

Serendipity or Hard Work?

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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)

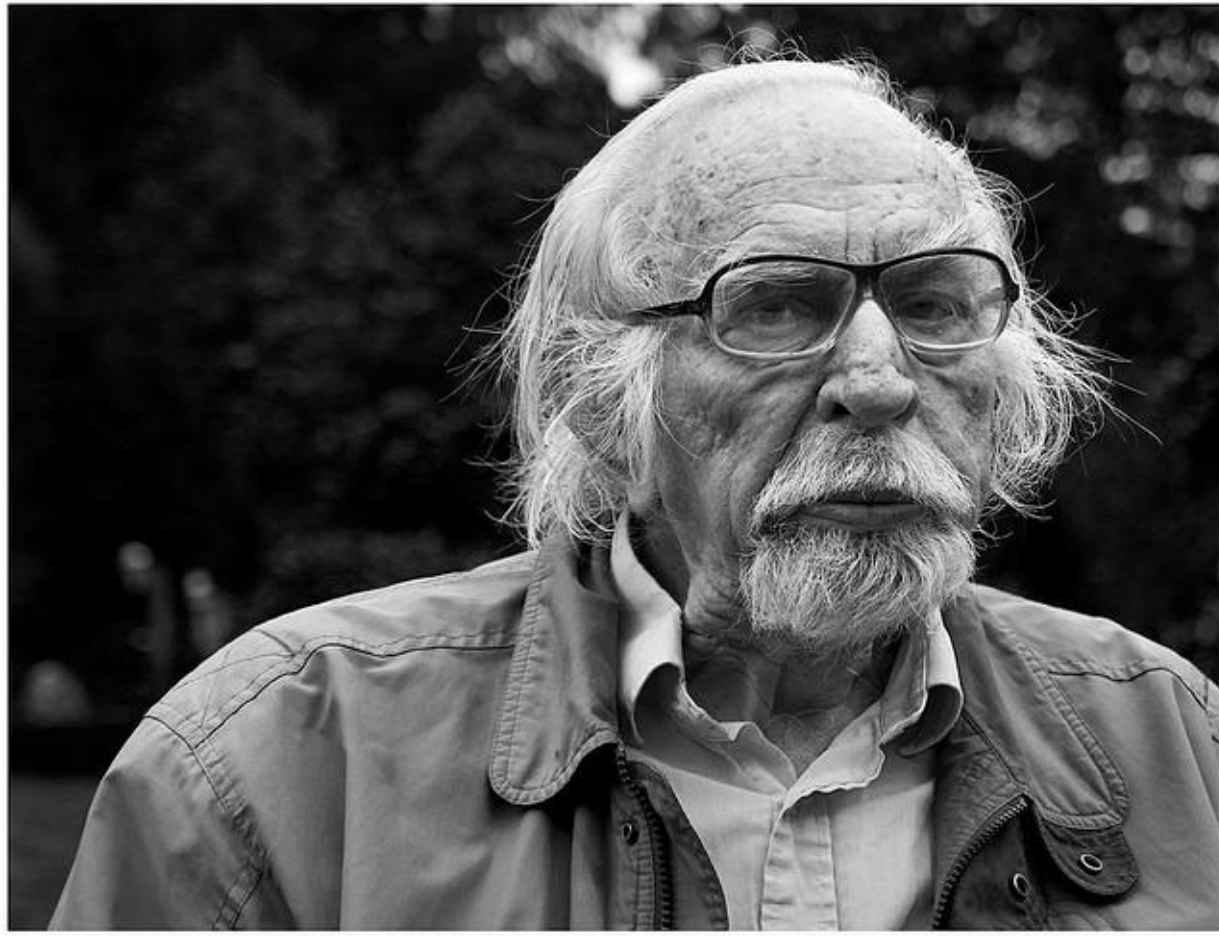
the bitter truth

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)

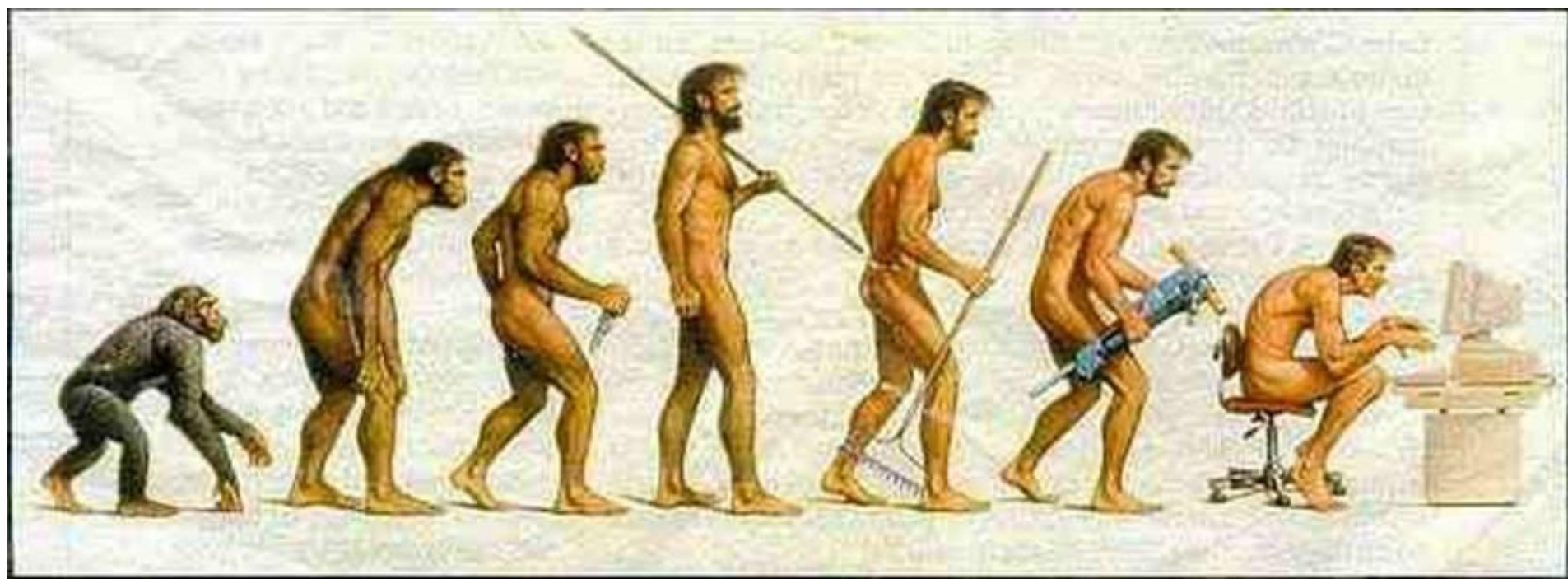
So what works?

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