

# How Hard Can it Be?!

## Overcoming the Start-Up Obstacles

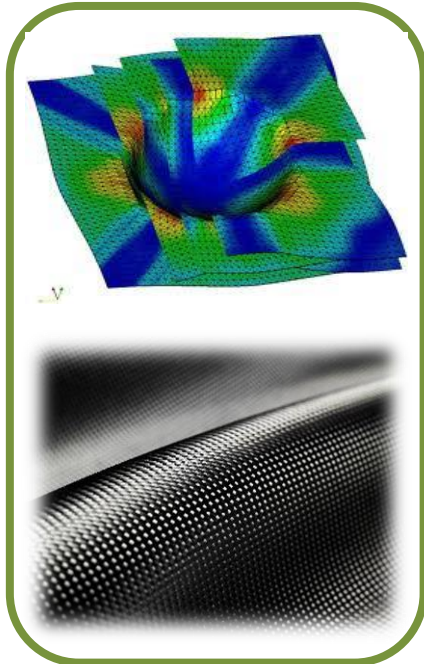


Mike Lawton & Mathew Dreaper

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# What do you get when you bring together?.....

Smart aerospace engineers from around the world




Advanced proprietary composites

The ancient art of origami

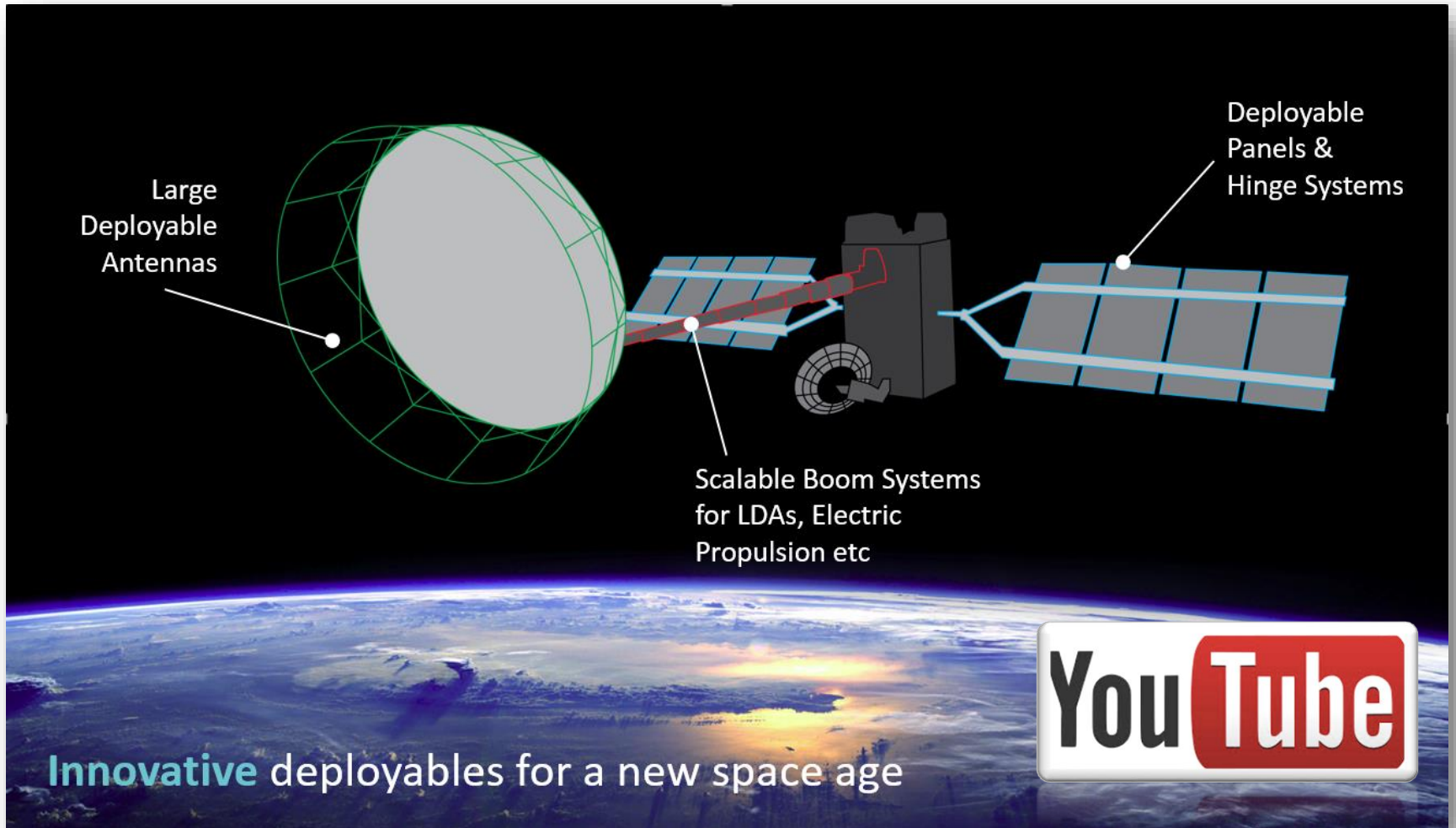


Superb support network



# OXFORD SPACE SYSTEMS

Oxford Space Systems is an award-winning space technology business that is pioneering the development of deployable space structures that are lighter, less complex and lower cost than those in current commercial demand.



[Video available on line at:  
https://youtu.be/VE3fAUbPo2c](https://youtu.be/VE3fAUbPo2c)



## DR. JUAN REVELES

### Chief Technology Officer

Award-winning PhD research in Computational Mechanics (Cranfield University)

16+ years experience in analysis of complex engineering systems: automotive, electronics and space systems

17 conference and peer reviewed journal publications

External examiner for the MSc in Astronautics and Space Engineering, Cranfield University



## MARTIN HUMPHRIES

### Principal Collaborator

Former Head of Mechanisms at BAE Systems

35+ years space flight design, 40+ successful space flight missions

ESA and NASA recognised expert in space mechanisms



## PROF. ZHONG YOU

### Principal Collaborator

Professor of Engineering Science (University of Oxford)

Expert in deployable closed kinematic chain structures & origami folding

100+ journal & conference publications, 1 monograph and 6 patents



## MATTHEW DREAPER

### Finance Director

Lead, or key role, in £93m worth of transactions over the last decade

£2m of funding for a number of start-up ventures since 2008

FD and support services to OSS & a select group of high-growth tech companies

# Typical Obstacles for a Start-Up

- ! The founder
- ! The founder's family
- ! Other members of the founding team
- ! Money
- ! The wrong sort of investors
- ! Fearful customers
- ! Unreliable suppliers
- ! Scurrilous competitors



# Top Tips for Avoiding the Start-Up Landmines...

- **Honesty**

- Be honest with yourself
- Be honest with others (or perhaps be “wisely honest” with others)

- **Strategy vs Plan**

- A broad strategy & clear principles is more enduring than a 100 page business plan
- It'll take longer and cost more than you think...


- **Bring people with you - emotion often trumps reason**

- **Treat investment as a partnership**

- **Dare to dream!**

- **What's the worst that can happen?**





# OXFORD SPACE SYSTEMS



Mike Lawton  
Founder / CEO



Matthew Dreaper  
Finance Director