



ALEX REED

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ABOUT

Left corporate career to join a Startup Incubator Entrepreneur First where he met his co-founder and founded Moonsift



WHAT HE DID

Became an entrepreneur and his own boss.

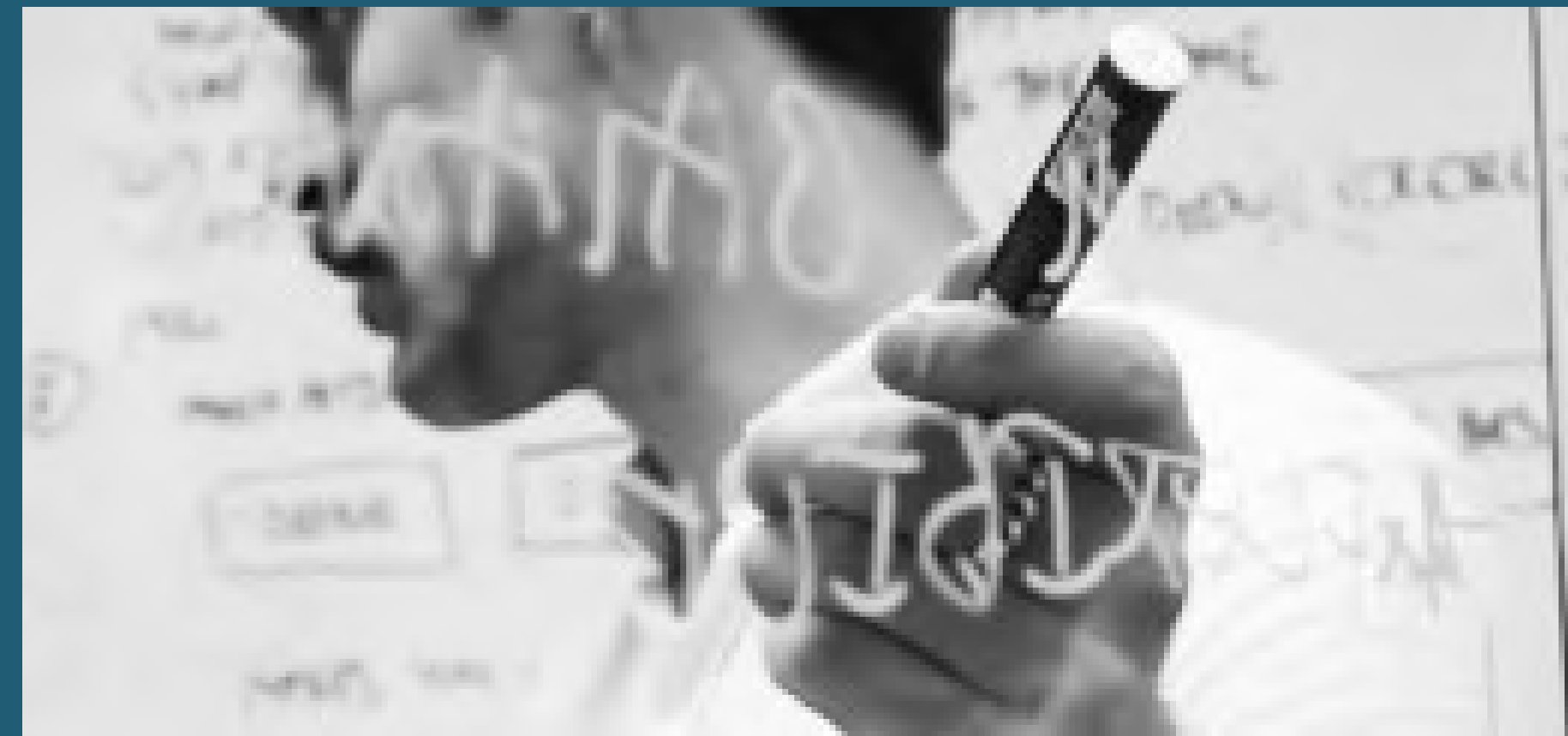
Works from his home office and in charge of his own schedule. He co-founded Moonsift, a technology startup, with one of the UK's leading data scientists. Together they are now on a mission to reimagine shopping online.

■ He has immersed himself in a world of entrepreneurs and technologists. Learning at a far greater pace than he could working at a corporate.

The first few years of being a start-up founder means no steady stream of income. However now he is working for himself, every moment of every day is an adventure and he couldn't be having more fun.

Alex loves to travel and still does so regularly. Being able to work from wherever he is, he has spent time in the US, Europe and New Zealand.

He has more flexibility to see people and attend important events - attending 6 weddings in the last 2 years. He is no longer saving money, but he is also building a business that could be worth infinitely more than he could ever save.



HOW HE DID IT

Alex threw himself straight into a technology incubator. He knew he wanted to build a startup and the most important thing was finding a great co-founder to do that with.

He read and still reads as many books as he can on everything he needs to know to build out his company. Including reaching himself to use design and prototyping software.



Before deciding to persue Moonsift, him and his co-founder spent months testing the potential of 5 other business ideas. Assessing the size of the problem and market, talking to potential clients and users. They created lean prototypes that helped them assess whether they were making any false assumptions.

They chose to work on Moonsift because they got a huge response from users, but also because they were excited to work on it. It was a business they wanted to spend their time building.



WHY HE DID IT

Alex has always been a leader and felt he could drive more impact outside of the constraints of the corporate environment.

He was fed up with the politics and the hierarchal structure of working in a large organisation, he wanted the autonomy over his future.

He wanted to create something, to bring something new into the world.



ADVICE TO TRAILBLAZERS

The first step is to realise you want something different. You may not know exactly what that is to begin with, but as you start moving towards it, it will begin to take shape.

I'm not saying jump blindly into it. But start taking action towards realising the life you want. If you are good at what you do, you can always go back to it, so what's the real risk?

The biggest risk is you do nothing and then look back and ask what if. The biggest risk is you don't have the adventure, don't make the change.

