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Erlend Bakke, Author of the 1# International Amazon bestseller "Never Work Again" :

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Sometimes when you watch sports, you have that moment when your team's new star player is only a teenager, and you suddenly feel really old. This week's Hardcore MBA guest is the entrepreneurial equivalent of that (well, for me at least!), because Ollie Forsyth is only 18 years old, and he already runs his own business and has met Richard Branson. He aims to be a role model for aspiring young entrepreneurs to look up to, but I think we can all learn a little something from his passion.

In this week's episode, Ollie and I discuss:

- How Ollie got started in entrepreneurialism at the bright young age of 13!
- Why Ollie is starting his own entrepreneur club in London to help create new networks and opportunities for all of us.
- The importance of taking the time to give a little something back.
- And the very simple trick Ollie used to get featured in countless magazine and newspaper articles.

It's always a pleasure to see young people getting into business, and I don't think any of them are as inspirational as Ollie – this is a guy who has a real passion for everything that being an entrepreneur involves, and I know he'll be doing this for the rest of his life. Take a look at this week's episode, and let Ollie's enthusiasm inspire you too. When you're done, check out The Budding Entrepreneurs Club, Ollie's Twitter, and the place where it all started, Ollie's Shop. And let us know in the comments if you have suggestions for future guests you'd like to see on Hardcore MBA!

welcome to HardcoreMBA podcast with your host Erlend Bakke

Erlend Bakke: hello and welcome to HardcoreMBA today we have a very special person on the podcast he is a young entrepreneur and where are you signing in from

Ollie Forsyth: i am from the the UK in Milton Keynes so it's in London

Erlend Bakke: okey cool and tell us a little bit about yourself

Ollie Forsyth: sure say my name is Ollie Forsyth i left school age sixteen with limited qualifications i always wanted to be an entrepreneur and my entrepreneurial flag kind of started when I was six or seven years old when i used to started when i used to my parents drink coffee in the morning and i charged them twenty p a cup and parenting parents they wouldn't actually wake up in the morning to drink the first cup so in order to in order for it to be reheated it was another twenty p but anyway i knew eighty p a day was not gonna last very long so i want to make it a bit more so i just you know did a bit of market research and saw the business and i came across we had this mass craze of friendship bracelets and i'm like for you know you just it is just a bit of a silly idea but i just you know give it a try and see what happens anyway i guess i made the right choice and so sold i sold five hundred of these things in space in six months made about five grands and h thirteen and just kind of just sitting those are voting i can't afford at one point again we really got something here so then i developed an online retailer for fun and inexpensive gifts for teenagers so parents wants to buy christmas presents or birthday presents they they are all our retail store the place to come

Erlend Bakke: and what is that place what is that website

Ollie Forsyth: so it's it's called the Ollie Shop which it's just www.ollieshop.co.uk and since then i've started an entrepreneur magazine called the Budding Entrepreneur Club surprise sorry The Budding Entrepreneur Magazine and was soon to launched entrepreneur club called the Budding Entrepreneur Club and so on

Erlend Bakke: okey okey so when you are six or seven what kind of things how did you you know why did you start doing those things were it also because you're parents were entrepreneurs did you have any so who was influencing you

Ollie Forsyth: i mean i there wasn't pretty much you know influence around the family i just i always love making money you know it's how you teach one pound into a hundred pounds a hundred pounds into a thousand pounds so and i never really enjoyed school and i wait for something like i can't get want to someone just to want and i get i get quite bored quite easily so when i sit in class and i just switch off the case either i was been tall taking or teacher's boring but anyway i just wasted too much consumed time and you know i think in mind i can just rotate every single opportunity and it's not i i guess it frustrates when i go talk to universities and schools that's so fixed with qualifications it's not backed qualifications it's really about game design you really really liked and hope hope you'll you'll be you know employable in the future so yes that's the kind of how it makes us

Erlend Bakke: so lot of people talk about you know is it i'm too old i'm too young it's not the right time the economy sucks but i actually think you're so the answer is you know how do you get started is just get started

Ollie Forsyth: yes i mean i think i think it depends within reason how would you all i think if you're kind of still a student at school i again it's super training the schools is normal it is trying do business and you know i'm looking to develop a program for students to can install in their own business and you know i used to get a i mean people want to install in their own business you didn't have a young role model about who you know who an entrepreneurism they are inspiring the nation next generation nation and that's that's the case of you know it's it's the schools and the universities that needs to encourage them they can do it and i just simply need vision i it it so it could so frustrating i say just don't get waiting window but i think in yes in a short answer i just got to have a crack i mean you got to your market research and if you got a good idea don't focus so much on how much money you can make in x months time just really focus on how you can be best possible company and beat the competition

Erlend Bakke: so for me because you know i i've been an entrepreneur now for nine years and i sort of live in this entrepreneurial world so i speak to entrepreneurs they're my friends and i listen to the media that i pay attention to is like you know business books or podcasts or i sort of sort of live in this ecosystem of entrepreneurs and business so for me in my head like everyone is an entrepreneur because i just kinda live in that world.

Ollie Forsyth: yes

Erlend Bakke: but what is what is actually the what's the case in the real world

Ollie Forsyth: i think i mean i classify an entrepreneur as someone who's making real difference to world some who's solving a problem at the same time if he make excellent money you know have a car if shown when you're like this you can only spend so much money so i think it's really important to get back at some point as well so i think it's okey so being an entrepreneur a social entrepreneur is someone who is really making a real difference and making the world a better place that's what i classify as an entrepreneur

Erlend Bakke: yes yes there 's a real limit to how much money you can spend so if you have if you have a home you have a car and then i mean there's yes you can got out and buy a castles for millions and millions and millions etcetera

Ollie Forsyth: exactly yes

Erlend Bakke: there is actually a limit to on how much you can spend so people look at very wealthy people and go like surprise they're spending all his money

Ollie Forsyth: yes

Erlend Bakke: but in effect how much they're actually adding value in the world is much much bigger

exactly i mean there are only three hundred sixty five days in a year i mean you dont need this so many houses cars and planes you can buy and then once you got work would you relax

Erlend Bakke: agrees

Ollie Forsyth: you know it's like the Microsoft and LinkedIn for example just boiled it for twenty six billion dollar to sign

Erlend Bakke: yes something like that some billion of dollars

Ollie Forsyth: it's amazing, and have i'm very excited to see what Microsoft to LinkedIn i'm but it is something just like to be maybe one day maybe one day that will be you

Erlend Bakke: maybe maybe

Ollie Forsyth: maybe

Erlend Bakke: so it depends i guess it depends on what you want to build as well you know some people want to build fast growth companies other people want a lifestyle business and but in any case it's going back to the point of rich people buying stuff even when rich people buy stuff they're contributing to the economy because if they buy Rolls-Royce you know there are people that had to make the Rolls-Royce when they go to the restaurant there's people working in the restaurant so like we want wealthy people we want because of that the mentality of a lot of people in awe this person is rich so that i that now i can't be rich because that person has all the money and that's not true right

Ollie Forsyth: no i think is i think it's also it's like it's like a it's like a puzzle people want to be better than the person next to him so it's like i can't know the program was but these two guys are living in UK this guy worked a two hundred an a fifty foot yard day after this guy did 300 foot yards and the next day this guy worked a three hundred fifty foot yards i mean the competition's massive but i think in the end it depends on yourself as long as you're happy as long as you're having a good life, you're family's happy i i can assume you can last long

Erlend Bakke: so how has your life changed the what is what is sort of the entrepreneurial journey taught you from you know when you started out and to where you're at right now we grow all our life but what how have you changed as a person

Ollie Forsyth: i mean i think you know a lot more ambitious so you know me i used to wake up seven o'clock every morning when i was eight and i got up four to five or six we work until two guys work until eleven o'clock in the night if you're hungry see something your you'll work twenty four hours a day in order to get it and i think was Rich told me is you've got to take every single opportunity going to knock on many doors as you can and the reason why would i'm crazy as entrepreneurs club is you know having been in the media

having met some amazing people and boss these people at once who can really really help you

Erlend Bakke: agrees

Ollie Forsyth: and i think any entrepreneur so people who want to help one another and you know you have lost great organizations out that lost meet-ups a lot for themselves coaches people trying to sell it we don't have any about whatsoever and is really very much about in meeting like-minded individuals and people wants to grow with you and you can find those connections like that on the bars they can be life-changing

Erlend Bakke: yes

Ollie Forsyth: and i think you need to take every single risk you know belongs within reason how you would know what that risk is going to give you belongs you know and gambling and i you just take every risk and you know just just enjoy it i mean have a crack and see what happens

Erlend Bakke: i actually think that's the one of the big benefits of starting out when you're younger is that so i basically at the age of twenty six i which you probably think is old

Ollie Forsyth: no

Erlend Bakke: at the age of twenty six i was like amazed i can go get another job or you know i can try try my i can try business and see what happens and i'd rather do it now where i'm younger than older where i have more to lose so i i you know in some sense it's more bit like if you're more comfortable in a corporate job and you used to getting a steady paycheck and you know then it's harder to sort of breakout i think it's actually is anybody's young watching this is like it's like great to start when i'm

Ollie Forsyth: yes i mean i'm thinking about my university question you know i i believe every single student should try and start their own business say they saw the when they were sixteen and atleast when they're eighteen you know they they could you know not all businesses work but that's great but what happens if you're your university degree or you are 11:28 doesn't work out and you have no other resources to go to where is maybe saw this really 11:37 idea five years ago you might have a eureka moment and go go back to it

Erlend Bakke: yes

Ollie Forsyth: and you know you just never know what idea it might give you and again going back to the entrepreneur stuff you just never know who you're going to meet and all it takes is for one investor one person who worked from some huge media corporation to get in touch and yes you could be away

Erlend Bakke: so let's talk about the entrepreneurs club where is that happening how can people find information about it

Ollie Forsyth: ye so we launched on September the fourteenth in London so i have a partnership with a company called The Office Group which is great so we worked together with them and really what was best part is meeting like-minded individuals on the monthly basis so it's 12:24 people will just go to the website at [www dot TVEclub dot com](http://www.donTVClub.com) and the plan would be to expand to multiple cities and once you start expanding your business overseas so we will have a potential club here in America and if you're trying to 12:46 and what we're really proud is 12:50 entrepreneurs coming in and you know i'm just very brave ambitious and passionate about meeting those people together connected in them 13:03 and we've got some plans to inspire young young students as well so

Erlend Bakke: so what what's the actual format of the meetings that you have

Ollie Forsyth: so it's always halfway through the month on a wednesday evening we'll meet at some pretty amazing locations in London and we'll have some amazing speakers so someone like Murray who i knew introduced me you recognized a few times we'll have someone like him come and inspire them come meet them you know these entrepreneurs they want to meet new people and know what it's quite like to out once a month on a Wednesday evening about two hundred and fifty people will come to the event that's potentially two hundred and fifty new contacts so i know these entrepreneurs are they they're pretty good

Erlend Bakke: great great and in fact in terms of success and longevity community is is proven by science to be the number one factor so like you can you know you can exercise you you can eat healthy you can meditate you can do all these things but if you're surrounded by toxic people you wont still get the over all benefit like community is like number one in transformational change

Ollie Forsyth: yes

Erlend Bakke: and so a lot of people dont know that but like when you

Ollie Forsyth: interesting

Erlend Bakke: but when you start a business like you need to seriously consider who you're spending time with possibly

Ollie Forsyth: yes exactly and i think you know lots of lots of entrepreneurs can be very busy but actually you know like i said you never know who you're gonna meet but yes you have these few who waste your time i mean technically i have this friend who was this morning was with someone who who said Ollie let's have few minutes of your time spent forty five minutes and as in i just i lost interest but you have these few who waste your time

Erlend Bakke: yes

Ollie Forsyth: but in life you got to choose carefully who who you know you always want to know who you connect with before the event therefore you get a message first otherwise you just you could waste time

Erlend Bakke: yes yes so someone of those things that is really important again when you start a business is like you can work work work but you also need you know some sort of some sort spirituality physical stuff

Ollie Forsyth: yes exactly

Erlend Bakke: and community and again community is probably the most important part of of success because you get energy from other people like i'm on a call with you right now and i'm feeling your energy you're getting something out for me

Ollie Forsyth: yes

Erlend Bakke: it's really important to be surrounded by people like that so that's why you know go to meet ups like like the meet up you're having yourself

Ollie Forsyth: yes

Erlend Bakke: and surround yourself with other people that would lift you up

Ollie Forsyth: exactly

Erlend Bakke: and that that's that's worked really well for me in the past so just getting going back to so there was a question about how how how have your habits changed are you doing something different than you didn't used to do that how has entrepreneurship changed you as a person

Ollie Forsyth: there i'm yes so i mean couple of points definitely more ambitious you know a lot more calculated at taking risks and really you know i always had lots and lots of ideas i you know copy these guys involved in five or six companies and i kind of realize is actually spoke to me either one or two persons really good things even one and make it you know ginormous and then you know there the rewards can be great in the future and like really realize is you know you just knock on every single door it doesn't matter who they are they could be the most boring person in the world but that guy could be best friends with some multi-millionaire dude who is quite a good investor and really you know just just have fun along the way and don't go into business just for the sake of it really think about your long term future so if you're you know twenty two years old name in five six years how you can potentially be married so you just go think ahead of the game and i just

Erlend Bakke: thinking long term is one of the one of the things that definitely has learned to do something long term

Ollie Forsyth: yes i think i'm going to cite Marcus Cory i'm technology and things change the whole time and you you've got to be better than your competition so i don't so much focus on our competition here we're quite unique in our own way we got quite fine story behind it i'm going to i guess my quite presence and you know people know who you are 17:43

Erlend Bakke: ok so in terms of when life hits you in the head with a brick what do you do what do you do

Ollie Forsyth: really simple just keep going pick yourself back up you know if you're trying to do and you can't get that don't say no there is always a real way around it it's just the case of what's the best way 18:13 unique you're not not so much the fastest but you want to sell properly but you know i us entrepreneurs starts off whoever you are picking is always happens in life i you don't want to happen and you just got to pick yourself back up even if it's you don't work with your business for a day just switch off go going to have a blast for friends or i'm just chill out and then things come by i think it's really important to take time off i mean i find it really really hard to switch off as

Erlend Bakke: yes

Ollie Forsyth: my 18:46 to three o'clock in the morning and well i think that's what tries people to successes yes it is quite important to social otherwise just gets like blast so yes it's cool to go social

Erlend Bakke: right so so keep on going take a break if you need but like get back on the horse and keep on keep on moving

Ollie Forsyth: yes

Erlend Bakke: so because you were you were bullied in school and and tell us a little bit about that

Ollie Forsyth: yes i mean as it was going like sorry four years now i i honestly don't know what it was so i had the car business as for the time and i send quite a lot of media exposure 19:37 endorsing meeting and i only see in school get in business i've been aged for this guy obviously better going to pick on him and i i i learned just block them out these people would they waste your time they stop you and just forget about them and it was quite hard man had a massive broken school until i met some really really good friends just let it go you're going to be hopefully the successful one and those guys will come and potentially you know offer some advice from their business or job in able to i i haven't heard from them for years and i don't really expect to see them

Erlend Bakke: i think the challenge is that and sort of as humans we kind of going back to the community aspect is like we want people to be similar to us

Ollie Forsyth: yes

Erlend Bakke: you're different now you're rejected from the community like sarcastic we go to watch football and we got us got to use our last name instead of our first names and we all have to talk about you know this and that right that's and then if you different then people notice that and then now they're rejecting you and that's that's the natural way of life going back to why it's important why do i spend time with entrepreneurs well because they are the same as me

Ollie Forsyth: exactly

Erlend Bakke: but i felt the exact same thing Ollie when i went out as an entrepreneur yes you know the people the good people they they were encouraging but the negative people they were just very negative and i thought it was hard

Ollie Forsyth: it's interesting and actually in times like that it's where your friends outside of school there there's the ones you really know you are your closest friends best came by as my point where picking yourself back up you've literally just going to you want to pretend they don't exist and you you just know there's no long to go before you get out of school and just move on don't don't hold back

Erlend Bakke: that's just another it's just another entrepreneurial lesson

Ollie Forsyth: yes

Erlend Bakke: just going to do things your way people will look at you differently

Ollie Forsyth: yes

Erlend Bakke: you know be true to that and keep on moving forward

Ollie Forsyth: yes i think i think 21:59 it's jealousy i didn't know just so jealous of what what someone's going to cheat and they for it's not easy so but anyway i forget

Erlend Bakke: great great so how did you meet all these celebrities that because you've been in the on Fortune Magazine and you've been in the Daily Mail you've been also to all places you've been now on the HardcoreMBA podcast boom

Ollie Forsyth: even better

Erlend Bakke: how how did you manage to get on to all these places

Ollie Forsyth: so i sort of started with the media i started getting to the media when i thirteen so it was just a simple case of some young kid rise into 22:43 little paper about me i went to some radio station then 22:52 which you might have heard of me and then a news agency one or some holiday and they were good friends with all the UK big publications they i yes that they they basically personally knows these guys and it just kind of took off

Erlend Bakke: so so you understood at a young age that you could use PR to sell stuff

Ollie Forsyth: myself yes

Erlend Bakke: so so you sent an email to newspaper going i'm doing this stuff maybe you want to write about me

Ollie Forsyth: yes i mean it was literally like of i think i was fifteen at that time i'm fifteen years old this is what i'm doing i think i'd be an inspiration to aspiring entrepreneurs especially students and you know i think i i think it's really important especially young entrepreneurs they want to be the next Branson 23:41 and you name it but that's a long long way off you got to have young role models who are making progress and those the ones you should first aspire to be then the Bransons and yes i mean once you're in a big UK publication the all of them will start rising by you then entrepreneur dot com can touch then force then touch and then you'll be on TV shows and you know it's it's cultural surprise to absolutely amazing and and you know PR is massive massive thing to grow business

Erlend Bakke: so what kind of things happened after that so basically once that snow ball started rolling what kind of things happened like did your sales increased what was the benefit

Ollie Forsyth: i i do mean i think it is not in my sales but people recognized who you are

Erlend Bakke: yes

Ollie Forsyth: so it's like being stopped for couple of times on a tube in London for example which is great i'm young i'm honored but i think you know if you want to really really gain about that you just got to write every single newspaper so it's about my question knock on every single door you know PR is the biggest way to get your name out there and it can be done at a reasonable price 25:05 and but you know from from that i occasionally work for Virgin so Richard Branson's company and i was on the trip to India recently so talking about kind of social impact and how entrepreneurs can create entrepreneurs in rural places like India but anyway he's the rich Branson that actually shared my 25:29 worked for Virgin and his pages as i mean i seventeen thousand likes and it shares German newspaper 25:38 i have messages from China Venezuela it's quite weird at the same time it shows how on how powerful social media and PR can be

Erlend Bakke: and and have you met Richard Branson yourself

Ollie Forsyth: i have so it was quite a bizarre moment i was invited to one of his conferences last July or August anyway it was the same day as the finals of the Pitch the Rich Competition which is a massive entrepreneurial competition in UK and

Erlend Bakke: what was the competition called again just we

Ollie Forsyth: was called Pitch the Rich so 26:25 spotty ok on and anyway we want to meet Sir Richard Branson for six seven years and i was not going to leave that building until i meet him anyway he was the last one speaking before anyone even had a chance 26:41 of the room and i just literally touched his shoulder and said Sir can i share my article about six years and he said yes of course called me and literally held my hand took me upstairs have a quick chat the person 26:54 so much yes but i'm sorry

Erlend Bakke: yes and then he after that he shared your article

Ollie Forsyth: yes exactly so I shall meet him again seven two weeks we should be quite honest

Erlend Bakke: you are meeting him in two weeks

Ollie Forsyth: yes so it's actually Pitch the Rich final round I'm going to find him sir

Erlend Bakke: are you Pitching up or are you on the panel

Ollie Forsyth: i mean the audience 27:21 on the panel

Erlend Bakke: ok ok cool

Ollie Forsyth: we have been pitching potentially

Erlend Bakke: yes

Ollie Forsyth: and you know from that i mean so my Forbes Magazine or Entrepreneurial dot com they love 27:31 with Richard Branson so again meeting early 27:34 I mean yes it can be good PR but also is by your prep on branding as well you going to meet the right people because you don't want the wrong people on your brand that that damaging but at the same time there's there's a you know PR PR is great you can get it

Erlend Bakke: so how how did you how did you learn about PR who was your mentor and that's this

Ollie Forsyth: i'm literally told myself for 28:01 and the pros and cons of PR how you do it i want to enjoy i'd never have written a press release it's always a formal letter to the journalist and

Erlend Bakke: so you write you do you write a formal you send it in the post or

Ollie Forsyth: 28:17 electronic mail came out and i think they quite liked hearing young people and motivate others so you know sometimes they're coming sending the stakes in this and you know but i think it's just sorry

Erlend Bakke: mister Branson is dyslexic right and that's and he quits school at sixteen so there's some parallels here

Ollie Forsyth: yes exactly he stars in some magazine age fifteen i starred in some magazine age sixteen how would it's nice

Erlend Bakke: that's a start how old are you right now

Ollie Forsyth: so eighteen i didn't have a license yet Erlend

Erlend Bakke: well you have some time to catch up have so so you're eighteen and just want to think what i was doing i was eighteen well i really didn't know about the workd of entrepreneurship i you know my parents were academics right and my uncle's a lawyer but that's kind of an academic that is a law firm is still does but who i remember one of our family friends was an entrepreneur now and i was always intrigued by him but it's interesting how we don't know what we don't know right so you kind of this i'm still amazed by your sort of selling coffee to your parents at a young age and and and that because oftentimes that comes from parents that are entrepreneurs so we're gonna pick up on it

Ollie Forsyth: i think in the family it was my grandpa who was an entrepreneur i mean he had a textiles company 29:49 you know enterprising a family and yes i came by to my middle school i mean i just never want to going to work with some one and that's you know when something really bad happens and you know i just want to create some amazing product that every single person loves and you know not so much not so much got to sell it in six to seven years and you know how you'd make the world a better place and you know you only have eighty ninety years on this planet

Erlend Bakke: as far as we know

Ollie Forsyth: yes so or potentially more and you know you just take every single opportunity and i i hate wasting time so other weekend other people watching out football game or you know lie in bed i wont have any of that

Erlend Bakke: i am actually watching the football at the moment i haven't watched football in years but i actually yes actually find it slightly relaxing

Ollie Forsyth:: yes i mean in fact sometimes when not so much football when the 30:56 is on

Erlend Bakke: yes

Ollie Forsyth: i watch football like i work as well since i'm more 31:01

Erlend Bakke: okey it was like what i find is i need to sort of start i start winding down so i had a business meeting yesterday that ended at nine thirty in the evening

Ollie Forsyth: yes

Erlend Bakke: and after that like i i didn't continue if i continue working i wont sleep until one which it makes the next day unproductive

Ollie Forsyth: i i mean it depends who you are i worked really well at early hours in the morning or really late at night you know when

Erlend Bakke: yes it's a strange combination isn't it really late or early

Ollie Forsyth: i think when everyone's going to bed you work by yourself you scrap one and until you have 31:43 but you know yes four or five hours is enough for me

Erlend Bakke: i'm i'm feeling really inspired by you like you know because when you're an entrepreneur you sort of add it like for nine years and you know things are things are going well but you know you're always thinking of how can i make it this ten pounds in to a thousand pounds as you've mentioned earlier and you know i'm getting really really inspired by by speaking to you here today so that's kind of cool so what kind of trend are you seeing in in entrepreneurship in the UK what kind of trends are you seeing that's that's my question

Ollie Forsyth: yes

Erlend Bakke: what trends are you seeing at the moment and it should probably be better angle but it should probably be the first thing that you're thinking about

Ollie Forsyth: so the 32:27 matter

Erlend Bakke: okey

Ollie Forsyth: and the sharing economy i'll take We Work for example the Share Inc company co-sharing desk company

Erlend Bakke: yes

Ollie Forsyth: they they some so well 32:46

Erlend Bakke: i heard that yes

Ollie Forsyth: i think 32:50 the next generation things are just getting 32:54 rent for example mortgage crisis you know it's getting harder to begin with employment unless the otherwise goes and that's when company left town to overseas and it goes back to my question you know about universities inspiring people to go into wants to study the most times i go to and speak on 33:20 when i go speak to universities these students probably seventy five percent of them they have no clue what they want to do so i kind of question myself you're studying law finance marketing whatever and you don't know what you want to do so why why studying it yes i i honestly don't get it but you know i think yes they're 33:45 and i think the online education is big as well but also you know social impact wise the aspiring entrepreneurs can start their own business and that's that's still growing and yes i mean trial funding i mean that's kind of done now but you know i mean it's the case of

Erlend Bakke: so so the trend is done but it's still like a viable business

Ollie Forsyth: i mean i think you know what the question is what crowd funding brings on for so what's next crowd funding you know 34:26 going business of you know i mean realize trends change every single day but i think it depends what your business is

Erlend Bakke: well i think what you're saying is crowd funding is like it moved from different type of crowd funding now like with property partner you can buy houses with other people so i i put down like sixty pounds for properties i own like a small i own like a few atoms and the properties are somewhere in London and i don't know where it is i just bought it to see how the system works

Ollie Forsyth: see i think 35:01

Erlend Bakke: yes

Ollie Forsyth: I personally would never do it only because you know i mean the the 35:10 for example you know what i guess yes it would have an impact but i've seen 35:16 i i'm not sure i didn't knew the market that well

Erlend Bakke: yes exactly that's why i spent sixty pounds and i also like crowd cube crowd cube where you can 35:28 present basically you you 35:30 like a thousand pounds or a hundred pounds or whatever we have different chairs and you can you get a percentage of a bit of a real business a friend of mine is doing the campaign right now Michael Townsend who was on this podcast he's got this really cool breathing app and he's doing crowd funding right now so so it's cool are you are you yes sorry

Ollie Forsyth: yes sorry i knew crowd funding i mean especially businesses you can raise money very very quickly at the same time there's a company with a crowd funding sites you raise just hundred four million pounds and they had you know a couple of thousand investors you know when it comes down to shareholders agreements dividends it i mean two thousand 36:15 that's quite a bit work

Erlend Bakke: i think well i hope i don't know this but i think maybe that's part of the crowd cube module well in theory like maybe they sell it as a back end product i mean that would be smart the smart thing to do lure companies in would like you know an easy way to get funded in the back end you sell them all the services they need to actually do all the legal hassle

Ollie Forsyth: yes i think i mean i mean it depends on what type of funding you're looking for i think i'm a big 36:46 where you can spend good time with particularly 36:50 you can find a university who wants to grow with you

Erlend Bakke: yes

Ollie Forsyth: trouble with crowd funding once 36:57 investors even a couple hundreds you'll you probably know when you gonna meet them 37:02 but you can you just can't it's not part of story you conquer it together so we'll see

Erlend Bakke: great are you currently outsourcing anything at the moment are you taking advantage of the global talent pool that we have access to or are you staying loyal to the UK

Ollie Forsyth: no none at the moment you know i think we're very much a UK company but once we start expanding overseas that's when you know things will get exciting but i mean it's interesting these kind of big corporates and you know i i 37:37 are from overseas i hire talents here in the UK and they're not so fast where they come from 37:49 i think that's personally what i believe that's what we really care about

Erlend Bakke: so you know i'm big in outsourcing that's basically MrOutsource dot com that's kind of we help entrepreneurs outsource

Ollie Forsyth: very nice

Erlend Bakke: that's one of my one of my businesses so if you ever need outsourcing just drop us an email

Ollie Forsyth: of course

Erlend Bakke: yes yes

Ollie Forsyth: yes and so what kind of software and hardware are you currently using that you want to shoutout about

Erlend Bakke: so what kind of what kind of software hardware like what kind of gadget are you currently using that you think is cool that you want to share

Ollie Forsyth: at this moment in my life my phone that's that's basically what i'm using

Erlend Bakke: i see an android that's i see an android

Ollie Forsyth: that not it's an iPhone

Erlend Bakke: see it's iPhone okey cool

Ollie Forsyth: but yes i mean i'm a lot of this kind of give us 38:47
yes but once we start getting bigger we will have some online kind of platform which 39:01
and i do quite you know i find encouraging thing quite interesting i mean the website our
cloud website i 39:10 myself

Erlend Bakke: cool

Ollie Forsyth: didn't have a clear how to do it or youtube video for half an hour can't just figure out the trouble is it's not so much the cause of how much it's going to cost to build you know if you can get yourself you can do it within minutes as where you go for agencies people it could take a day and you know i think entrepreneurs they want things done instantly and that's why i kind of told myself yes i can build like a LinkedIn kind of a i guess software but 39:47 that's what i need to know

Erlend Bakke: i think i think i sort i count from it for two different angles one is do i want to do it myself like am i interested in it it will it be fun

Ollie Forsyth: yes

Erlend Bakke: and if it's if it's not one any of those i i outsource it like i let somebody else do it so because like i want to spend time doing things where i can i add value because i'm not, i can't do everything and build a website could be a lot of fun right so it's like excited i might want to do that

Ollie Forsyth: it could be really annoying at all

Erlend Bakke: yes but i can be annoying so i think it comes down to whether you it's like a good fit for you as an entrepreneur or you should or if you want to have just

Ollie Forsyth: yes 40:29 i mean about outsourcing as well you know you can you can get a website made in UK for grand two grands high profile agencies will charge me thirty grands

Erlend Bakke: yes

Ollie Forsyth: but then you can go somewhere in the America or India or far east they'll charge you a couple of hundred dollars

Erlend Bakke: yes

Ollie Forsyth: it's one of those things i mean i i think it depends on what you really want if you communicate with a overseas agency they might know what somebody wants but if you're in the UK company you can go meet them i think it all expense what your budget says and what you're trying to do

Erlend Bakke: absolutely

Ollie Forsyth: if you got a massive budget then definitely stick to the UK if your unit belongs based in UK but if you're wanting to get a 41:16 website try 10:23 website

Erlend Bakke: well i'd like to think we make pretty good stuff but it's a it depends i mean i have friends that program in Norway right so because they just want to have person in the office they hired in two programmers they were a hundred pounds each an hour and probably if thy want to create 41:40 somewhere they could pay thirty pounds an hour

Ollie Forsyth: expensive

Erlend Bakke: they just wanted them close because it was just more efficient and they have the money so that's all comes down to the how much can you afford right like you said

Ollie Forsyth: yes

Erlend Bakke: and so what is your what is your favorite book and why

Ollie Forsyth: my favorite book that's the question once 42:02 but the book i've read in the bars Rich Branson it's yes Rich Branson The Virgin Way that's pretty good to what i mean i'm not actually haven't read one or two books i 42:18 from South France again i there's no much time date kind of 42:24 but i do quite like 42:29 so i'm decking 42:29 you know watching yours old time now get one in the UK because it can be real 42:36 there's a cool documentaries yes it's just quite yes it interests you 42:45 it is very important for 42:48 and i think it's selling young people especially if you should be doing this along because that will always so agree to the you know acts or friends whoever 43:02 on the real world yes and that's how i always make sure yes books Richard Branson ofcourse

Erlend Bakke: okey cool cool and podcast and so the thing that a lot of people don't know about books is like you don't have to read the whole thing you can take up a book you can read the chapter that you want to unless you want to unless you sort of want the whole experience because the book is like structured and like introduction medium conclusion

Ollie Forsyth: exactly

Erlend Bakke: you want the whole run through then that's fine but if you just kind of want to read a chapter just to get an insight that's fine too like you don't have to read the middle

Ollie Forsyth: yes i think i find it quite interesting i find books are a little more engaging

Erlend Bakke: okey

Ollie Forsyth: and you you get a lot more acts of the story instead of spending weeks reading a book you can just watch book arts and that

Erlend Bakke: yes yes i was actually making my my green smoothie upstairs are you doing breakfast green smoothies at the moment

Ollie Forsyth: 43:59 a long time i didn't have any breakfast only have six or seven cups of tea in the morning

Erlend Bakke: okey okey

Ollie Forsyth: that keeps me going

Erlend Bakke: yes so basically instead of the tea i have lucky green smoothies were it was like eighty percent green stuff so it's like kale fennel celery those a lot of people put fruit in their smoothies like you shouldn't have a lot of sugar you shouldn't have lot of fruit

Ollie Forsyth: yes

Erlend Bakke: so you should have eighty nine percent green stuff and then you can add like a banana or some blueberries just to give it like a little bit of sweet taste

Ollie Forsyth: i have tried green soup but i've never tried one

Erlend Bakke: i'm telling you man if you start to one of my my coaching clients he's a he's like a Canadian specialist and in in about the gut and our gut is the biggest organ

Ollie Forsyth: yes

Erlend Bakke: right and if you take the gut and you like put it all over a tennis court you can fill two tennis courts my point is this is the biggest organ and actually our brain and our heart is determined by our gut so how we feel like we are an entrepreneur you want lots of energy you want to be able to do all the things you want to do if you feed yourself with like a green smoothie every morning you starting off with like lots of energy

Ollie Forsyth: exactly

Erlend Bakke: that's why i do it that's one of the things entrepreneurship taught me was like eat green stuff because you get more energy i can do more stuff i'll sleep better i'll be better with people etcetera

Ollie Forsyth: here that's our new business going to be bringing breakers to open up and go in the morning

Erlend Bakke: sounds good sounds perfect

Ollie Forsyth: yes

Erlend Bakke: so what entrepreneur really inspires you

Ollie Forsyth: so i think i mean my first role model was Richard Branson

Erlend Bakke: yes

Ollie Forsyth: yes i mean probably everyone says that but actually for me you know we we share a lots of similarities he left school age sixteen i left school age sixteen he is dyslexic vice versa and you know he is just truly incredible warrior and i think he's sixty five sixty right now and he is literally incredible warrior and he is incredible so incredibly inspiring you have you know Steve Jobs for buffers Mark Cuban Jeff Bezos always really really interesting people and was interesting is have lots of similarities they were incredibly ambitious they don't sleep and they want to get to the top but also they want to get back to some int as well so Virgin's very good at they got a 46:35 Virgin Unites which was with overseas projects and it's just it's just really nice to see the impact that a massive company has in terms has a lot of money but at the same time they support a lot of very very good causes

Erlend Bakke: yes

Ollie Forsyth: and you wish more corporates like that

Erlend Bakke: so actually learned today when i was listening to a podcast that i managed email the same way Jeff Bezos does

Ollie Forsyth: pretty interesting how's that

Erlend Bakke: so my two virtual assistants have access to my email and they'll reply to as many things as they can

Ollie Forsyth: okey nice

Erlend Bakke: and then there's like a system of organizing it but basically i think Jeff Bezos assistants are required of everything and then he reads his email by the only replies to some things supposedly so similar but not exactly the same

Ollie Forsyth: yes i've emailed him once and he responded to me so

Erlend Bakke: he did

Ollie Forsyth: yes it is

Erlend Bakke: this is the thing people don't email people you know people wonder how i've been able to get like you know Lord Billamora you know yourself like that on the podcast

Ollie Forsyth: yes

Erlend Bakke: it's just like you just email people like with the PR pressing that you're talking about just like a freaking email your story

Ollie Forsyth: yes

Erlend Bakke: newspapers wants stories you know

Ollie Forsyth: exactly

Erlend Bakke: that's their business

Ollie Forsyth: this is i mean this too these two stories i mean whenever someone emails me i try to respond within about twenty minutes to every single email and you know when when i just been in a newspaper or on a TV show this way i get fifty one hundred emails asking for some advice for inspiration i will make sure i respond to every ingle one of those

Erlend Bakke: agrees

Ollie Forsyth: it's really not hard to respond to an email a big believer in compose 48:26 time to get in touch with you what it takes five five seconds to respond to an email so i'm a bigger that's good that's

Erlend Bakke: yes i agree with you so where do you want to be in three years time now

Ollie Forsyth: yes it's good question so i think i mean in the moment i'm very focused with the Entrepreneur Club we're looking to take it to five cities in the first year and i like to be in essentially fifteen twenty cities in three years you know and i want to build some formal entrepreneurs academy to inspire students to pursue their own business into business schools both of them were not that good and i honestly this quite this quite my story behind the brands and i think people will be really interested in kind of unique kind of install kind of install the business there might be a tiny fee you know few involved but at the same time you pay a tiny fee and you have a business idea and you can start your own business that's it's a good investment i guess and yes i mean i moved to London in fifteen days which is exciting

Erlend Bakke: then you move to central central London or

Ollie Forsyth: southwest

Erlend Bakke: cool cool

Ollie Forsyth: i'm area and you know maybe five six years potentially move to America if things work

Erlend Bakke: New York

Ollie Forsyth: i think i have members in New York

Erlend Bakke: and you're in the middle somewhere middle of the city maybe

Ollie Forsyth: 50:02 i can't sound i can actually be there but and you know you have big big ambitions but i'm one of those people who would be doing green bag you don't aspire to anything

Erlend Bakke: yes

Ollie Forsyth: and you know the same time i'll be twenty one so yes i think we'll see what happens i think well so working very well

Erlend Bakke: so where can we get more information about you so if you enjoyed this podcast and you want to hear more about Ollie where can we go

Ollie Forsyth: so you can visit my personal website which is just Ollie Forsyth dot com or you can go to 50:44 or you can follow me on twitter at Ollie Forsyth

Erlend Bakke: and we'll add this in the show note as well guys

Ollie Forsyth: with some thank you

Erlend Bakke: so thank you so much for being in the show it's been amazing

Ollie Forsyth: thank you

Erlend Bakke: guys if you enjoyed this episode please please please go below this video or if you're on iTunes please write a review really helps us reach more people and keep the show growing and becoming better and better and better share it you know just sort of if you enjoyed it then share it or hit it like it really helps us reach more people have a bigger impact you've been beautiful thank you so much

Ollie Forsyth: very much too thank you go inspire those people