



# LORCA IMPACT REPORT



# LORCA FOR THE CYBER INNOVATORS

Funded by the Department for Digital, Culture, Media and Sport as part of the National Cyber Security Strategy, LORCA is delivered by Plexal with support from the Centre for Secure Information Technologies (CSIT) at Queen’s University Belfast and Deloitte. Its mission is to support highly promising cybersecurity innovators in scaling and growing solutions to meet the most pressing industry challenges faced by enterprises, the economy and society while building the UK’s international cybersecurity capability.

Through five accelerators in three years, LORCA supported 72 cyber startups and scaleups, exceeding its investment target by 450%. We helped our members raise more than £200m, win more than 1,200 contracts and generate more than £37m in revenue.

As a result of LORCA’s success, Plexal was given a one-year expansion to create LORCA Ignite: a new accelerator programme to help six of the UK’s most promising cyber startups in the UK achieve rapid growth.



# OVERVIEW OF LORCA IGNITE

To date, cybersecurity has been thought of as a problem for business while individuals appear to be complacent about the nature of the threat. A recent study by Nominet, for example, showed that 77% of British adults believed they knew enough to stay safe online despite cybercrime reaching unprecedented levels.

The aim of LORCA Ignite was to help six UK cyber startups scale to new heights and achieve commercial growth.

We drew on the strong relationships and deep insights we'd gained from the three-year LORCA accelerator programmes to design an intensive programme of activity for our six members, who we selected based on their innovation and growth potential.

This wasn't a one-size-fits-all programme: the support provided by LORCA Ignite was highly tailored to each individual member and their unique growth ambitions and scaling challenges.

Through workshops, 1:1 mentoring, networking events and expert support, we helped each member crystalise their aims, understand what they should focus on, make connections and ready themselves for the next phase of growth.

This support was extended to the founders, their leadership teams and the people in their business who would be instrumental in driving growth.

LORCA Ignite has resulted in important business connections and business opportunities for our member companies. It's also helped our founders grow as leaders and make the transition to becoming a CEO.

Crucially, they have formed deep connections within the cyber ecosystem and with each other that they intend to build on long after the programme's end. Given that they are all at a critical growth stage, being able to share advice, experiences and introductions with each other has been one of the most valuable results of the LORCA Ignite. Having a structured programme enabled these relationships to be formed and developed.

## SUPPORT AREAS INCLUDED:

- FOUNDER TO CEO AND LEADERSHIP
- INTERNATIONAL EXPANSION
- SALES AND MARKETING
- NEW MARKETS
- INTELLECTUAL PROPERTY
- FUNDING FOR GROWTH
- PEOPLE AND CULTURE

# DYNAMIC AND TAILORED PROGRAMME STRUCTURE

LORCA Ignite was a six-month, intense scaling programme for six startup graduates of LORCA. The cohort was intentionally kept small so we could tailor the programme to each member's needs.

We created a dynamic programme structure that was able to evolve and adapt throughout the six months to address the changing and emerging needs of the cohort.

The Ignite delivery team held regular check-in sessions to gain feedback on the programme's structure. We used this feedback to plan the next sprint of the programme. Feedback from

the cohort has shown that the startups valued this approach and it allowed them to get the support they needed at the right time.

Our core programme activities remained constant throughout the programme to provide continuity and maintain engagement. These included:

- a monthly in-person day at Plexal for the cohort to meet face to face and build their network
- academic masterclasses
- CSIT group sessions
- workshops

# SUPPORTING FOUNDERS WITH PARTNER LEADS

EACH FOUNDER WAS MATCHED WITH A PARTNER LEAD AT THE BEGINNING OF THE PROGRAMME, WHO ACTED AS EXECUTIVE MENTORS.

The Partner Leads were:

- Godfrey Gaston, executive director of ECIT (CSIT)
- Louise Cushnahan, head of innovation (CSIT)
- Stephen Wray, partner, cyber (Deloitte)
- Andrew Roughan, managing director (Plexal)
- Saj Huq, director of innovation (Plexal)
- Russell Gundry, director of innovation programmes (Plexal)

We didn't set rigid, defined roles for the Partner Lead relationship. This allowed the founders to shape their relationship with their lead so it suited their ambitions.

Because of this approach, deeper relationships were built between founders and Partner Leads, with the Partner Leads becoming trusted advisors the founders turned to for help and advice.

Partner Lead activities included:

- regular check-ins with the companies
- introducing founders to members of their network where appropriate
- offering support and advice to the founders

Feedback from the founders has shown that their Partner Lead relationship has been consistently one of the most valuable aspects of the Ignite programme. Many of the founders have commented that they will continue to check in with their Partner Lead after Ignite ends.

# DELIVERY PARTNER ROLE

Deloitte.

CSIT  
CENTRE  
FOR SECURE  
INFORMATION  
TECHNOLOGI

ALONGSIDE PLEXAL WHO LED ON THE PROGRAMME DESIGN AND DELIVERY, LORCA IGNITE WAS SUPPORTED BY DELOITTE AND CSIT.

Deloitte was engaged to develop a structure for the LORCA Ignite programme. Deloitte reflected on the support that had already been provided through the LORCA programme and conducted market research to determine what would create the most impactful scaling programme. Deloitte's research underlined crucial areas a scaling company needs support with, such as CEO transition, sales strategy and business modelling. It used this research to develop ideas for support that LORCA Ignite could provide.

Deloitte also delivered workshops tailored to the areas the startups wanted to focus on. Deloitte's workshops included:

- Partnerships and alliance selling
- Considerations when pivoting into new markets
- Strategic IP considerations

Deloitte was involved in the day-to-day programme management and strategic direction of the continually evolving programme.

CSIT provided monthly academic masterclasses on topics such as Covert Malware Launching and Advances in Homomorphic Encryption for Privacy-preserving Data Analytics. It also worked individually with each company to provide technical support where needed.

Both Deloitte and CSIT were involved in the Partner Lead role for Ignite and all core programme activities such as in-person days, a VIP dinner and the founders retreat to Winton Castle.

# LORCA IGNITE VIP DINNER

The LORCA Ignite VIP dinner was organised with the intention of providing the cohort with an opportunity to meet and network with industry leaders from across the cyber ecosystem. Throughout the evening, our guests shared advice, support and guidance with the cohort.

The evening included two panel sessions, both hosted by Robert Hannigan, chair of LORCA's Industry

Advisory Board. The panels explored the security challenges each company is addressing as well as the challenges the cohort face in their scaleup journeys.

We curated a guest list of 36 leaders that matched the needs of our members, which included members of the government, industry, investors and successful entrepreneurs.



**COULD WE HAVE A QUOTE ABOUT THE DINNER HERE?**



# FOUNDERS RETREAT TO WINTON CASTLE

The retreat solidified the relationships between the founders that had been built throughout the programme. A recurring comment throughout the programme from the cohort has been their eagerness to maintain the internal network they have built during Ignite. The two-night stay consisted of workshops, team-building activities and networking opportunities with the Scottish cyber ecosystem.

During the retreat, Matt Little from Blue Ocean Insight hosted a leadership roundtable that encouraged an open discussion on the challenges going from working in the business to working on the business. Feedback from the cohort from this session was positive and the intimate setting of the roundtable allowed the founders to fully engage and be open about their challenges.

We also held a reflection session for the founders that covered questions such as:

- What are your personal goals and ambitions for the business and the team you're leading?
- What are your business concerns?
- What legacy do you want to leave?

The founders shared their experiences and provided advice and encouragement to each other in a unique setting.

The session received positive feedback:

**"I was surprised at actually how useful it was. I don't think I had done much introspection up until that trip and it allowed me to realise some of the areas where I was going wrong/thinking about things in the wrong way."**

**Haydn Brooks, co-founder and CEO, Risk Ledger**

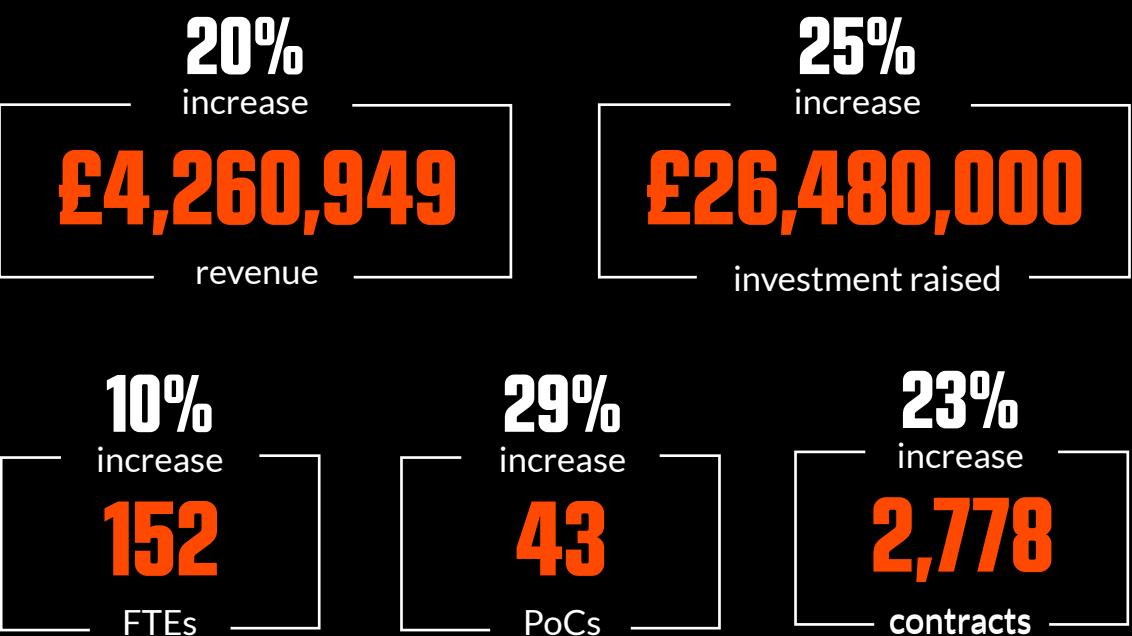
A dinner with members of the Scottish cyber ecosystem helped the cohort grow their network in the region and learn from the stakeholders.

# IMPACT DATA

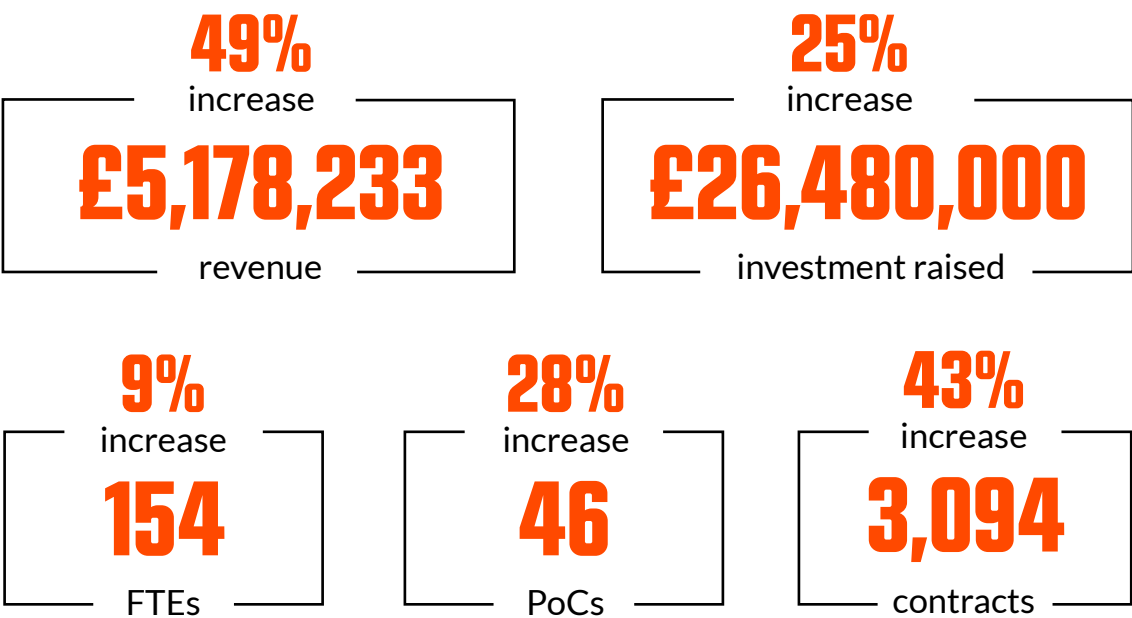
## BASELINE (JUNE 2021)



## 3 MONTHS (SEPT 2021)



## 6 MONTHS (DEC 2021)



# INDIVIDUAL COMPANY IMPACT

# AMPLIPHAЕ



**TREVOR GRAHAM**  
CEO and co-founder

**OVERALL SATISFACTION RATING FOR LORCA IGNITE: 10/10**

Trevor’s Partner Lead was Saj Huq, director of innovation at Plexal. He rated his experience with Saj as 10/10 for satisfaction, stating:

“Saj was great as always! Took time to understand our business and made connections within his network to help us.”

FOCUS AREAS	IGNITE TARGETED INPUT
FUNDING	A 1:1 session on legal and fundraising with MBM Commercial. MBM specialises in investment work and equity fundraising for entrepreneurs in the technology sector.
FIND US-RELEVANT PROOF POINTS VIA LIGHTHOUSE CUSTOMER	Targeted workshop on Jumping the Pond: Considerations for US Expansion led by Dell Technologies. This covered how to successfully enter the US market as a scaleup, with the content based around answering specific questions the cohort put forward before the session.
INTEGRATE THE TEAM	Deloitte’s Stephen Wray led an in-person session with the founders on his experiences of how he has successfully kept his team engaged with a sense of community during the pandemic. He introduced a practical exercise that founders can complete with their company to allow teams to successfully integrate.
SHARE COMPANY VISION WITH THE WHOLE BUSINESS AND GAIN BUY-IN FOR GROWTH JOURNEY	A two and a half hour, in-person communication and collaboration workshop where founders shared what has or hasn’t worked well for them as effective styles of communication within the company. Plexal’s Russell Gundry then discussed different frameworks the founders can implement to improve communication.
TARGET NEW MARKET SEGMENT	Targeted workshop with founders in person on exploring/pivoting into a new market, allowing founders to create practical next steps for expansion.

# CSIT TECHNICAL SUPPORT

CSIT is in the final stages of scoping support to help the company manage its cyber risk.

This is likely to involve either:

- an investigation of an appropriate scanning tool that can be used to assess the security of Ampliphae’s browser extension and how it can be integrated into its DevOps pipeline
- designing and generating simulated attack traffic for Ampliphae’s Azure cloud platform to help with testing its logging and monitoring system

# BUSINESS INTRODUCTIONS

Ampliphae has had seven business introductions through LORCA Ignite. These include introductions to FinTru for an engagement opportunity and Global Transatlantic for mentoring.

Trevor has found the introduction to Martin Simpson at Alix Partners to be the most beneficial. The team at Alix Partners have been advising Ampliphae on the financial services industry.

# PROFESSIONAL SERVICES PACKAGES

LORCA Ignite companies were given 2 x £5,000 to select two professional services providers. Our core professional services partners were:

- AHL Connect (lead generation and sales support)
- Informed Funding (financial support)
- Outfly (social and marketing, brand and design)

Ampliphae selected packages from Outfly and AHL Connect.

Outfly’s support included:

- Ran a Brandscape workshop with the Ampliphae senior leadership team to determine their customer personas, tone of voice and brand promise
- A review of their current marketing strategy and provide top-line troubleshooting in line with what they learned from the Brandscape

Trevor rated his experience with Outfly as 8/10 in satisfaction.

AHL Connect’s support included:

- Delivering a minimum of five leads
- CRM setup
- Lead generation training
- Message writing and targeting

Trevor has rated his experience with AHL Connect as 9/10 in satisfaction. Their work has resulted in a lead in the financial services industry for Ampliphae.

# AREAS OF PARTICULAR VALUE

Trevor found the workshop with Dianne Canham from Eclat Marketing on Developing a Thought Leadership Position to be one of the most valuable sessions during the Ignite programme.



# RISK LEDGER

RISK LEDGER

## HAYDN BROOKS

CEO and co-founder

### OVERALL SATISFACTION RATING FOR LORCA IGNITE: 10/10

Haydn's Partner Lead was Godfrey Gaston, executive director of the Institute of Electronics Communications and Information Technology (ECIT) at Queen's University Belfast. He rated his experience with Godfrey as 10/10 for satisfaction, stating:

“Godfrey is great, really good to bounce ideas off and very approachable so you can actually talk about the things you are struggling with.”

Godfrey conducted a 360-degree review with Haydn's leadership team. This review allowed Godfrey to understand what the leaders felt Haydn should “Stop, Start and Continue”. Haydn's team all engaged well in the review and the feedback was well-received. As a result of the review, Godfrey presented positive actions that Haydn and the company could take.

FOCUS AREAS	IGNITE TARGETED INPUT
INTRODUCTIONS AND EXPOSURE TO LEADS	<p>Ignite hosted a VIP dinner in London, inviting key stakeholders including the government, industry, investors, entrepreneurs and the Plexal ecosystem. The dinner resulted in two leads for Haydn, who rated the event 10/10 in satisfaction.</p> <p>LORCA Ignite hosted an dinner in Edinburgh, giving Haydn and the founders exposure to stakeholders in the Scottish ecosystem.</p>

# CSIT TECHNICAL SUPPORT

CSIT completed one round of vulnerability assessment in December 2021.

This involved

- carrying out vulnerability scans of the web application and AWS hosted API
- use of the Nmap, Nikto, OWASP ZAP, Wapiti, OpenVas and Burp Suite tools
- producing a report that summarised the vulnerabilities found, the related CVEs and any high-level mitigations

# BUSINESS INTRODUCTIONS

Risk Ledger's most beneficial business introduction was to Jason Corbishley from Police Digital. He met Jason at the LORCA Ignite VIP dinner in London. Haydn and Deloitte's Stephen Wray are currently working together to close the deal.

# PROFESSIONAL SERVICES PACKAGES

Risk Ledger selected packages from Outfly and AHL Connect.

Outfly's support included:

- Designing a template for Risk Ledger's monthly data reports
- Designing promotional/graphical assets
- Designing a landing page for the Risk Ledger website

Haydn rated his experience with Outfly as a 5/10 in satisfaction. His reason for this was his head of growth, who has since left the company, had been the one working with Outfly so Hayden felt he didn't have enough information to give a higher rating.

AHL Connect's support included:

- Delivering a minimum of five leads
- CRM setup
- Lead generation training
- Message writing and targeting

Haydn rated his experience with AHL Connect as a 9/10 in satisfaction and is continuing to use its services after LORCA Ignite finished.

# AREAS OF PARTICULAR VALUE

Haydn found the founders trip to Winton Castle to be one of the most valuable aspects of the programme. He rated Matt Little's leadership roundtable on the trip as 10/10 in satisfaction, stating: “He [Matt] was useful as he spoke with a huge amount of experience and he gave real solutions, not just generic answers. Also, because it was such an intimate session, it was basically one on one.”

Haydn also rated the Reflection and Affirmation Session at Winton Castle 10/10 in usefulness. His comments were: “I am not one for therapy or affirmations but it was actually really useful. Was fun to talk about the challenges with people who understand them rather than just getting the generic ‘oh, you'll be fine’ that you get from friends.”

# OVERALL FEEDBACK

Haydn would like to continue connecting with the lorca ignite community in the future. He would like the founders to build on the relationships they've developed and share clients, contacts, networks and advice.

# CYBEROWL

DAN NG  
CEO

## OVERALL SATISFACTION RATING FOR LORCA IGNITE: 8/10

Dan's Partner Lead was Russell Gundry, director of innovation programmes at Plexal. He rated his experience with Russell as 8/10 in satisfaction. Russell held a series of check-ins with Dan where he helped Dan establish which growth areas LORCA Ignite could support him with. Russell also devised a series of bespoke workshops to explore a potential expansion into a new market.

FOCUS AREAS	IGNITE TARGETED INPUT
PRIORITISE A SECOND SECTOR	<p>The Partner Leads delivered a 1:1 session for Dan to discuss his expansion into a new market. Dan shared his challenges and focus areas for CyberOwl's expansion with the Partner Leads, who were able to offer an objective view on CyberOwl's position.</p> <p>Targeted workshop with founders in person looking at exploring/pivoting into a new market, allowing founders to create practical next steps for expansion. Dan found this workshop to be the most impactful throughout the Ignite programme.</p>
ESTABLISH A MORE PRODUCTIVE COMMUNICATION METHOD	<p>A two and a half hour, in-person communication and collaboration workshop where founders shared what has or hasn't worked well for them as effective styles of communication within the company. Plexal's Russell Grundy discussed different frameworks the founders can use to improve communication.</p> <p>The Partner Leads held a 1:1 workshop with Dan to discuss CyberOwl's organisational structure. Before the workshop, Dan shared a list of questions he wanted to cover during the session to make sure he gained maximum value</p>
LEVERAGE AMBASSADOR	<p>LORCA Ignite delivered a one-hour bespoke workshop on Building the Right Leadership Team for Growth led by Gajan Rajanathan, a technology investor at Highlands Europe.</p>

# BUSINESS INTRODUCTIONS

Dan was introduced to a wide range of individuals throughout the programme, including the Global COO of Risk Advisory at Deloitte. He found the most useful business introduction to be Joe Hubback at Istari. This introduction was made during the LORCA Ignite VIP dinner.

# PROFESSIONAL SERVICES PACKAGES

CyberOwl selected Outfly and Informed Funding.

Outfly's support included:

- Ideate creative ideas for repackaging CyberOwl's existing content into new formats
- Design assets for CyberOwl's marketing

Dan has rated his experience with Outfly as 8/10 in satisfaction.

Informed Funding's support included:

- Mentoring sessions, including discussing technical accounts matters and a complete review of its finance systems and processes
- Conversations to support Dan with CyberOwl's upcoming funding round

Dan rated his experience with Informed Funding as 9/10 in satisfaction.

# AREAS OF PARTICULAR VALUE

Dan rated the VIP dinner at the Edwardian Hampshire Hotel as 10/10 in satisfaction. His comments on the evening included "excellent group of individuals", "deep interactions" and "lasting network made".

In addition, Dan rated the founders trip to Winton Castle as 10/10 in satisfaction. He commented that the trip gave him "enough time to develop deep, informal relationships and consult each other".

# OVERALL FEEDBACK

Dan wants to keep the LORCA Ignite alumni group active. He's keen to maintain an environment where briefings and exchanges on cybersecurity challenges, trends and user needs can be discussed to help the founders keep driving innovation.

CYBERSMART

JAMIE AKHTAR  
CEO and co-founder

OVERALL SATISFACTION RATING FOR LORCA IGNITE: 10/10

Jamie's Partner Lead was Louise Cushnahan, head of innovation at CSIT. He has rated his experience with Louise as 10/10 in satisfaction, commenting

“ Louise is fantastic! ”

Louise delivered a 360-degree review with Jamie and his leadership team, who were fully engaged. The sessions covered what Jamie as a CEO, the C-suite and the company should “Start, Stop and Continue” doing. Louise worked with the four individuals 1:1 and then brought them back together to develop actions.

CyberSmart

FOCUS AREAS	IGNITE TARGETED INPUT
PRODUCT-MARKET FIT	Ignite delivered a one-hour bespoke product-market fit workshop led by James Hanlon at Splunk. James covered areas such as How to Position a Product for Growth and Scaling, Sales and Marketing Theory and Product and Marketing Positioning.
SECURE SERIES B	Introduction to Plexal's wider investment network through personal introduction by Saj Huq.
PEOPLE STRATEGY – HOW TO ENCOURAGE STRONG LEADERSHIP WITHIN THE C-SUITE	Ignite delivered a tailored workshop on Building the Right Leadership Team for Growth led by Gajan Rajanathan, a technology investor at Highlands Europe.

## BUSINESS INTRODUCTIONS

Jamie's business introductions ranged from Andy Williams at Global Transatlantic to Valerie Mann at Lloyds Banking Group. Jamie felt his most beneficial introduction was during the VIP dinner in London.

## PROFESSIONAL SERVICES PACKAGES

CyberSmart selected packages from Outfly and AHL Connect

Outfly's support included:

- Create design assets for a marketing test campaign
- Design, write copy for and develop two landing pages for CyberSmart's new product
- Polish a video walkthrough of the new product

Jamie rated his experience with Outfly as 10/10 in satisfaction. He commented: “Outfly are excellent”.

AHL Connect's support included:

- Delivering a minimum of five leads
- CRM setup
- Lead generation training
- Message writing and targeting

## AREAS OF PARTICULAR VALUE

Jamie found the workshop on Jumping the Pond, which looked at considerations for US expansion, to be one of the most valuable workshops.

He also rated the LORCA Ignite VIP dinner in London as 10/10 in satisfaction, stating that the evening was “excellent”.

## OVERALL FEEDBACK

Jamie commented that Ignite had been a beneficial programme for CyberSmart. He appreciated the dynamic nature of the programme, where we took feedback and evolved throughout the six months to make sure the founders got maximum value.

# CRYPTO QUANTIQUE

**SHAHRAM MOSSAYEBI**  
CEO and founder

**OVERALL SATISFACTION RATING FOR LORCA IGNITE: 10/10**

Shahram's Partner Lead was Stephen Wray, partner, cyber at Deloitte. He rated his experience with Stephen as 10/10 in satisfaction. His said:

“IT WAS GREAT WORKING WITH STEPHEN. THE FACT THAT HE HAD GONE THROUGH A SIMILAR JOURNEY TO WHAT I AM GOING THROUGH NOW WAS VERY HELPFUL. HE WAS TO THE POINT WHEN GIVING ADVICE AND WAS VERY HELPFUL WITH DIFFERENT ASPECTS OF BUILDING AND GROWING A DEEP TECH STARTUP.”

Stephen delivered a 360-degree review where he held 1:1 sessions with Shahram's leadership team to understand what Shahram should “Stop, Start and Continue” doing. Following the interviews, Stephen consolidated these insights into a report with actionable feedback for Shahram.

FOCUS AREAS	IGNITE TARGETED INPUT
BUILD THE C-SUITE	Ignite delivered a one-hour bespoke product-market fit workshop led by James Hanlon at Splunk. James covered areas such as How to Position a Product for Growth and Scaling, Sales and Marketing Theory and Product and Marketing Positioning.
SECURE SERIES B	Introduction to Plexal's wider investment network through personal introduction by Saj Huq.
PEOPLE STRATEGY – HOW TO ENCOURAGE STRONG LEADERSHIP WITHIN THE C-SUITE	Ignite delivered a tailored workshop on Building the Right Leadership Team for Growth led by Gajan Rajanathan, a technology investor at Highlands Europe.

# BUSINESS INTRODUCTIONS

LORCA Ignite provided Shahram with investor, business and government introductions, including an introduction to the AWS partnership team. Since this introduction, AWS have offered to do a proof of concept with Crypto Quantique.

LORCA Ignite introduced Crypto Quantique to the Centre for Connected and Autonomous Vehicles (CCAV) to engage in a challenge programme that's exploring how to secure the future of transport in the context of platooning.

# PROFESSIONAL SERVICES PACKAGES

Crypto Quantique selected the package from Outfly.

**Outfly's support included:**

- Creating a strategy for a digital advertising campaign
- Create visual assets
- Integrate the marketing campaign into Crypto Qunatique's website and CRM

Shahram rated Outfly 9/10 for satisfaction. He said: “They were efficient and quick to get our LinkedIn marketing infrastructure up and running.”

# AREAS OF PARTICULAR VALUE

Shahram found the trip to Winton Castle particularly valuable. He made a connection during the Winton Castle dinner, which Crypto Quantique is currently following up on. He commented that Godfrey Gaston's fireside chat during the trip was one of the most impactful sessions he's attended.

Shahram rated the Leadership Reflection and Affirmation Session at Winton Castle as 10/10 in satisfaction.

# OVERALL FEEDBACK

Shahram is keen to maintain the LORCA Ignite community and would like to continue checking in with the cohort every two months or once a quarter to discuss progress, get advice and even share ideas for potential mutual projects. He said:

“The programme was well thought of. The team were great and supportive throughout. It was great to hear closely from other founders and interact with them. I learnt a lot and I am very grateful for it. Thank you!”


# SALT

**JOE BOYLE**  
CEO and co-founder

**OVERALL SATISFACTION RATING FOR LORCA IGNITE: 10/10**

Joe's Partner Lead was Andrew Roughan, managing director at Plexal. He rated his experience with Andrew as 10/10 in satisfaction. Joe said:

“**ANDREW WAS GREAT FOR US IN EVERY WAY AND HELPED US ATTAIN OUR GOALS FOR THE PROGRAMME.**”



FOCUS AREAS	IGNITE TARGETED INPUT
LEAD GENERATION	<p>LORCA Ignite hosted a VIP dinner in London, inviting key stakeholders including the government, industry, investors, entrepreneurs, and the Plexal ecosystem. Joe rated this dinner as a 9/10 in satisfaction. He said:</p> <p>“This was excellent. Very high-calibre attendees and pitched at the right level. Plenty of opportunities to network and we had several follow-up conversations.”</p> <p>The dinner in Edinburgh gave Joe and the founders exposure to stakeholders in the Scottish ecosystem.</p>

# PROFESSIONAL SERVICES PACKAGES

Salt Communications selected the package from Outfly and AHL Connect.

Outfly’s support included:

- Design and develop two landing pages
- Joe rated his experience with Outfly as a 5/10 in satisfaction. He commented that the Outfly team is excellent but perhaps better suited to an organisation that’s looking to dramatically change its messaging.

AHL Connect’s support included:

- Delivering a minimum of five leads
  - CRM setup
  - Lead generation training
  - Message writing and targeting
- Joe rated his experience with AHL Connect as a 9/10 in satisfaction. He said: “The AHL team was great and we got a number of very interesting leads from them which we are currently following up on.”

# BUSINESS INTRODUCTIONS

Andrew worked closely with Joe throughout the programme and used his network to make key introductions. Joe felt his most beneficial introduction from Andrew was Andy Bates from the Global Cyber Alliance, who has since joined Salt Communications’ advisory board.

# AREAS OF PARTICULAR VALUE

The founders trip to Winton Castle was the “highlight of the year” for Joe. He rated the trip 10/10 in satisfaction, commenting: “Meeting peers, sharing thoughts and getting positive reinforcement from the LORCA crew really helped me unwind for Christmas and look forward with a lot of optimism to 2022.”

Joe found the workshops on pivoting the business and product-market fit to be particularly interesting. He also found the Leadership Reflection and Affirmation Workshop valuable, rating it 10/10 in satisfaction.

# OVERALL FEEDBACK

Joe’s comments on LORCA Ignite were:

- “Very worthwhile follow-on programme from the original cohort session. The team was fantastic and supportive and always worked around busy schedules to try to maximise our experience. The LORCA team was also very goal-driven, and I constantly felt like they were looking for innovative ways to help us drive forward.”
- Joe would like to continue a twice-a-year meetup with the LORCA Ignite founders. He would like to maintain the network so the cohort can reach out when they’re stuck on the different challenges faced by growing companies.

