is much easier to manage than ten years ago. Ten years ago, I think investors would not even invest. Now it's much easier to balance family life between men and women.”

Lauren agrees and thinks there is no better time to get started than now: “I think actually it is very hyped up that it's a lot more difficult, and it is hard being a woman in tech, but it is hard for any business. I think they should take a step back from that and acknowledge that people are trying to make that better. 90 per cent of the technology community are so open to having more diversity and more equality and there are a lot more opportunities opening up, so I don't think there's a better time to start than now, for a man or a woman.”

By: Lucinda Vaughan-Steel



Code First Girls: an all female only class sit down to take part in the computer coding course

DROPOUTS TAKING OVER: IS HIGHER EDUCATION HELPFUL FOR THE GEN Z?

The importance of higher education, especially for the people who are planning to start their own business, has always been largely put into question. With the emergence of the culture of startups in the early 21st century, this problem has only intensified.

In the beginning of 2010's, the whole new generation, named as Generation Z, emerged in the business environment. The typical representative of Gen-Z could be described as exceptionally young man (usually in his early 20-s, but teens are also a very common thing), who, in most cases, dropped out of the school or even haven't started any higher education and, instead of this, decided to devote his life to the creation of the new startup.

He is always referring to the business practices of the previous generations with some disparage. If we take into account that the conflict of generations that is taking place in all spheres, in the field of business has evolved particularly strongly, you can imagine

how extremely variegated is the formula of success in the circumstances of modern business development.

Facts and trends that occur in the business world today, are definitely playing on the side of those who support the position that higher education is not necessary for young and aspiring entrepreneurs. In support of this, it enough is just to take a look on the latest Forbes' "30 Under 30" list. According to it, 16 per cent of the list either dropped out or never attended college, and this figures have a trend to increase over the next few years.

The adherents of this position have another strong card up their sleeve — the support from the major players in the industry. As a great example of this we can mention the so-called "Thiel Fellowship" programme, created by one the PayPal co-founders Peter Thiel in May 2011. This fellowship offers a \$100,000 grant to the students under the age of 20 to drop out of school and pursue other work that



Thiel fellowship has about 20-25 members selected annually, and each of them receives a \$100,000 grant.



Edward Ruchevits

includes creating a startup.

According to Peter, the education can be a subject of the next “bubble” in the United States and suggests that this fellowship may prevent young entrepreneurs

and direct their forces to “something more productive”. Famous American business magnate Warren Buffet has admitted several times, that the only reason why had finished his higher education was his desire not to upset his mother.

Edward Ruchevits, 21, is a recent university dropout, who terminated his studies at University of Essex in 2013 in order to sharpen his programming skills by taking part in various exciting startups. Now he is a co-founder, developer and team lead in a company called Savrs. This startup supposed to be a single platform used by online customers to buy things online, find best deals and find information about interesting promotions, which are targeted at them personally.

“I can’t say: ‘Drop out of the university’, but you can always invest your time in something more useful”

“For example, if I bought jeans on Amazon, I don’t want to hear about other offers on jeans, because, it is more likely that now a need to buy a shirt, not another pair of jeans,” Edward explains. “That’s the core concept of Savrs.”

The personality of the Edwards colleague and Savrs co-founder, Peter, is a perfect illustration of the thesis that age is not the main criteria by which the person can belong to the business world’s Generation Z. Peter has obtained a higher education and worked as a software architect at Microsoft until in his early 40’s he decided to use the skills acquired after almost

10 years of work in order to create his own startup.

“Initially, Peter only had a prototype that he published on the workinstartups.com website and I was interested to create a minimum viable product out of it,” Edward recalls. “So, I just started helping him with his project for a fixed monthly salary, but currently we are shaping things and registering a new company, where we will act as two co-founders: Peter will be a CEO, responsible more for customer approach and stuff and I’ll be a CTO, responsible for technical things.”

Although at the moment Savrs is a very location-based startup, Edward describes its system as “highly scalable” and doesn’t see any particular difficulties in expanding it abroad. “Our main product is a backend API, which can be sold to some third parties, tells Edward. “Not necessarily be sold, it can also be hired out. So, we can provide access to our API’s to some third parties, so they can use them and, at the same time, we can use our API’s ourselves for our projects.”

According to Edward, their aims for the next couple of years include, inter alia, the possibility of selling their project to some large company. “It’s kind of a sandbox for both of us,” says Edward. As we are not business people, we are learning while doing this project together, so it involves kind of a self-education as well.”

Edward speaks about his decision to drop out of the university with no regrets: “I spent most of my university time doing completely unnecessary things. I learned most of the thing by myself, just sitting in

front of my laptop. Another thing is that I was doing Maths & Computing course, so the computing part was really easy for me, and all the Maths was difficult because I haven’t devoted much time on education, so I failed my exams,” Edward admits.

“I can’t say “drop out of the university,” he adds. “But you always can invest your time in something more useful, especially nowadays, when there are lots of online courses, especially on programming and other technical subjects.”

In the meantime, the proponents of the need for education for young entrepreneurs operate with the

arguments that lay more in the field of ethics and morality.

They are calling potential drop-outs to simply be patient and are usually focusing on the fact that, generally speaking, 3 years at the university won't really affect your life in a negative way.

“The fact that your withdrawal from the university will definitely upset your family members is not the thing we should easily forget”

Every idea, if it is truly ingenious, can wait of its implementation for a few years and still be successful. In this case, university is also considered as a perfect place to build a network and find future co-founders. The professionalism and the ability to finish the things that you have already started is one of the cornerstone qualities of the successful entrepreneur, and finishing 3 years of the university is an excellent opportunity to develop this quality. And, of course, the fact that the withdrawal from the university will definitely upset your family members is not the thing we should easily forget.

Maxim Borisov, 22, who also studied at the University of Essex, has preferred to finish his Programming degree by all means. And his career path proved that this kind of mindset can also give its fruits. Now he is working as a web developer in the startup called Tapsley that is specialising on the creation of multidimensional peer-to-peer shopping and online payment applications.

“Firstly, the founders of Tapsley that at that point was only a small startup, asked the University for a permission to spread the information that they are hiring interns. Then they came for the event, where we showed our final year projects. They've familiarised with our projects and had a little chat with us,” tells Maxim. “After couple of days I was called for an interview. In fact, my final year project acted as a showcase.” As a result, all of the full-time programmers that currently work at Tapsley come

from the University of Essex.

This kind of widescale strategy can be described by several opposite reasons. From one point of view, this fact may prove the widespread assertion that professional skills have finally established themselves as the main advantage in the hiring process. However, the supporters of the other point of view may point out that this approach, used by small startups may be caused only by the lack of finance that prevents them from doing the proper employment testing.

“There are actually some companies that require their employees to have higher education, but the main reasons of that is that they simply can't hire someone without a degree — otherwise they'll lose their public reputation,” Maxim explains. “Another reason is that there's a lot of candidates for the same position, especially in large companies like Microsoft or Intel, so it's impossible for them to interview them all and they need some criteria to filter the initial number of candidates — and that's the easiest way to do so.”

By: Artjoms Saposnikovs

ODE TO THE FUTURE, CONTROVERSY AND SINGULARITY



By: Artjoms Saposnikovs

The personality of Peter Andreas Thiel — the American venture capitalist, co-founder of Paypal, Palantir, the first outside investor of Facebook and Airbnb always seemed quite controversial. Therefore, his first book, “Zero to One: Notes on Startups, or How to Build the Future”, released on September 16, 2014, was seen as an opportunity to explore his career path more deeply. So, the anticipation prior to the book release was high.

First of all, “Zero to One...” is interesting thanks to its atypical background. Peter Thiel was teaching a CS 183 course at Stanford University as a guest speaker in the Spring 2012. So, the main content of the book originated from the notes on this class taken by Blake Masters, an aspiring entrepreneur who at that time was one of the Peter’s students. Peter Thiel, who was familiar with Blake before, praised the notes for their thoroughness and the sense of atmosphere they provide the reader with.

Moreover, Blake’s notes achieved universal acclaim in the tech blogosphere and were spread across the network almost uncontrollably. Due to this unanimous popularity, some people started to distribute fake PDF files of the notes and even tried to sell them.

According to Blake Masters, this whole situation encouraged him to somehow crystallise his notes and finally release them officially. Peter Thiel himself was inspired by this idea and, using his rich literature experience as a reader, helped to “tighten” these notes for a wider audience and transform them into the book format.

It is worth noting that despite the rather standard title (probably the second part of it was added by the publisher for commercial reasons), this book should be by no means regarded as a guide. Peter Thiel

intentionally avoids giving direct advice on how to build a successful startup. Instead of this, the reader is encouraged to create his own recipe for success from the various ingredients scattered throughout the book’s pages. This concept implies reader have a developed ability to analytical thinking and makes the book stand out from the ones of this genre.

Unlike many authors whose desire to share their experience with the reader always have a slight touch of arrogance, Peter Thiel treats his reader as an equal (at least on the intellectual level), and this kind of attitude makes this concept very attractive.

However, the book might interest the people, not particularly connected with the world of business.

“Zero to One...’ should be by no means regarded as a guide”

It is valuable in itself as an entertaining excursus into the key moments of the development of the international business in 1990’s: in the book, Peter reflects on the East Asian financial crisis in 1997 and the 1998’s ruble crisis in Russia, the launch of Euro in 1999 and the worldwide dot-com mania that he describes as a “Silicon Valley gold rush.

The special attention is paid to the establishment of PayPal in 1999, as Peter Thiel acted as one of its co-founders. Nevertheless, it is hard for the readers to seek the ups and downs of Peter’s career through these stories, as the details of his own biography in them are insufficient.

Instead of this, Peter rather prefers to focus on his feelings and motivation at that moment and dedicates the entire chapter to the lessons that he learned at the end of the world’s rapid economic development in the pre-millennium years.

The most controve aspects of the book begin when the author fully reveals the essence of his “Zero to One” principle that means the creation of the



Peter Thiel (left) and Blake Masters signing one of the books

products that didn't exist in the world before.

According to Peter, in this case founder has a chance to capture a larger part of the new market and thus wittingly beat the competition. This principle obviously opposes the well-known “Zero to infinity” theory (with China as one of its main adherents), which prefers copying and improving already existing projects that have proven successful.

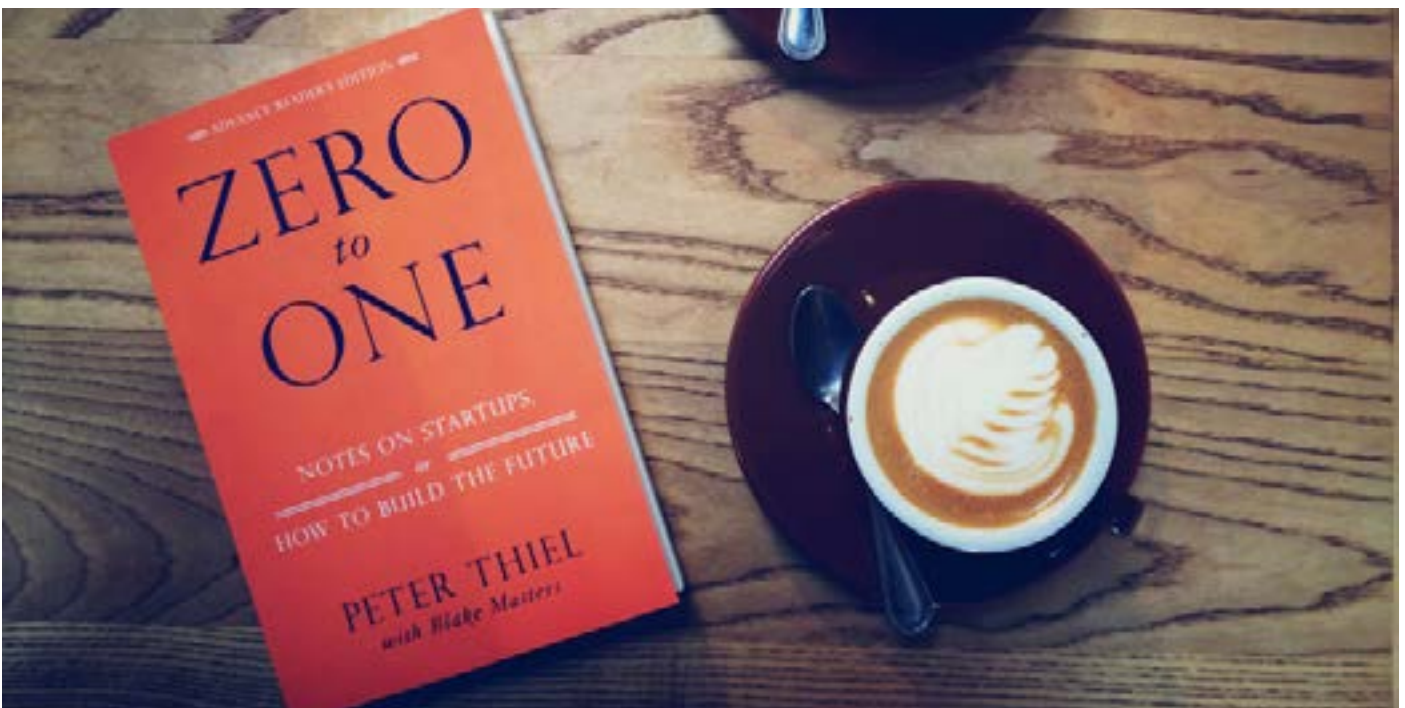
Towards the “conclusion” section on the book Peter is trying to put his own reflections on the philosophical ground. And it must be said that he manages to do it pretty well — his references to the works of Swedish philosopher Nick Bostrom and

“Peter sets reader the target that is almost impossible to achieve”

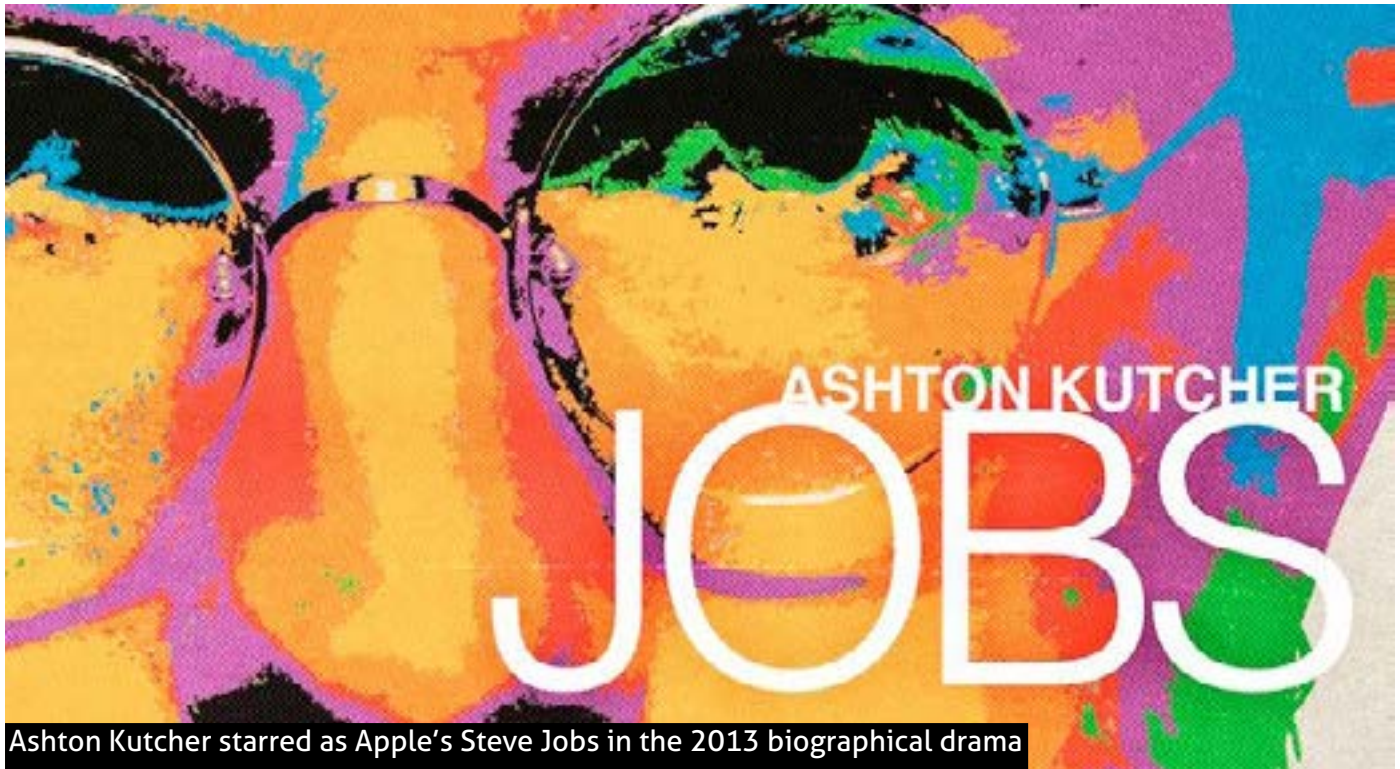
the quotes of Ray Kurzweil’s “The Singularity is Near” look appropriate and facilitate the perception of Peter’s point of view.

At first glance it may seem that by claiming that “our task today is to find singular ways to create the new things that will make the future not just

different, but better” Peter sets reader the target that it almost impossible to achieve. However, on second thought, it becomes clear that this goal can be achieved even if the reader will at least try to assess the existing order of things from the different angle, think for himself, use this book as a stepping stone to go from 0 to 1 — and thereby step out from his comfort zone.



3 FILMS EVERY ENTREPRENEUR MUST SEE



Ashton Kutcher starred as Apple's Steve Jobs in the 2013 biographical drama



By: Anastasia Anokhina

It is this time of the year when you might feel a bit down about everything. The weather outside is miserable and you might be less productive in generating your ideas and projects. If you are about to reach a point of giving up... Stop! Nothing like a good film can make you feel better and give you a bit of inspiration to keep things going. Grab a popcorn, we have 3 films, which you, as an aspiring entrepreneur must see.

The social Network (2010): Thinking about creating an app or go bigger and develop your own social network? This film is definitely for you. It starts with Harvard student Mark Zuckerberg (Jesse Eisenberg) who is quite confident about life. His nerdy arrogance is charming, as once he faces the problem he solves it with creating a sensation, like it is as simple as $2+2=4$. Once he was dumped by his girlfriend, in revenge, he writes a blog about her and hacks into all

the local college computers to embarrass her and her friends. The website becomes incredibly popular, so Zuckerberg develops plans for a social network site called The Facebook, which proved to be successful. As The Facebook grows, Zuckerberg ruins his friendship with his best friend and business partner while two students claim he has stolen their idea...

The film is based on a real story of Mark Zuckerberg, the founder of Facebook, recent history's youngest billionaire. Zuckerberg is played by Jesse Eisenberg, who is simply amazing as a genius and an emotionally isolated outsider, having a strong motivation to achieve his goals.

Reasons to watch: In need of inspiration.

The Pursuit of Happiness (2006): When his wife leaves him, Chris Gardner (Will Smith) has no job, no home and a five year-old son to feed and to live with. This film is a must for those who believe that if you work hard enough, you can achieve everything. Gardner is a man without a degree, although smart and a quick learner. He decides to take a risk and apply for an internship in a big company. While Gardner was working, there was no income and only little chance of a job at the end. Gardner and his son

did sleep in a locked railway station toilet. queue hours for the homeless shelters.

Although it is a bit too sugary because of Hollywood style, it is worth watching. The plot is keeping you on your toes. It is full of uncomfortable moments for the main character, so it makes you feel awkward (in a good way). It is all about 'not giving up'. If you fail, stand up and try again. There is no miracle needed, if you work hard.

Reasons to watch: You lost faith in humanity but there is a chance it may be restored after watching this film.

Jobs. (2013): Film based on a biography of a person who changed the world with his innovations and forward thinking, Steve Jobs. The amount of those who hate this film and absolutely love it- is probably in equal proportion. Some people try to spot director's mistakes, others just enjoy the story, as it is. Ashton

Kutcher plays the main role and does a good job at making you forget there's a sweet American boy, heartbreaker behind beard and glasses.

Starting in 2001 when he showed the world his masterpiece, the iPod, the story goes back in thirty years, to 1971 when Jobs was a student at Reed College, Portland. An LSD trip, a journey to India, Jobs teams up with his friend, self-taught engineering wizard Steve Wozniak (Josh Gad), to build Apple computers in the former's parents' garage. Jobs had the inspired idea to combine a typewriter with a TV, and after, the Apple II was born. During the film you will understand how Jobs made it to Apple and will be introduced to some of his life moments. Although, there is a lot of controversy and different opinions around this film, it is quite light to watch on the weekend.

Reasons to watch: You have Apple product. You're a Steve Job's fan.



Will Smith and his son Jaden star in the Pursuit of Happiness

WHY THE APPRENTICE IS BAD FOR BRITISH ENTREPRENEURSHIP



By: **Lucinda Vaughan-Steel**

The Apprentice isn't for entrepreneurs and anyone going on there claiming otherwise is fooling themselves. The Apprentice is for wantrepreneurs.

With a yearly class filled with lawyers, accountants and claimed sales successes the candidates are far from the next Zuckerberg or Branson. Most of the time they're just arrogant, buzz-phrase happy idiots, with the odd misguided dreamer, who have managed to blag their way onto TV. 2014 saw an exceptional group of candidates including a woman who suggested the girls team wear provocative clothing to win a task and a cocky "lad" who was dead set on proving himself to Lord Sugar, but instead refused to listen to anyone but himself.

And it's not just bad for entrepreneurs. The Apprentice is generally a business stigma and in its previous format showed viewers why they shouldn't hire someone, rather than why they shouldn't invest in their rubbish idea. Ex-candidate Stuart Baggs has since claimed the show has made him "the most

"It's not surprising that no one wants to touch Apprentice alumni"

unemployable person in the whole country". Between ex-candidates Katie Hopkins and Stella English it's not surprising that no one wants to touch Apprentice alumni with a barge pole.

Nick Hewer, Lord Sugar's adviser on the show, has even said that this year's cohort are "not the brightest business brains in Britain." So if a programme focused around how prestigious it is to receive Alan's money to start a market dominating venture is not attracting the "brightest business brains" it is

obviously not everything as advertised.

But why is it so bad? First let's look at the deal. Any entrepreneur worth his or her salt should run for the hills at a 50-50 equity split with a silent partner. Have fun bringing on extra investors when Lord Sugar is now the one with a majority stake. If you really, truly believe in your idea, you should be pounding on the doors of investors or bootstrapping your way to building an initial product. Any dedicated entrepreneur could achieve a lot more for their business in 12 weeks than they could making a total prat out of themselves on the UK's most popular television channel.

"The Apprentice is first and foremost an entertainment show"

Second, let's look at the fact that The Apprentice first and foremost is an entertainment show. Almost everything you see while watching The Apprentice is to provoke a reaction and keep people watching. This means that, surprisingly, it is not a true representation of entrepreneurship. Ever wonder why all you see 90% of the time are the people who mouth off? The thoughtful ones who tend to have semi-good ideas aren't heard until the final weeks when all the trash has been weeded out.

Third, what about the kind of people on the show that are representing the UK's entrepreneurs? This is by far my biggest gripe. The true entrepreneurs are out there doing it themselves, being Lord Sugar's coveted self-starters. Whether they fail or succeed their intentions are of pure entrepreneurship. They don't spend their time bickering on a television set or playing sly games to stitch their colleagues up. Lord Sugar encourages a terrible work environment with his bully culture cultivated in the boardroom. Imagine working in a small team with someone who talks to you in the same way people are addressed in



You're Fired: Lord Alan Sugar with his trusted boardroom advisors Karren Brady and Nick Hewer

in the boardroom.

It makes you wonder how *The Apprentice* represents British business. I for one would not be happy as a British entrepreneur to be represented by this farce. To add insult to injury, this year's winner received a quarter of a million pounds to start an SEO company for small businesses. Not only is that market completely saturated beyond belief it does not need a cash injection of £250,000 to get going. It seems like a pretty redundant investment and fails to show the innovative nature of British startups. The only reason he appeared to win in the first place was his ability to worm his way out of trouble and turn everything on to his fellow candidates.

Other TV shows get a bit closer to the mark. Programmes like *Dragons' Den* really do encourage ideas and entrepreneurship. Come up with an idea,

bootstrap your way to a minimum viable product and then when the time comes seek investment to push your idea further. *Dragons' Den* facilitates that and as a result you see some quality ideas from some quality entrepreneurs and still get the entertainment value that TV requires.

Maybe the BBC should look into really promoting British entrepreneurship. Steer away from the wantrepreneurs that *The Apprentice* churns out and cultivate the quality business people that are down on the ground. Maybe with a little more emphasis on quality entrepreneurships we might see more people dare to come forward and give their idea a go. The media is a powerful thing. Stop giving idiots the mic and show the blood, sweat and success of real entrepreneurship that is out there.