

## Entrepreneur of the Month

Nick Coombes Jan 04 – Jan 05, New York

I run Bouche Media, a video production and consultancy business for corporate communications. We're based in London's 'Tech City' in Shoreditch and specialize in working with financial services firms, so it's a handy location for the City and an invigorating environment for a start-up. We employ crew on a freelance basis so currently it's only me and an assistant in the office full time. Video production is nearly always on an ad-hoc basis with very short notice for new projects, so there's no need to have a big team at the moment. We now work with some of the biggest names in finance including HSBC, JLL and BDO which is very satisfying for such a small business.

I set up Bouche in 2012 after working as a freelance producer for a couple of years, which followed on from being made redundant from Bloomberg TV during the financial crisis. I'd never planned on starting my own company, but it seemed like a great opportunity and I liked the idea of creating a fun, innovative business. I was lucky that with brothers and a few cousins running their own businesses, my family encouraged the idea and there was plenty of advice on hand. I'm sure my Mountbatten year also helped, the academic course giving me an idea of the basics involved in operating a company, as well as the confidence gained from spending 12 months working in Manhattan.

Starting the business required a real change of mindset from working for a big company, adapting to an irregular income, understanding basic accounting and googling your IT problems, are standard features of self-employment. However I've learned the logistics of setting up a business are the easy part, the biggest challenge is getting new business and then keeping it, so I have a newfound respect for sales people!

The plan is to grow the business and develop the consultancy service so we're not only making content but advising firms on how to use it. Further down the line I'd like us to be making adverts for consumer brands, but that's a way off yet I think...

[www.bouchemedia.com](http://www.bouchemedia.com)