Serendipity or Hard Work?

Dr. Shamus Husheer
CEO, Cambridge Temperature Concepts
Who the heck am I?

- PhD @ Cam (Chemistry, 2002-2007)
- 3x CUE winner (2005, 2006, 2007)
- 2x Downing Enterprise winner (2006, 2008)
- 3 Angel-backed Start-ups (mo.jo, Sonnet, CTC)
- Funding to Revenue in 18 months (MedTech)
- 1 exit (SSL)
the bitter truth
If hard work led to success...

Every woman in Africa would be a millionaire
If intelligence led to success...

Academics would not have to fight for funding
If ‘being lucky’ bought success...

Casinos would be out of business
If persistence led to success...

We would all be Mormon

(with apologies to Mitt Romney)
So what works?

Or, more correctly:
What worked for you?
All of the above.

Plus: Iteration
Persistence + Randomness + Selection

Iteration At Work
Make *intelligent guesses* about what you should *work hard* on, and *persistently iterate*

Success is Evolved, not Created