

Case Study

BoonSpace.com
Inspirational Talk

By March 2010 Nick and I had three months previously launched a business that had taken a year to develop from our initial idea on paper. In our naivety we were under the impression we would launch our innovative website and the world would flock to use it.

We were soon brought down to earth. One year of complete dedication to the business idea, which meant leaving our careers, our steady income and working out of our dining room to keep costs down, did not necessarily mean success was to be inevitable. So we looked to find opportunities to learn from business people who had been successful in turning their idea into a thriving business.

Business link informed us of workshops in our area for start up businesses. We decided to attend a workshop during which a local businesswoman would be talking about the trials and tribulations of starting your own business and what it takes to get things off the ground. So up stepped Sadi Mehmood from Noble Kahn. Sadi's speech took us on a journey right from the beginning of her career and how she came about setting up her business. The talk was nothing short of inspirational for two budding entrepreneurs like Nick and myself. Sadi had built her business from scratch having been through more hardship than most people should ever have to endure. Tragedy, grave illness and people's unwillingness to recognise her vision were just a few of the hurdles Sadi overcame. I remember whispering to Nick sarcastically "... And we thought we've had a hard time setting up!"

Sadi went on to talk about 'the turning point' that most top business people can relate to, that particular point in their careers that led them to be where they are now. For Sadi it was recognition from Allan Leighton. She knew Allan was the man she needed to help make her vision of eliminating misunderstandings, ignorance, and political correctness fears in the work place a reality.

I'd made up my mind. Sadi was going to help us reach our 'turning point', she was not going to be able to leave the room without hearing about Nick's and my business. After gentle persuasion Sadi took us under her wing and gave a lot of valuable advice and useful contacts. She also invited us down to a networking evening in London where we rubbed shoulders and swapped details with many of the UK's most successful business people.

Thanks to meeting Sadi, I have a different perspective on not only business but life in general.. that anything really is possible if you put your mind to it and that you should never, ever give up on your vision.



Richard Hallam & Nick Janus
BoonSpace.com

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