

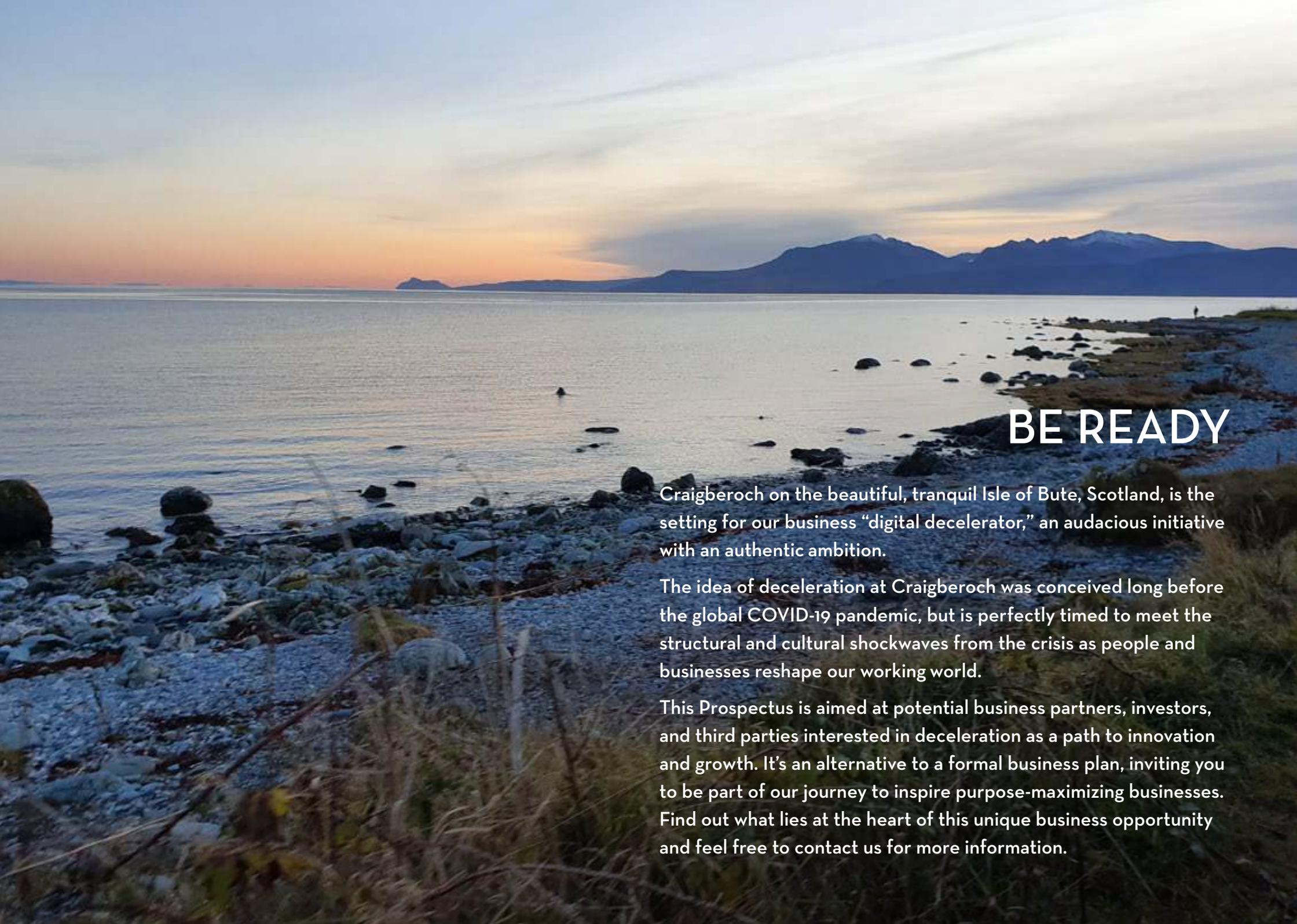
PROSPECTUS

Craigberoch Business Decelerator & Trust



craigberoch

August 2020



BE READY

Craigberoch on the beautiful, tranquil Isle of Bute, Scotland, is the setting for our business “digital decelerator,” an audacious initiative with an authentic ambition.

The idea of deceleration at Craigberoch was conceived long before the global COVID-19 pandemic, but is perfectly timed to meet the structural and cultural shockwaves from the crisis as people and businesses reshape our working world.

This Prospectus is aimed at potential business partners, investors, and third parties interested in deceleration as a path to innovation and growth. It’s an alternative to a formal business plan, inviting you to be part of our journey to inspire purpose-maximizing businesses. Find out what lies at the heart of this unique business opportunity and feel free to contact us for more information.



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THE AMBITION

An innovative space full of possibilities

The Craigberoch Business Decelerator is the result of the highly personal journey of Gib Bulloch, owner and custodian of this programme. It represents his aspiration and passion for corporate change and innovation. Today, the Business Decelerator not only inspires many others, but also reflects the zeitgeist in our corporate and personal lives.

Craigberoch provides the soil in which people and ideas can flourish

Craigberoch provides the soil in which people and ideas can flourish. We bring talented individuals from large corporations and non-governmental organisations (NGOs) together with artists, activists, musicians and people from rural communities around Scotland, to stimulate breakthrough innovation that benefits people and the planet. We seek to catalyse and inspire “change from within” for the good of all.

Part of a broad movement, including the League of Intrapreneurs, that is reimagining the future of work, Craigberoch is helping to nurture cultures that are more authentic, innovative, collaborative, meaningful and compassionate.



Craigberoch offers an innovative space full of possibilities that is emergent by design. We explore new ways of facilitating and collaborating at the nexus of the arts and business. We offer a suite of services that are both physical and virtual, delivered in diverse groups, as well as bespoke services to individual corporations or NGOs. Going forward, we hope the Craigberoch business model will inspire a franchise network of rural digital decelerators across Scotland and beyond.

THE CORPORATE INSURGENT

A personal message from Gib Bulloch



I'd like to give you a sense of my motivations for embarking on this exciting journey to reinvent the future of work.

My career involves three decades working in large multinational corporations—with 20 of these years spent at Accenture, the global professional services organisation. During that time, I founded and scaled an internal social enterprise and was recognised as a leading social intrapreneur.

I've often challenged the received wisdom on the role of business in society. A year spent with the Voluntary Service Overseas (VSO) in the Balkans from 2000 to 2001 was the catalyst for the next 15 years of my career spent leading a corporate “guerrilla movement”—a not-for-profit inside one of the most profit-driven corporations in the world.

The enterprise was highly successful but came at a price when, in late 2014, I suffered a breakdown and needed hospital care. In “The Intrapreneur: Confessions of a corporate insurgent” I share this experience and explore the “craziness” of today’s business environment. Applauded by Arianna Huffington as “An inspiring personal account of how purpose and wellbeing can transform the business

**The
Intrapreneur:
Confessions
of a corporate
insurgent**



world,” the book is a call to action for a new breed of social activist who may be disillusioned working within, or about to join, today’s business world.

In my personal life, despite choosing a career in international business, my heart never really left the Isle of Bute where I was born and raised. Both my parents were teachers in Rothesay Academy and active in the local community. Music and art were very much part of my upbringing, alongside an education in the great outdoors—learning to appreciate the island’s solitude, beauty and inspiration.

When the ruins of Craigberoch Farm came on the market in 2018, I seized the opportunity to blend my business beliefs with my love of the island by creating a space that I hope will awaken a generation of changemakers in business and in the local community.

I have a deep-held belief in the power of the individual to change the world of business, fundamentally. Experience in the past few years has convinced me that this change must start with personal transformation.



THE HEARTLAND

A spur for local regeneration

Over the past three decades, the island community of Bute has gradually declined, both economically and demographically.

But there is evidence that the island is turning itself around. Several new initiatives, such as the renovation of the iconic Rothesay Pavilion and the extensive work of The Mount Stuart Trust, are building on and restoring the island's rich and proud heritage.

Indeed, it is the island's solitude and relative isolation—long seen as an Achilles heel and the underlying cause of “brain-drain”—that is fast becoming a source of comparative advantage.

Business professionals are seeking more meaning in their working lives. They are looking for opportunities to reconnect to themselves and to escape the ferocious pace of the 24/7, always-connected corporate culture. Many business leaders recognise the burnout epidemic that is undermining wellbeing in the workplace and inhibiting creativity.

Business professionals are seeking more meaning in their working lives



The Craigberoch team recognise that the enforced deceleration caused by the COVID-19 pandemic has coincided with a surge in social innovation within corporates seeking to offer their capabilities to find solutions. It's time for businesses to apply their same creative zeal and urgency for profit to other challenges, including climate change and the United Nation's Sustainable Development Goals, by tapping into the enormous potential of deceleration.

THE PROPOSITION

The power of nature and nurture

Craigberoch's vision was conceived in early 2018 and brought to life as a social business in 2019 with B-Corp status applied for in 2020.

It aims to:

- Ignite and inspire breakthrough innovation that benefits people and the planet
- Create and nurture a thriving community of innovators and activists, bringing together intrapreneurs from around the world and rural communities across Scotland
- Drive “change from within” to benefit the wider world.

We believe strongly in the regenerative power of nature. We are committed to developing a unique and iconic physical space to host deceleration events and “co-being” residencies on Bute throughout the year.



By regenerating the ruins of a secluded 18th century farmhouse to combine ancient tradition with modern architecture, we aim to create a space that is conducive to innovation and wellbeing which enables people and ideas to flourish.

Space is important to the vision, but the COVID-19 pandemic has highlighted the power of virtual interactions in promoting innovation and a sense of community, too.

Our services



craigberoch DECELERATOR LAB

5-day/3-day Business Decelerator

Our flagship programme, run on the Isle of Bute and offered to up to 50 participants from the world of business, NGOs and the local community.



craigberoch on Bute

“Co-being” residencies

A residential programme ranging from a few days to several weeks, where participants can benefit from local co-working facilities, combined with a daily optional programme of creative activities, provided by the local art and crafts community, as well as outdoor hikes and wellbeing classes, such as yoga and meditation.



craigberoch Live!

Virtual Decelerator Lab

Our virtual offering targeting a growing global, online community and run in a number of different formats and durations.



craigberoch 2B

Business-to-business innovation consulting

For organisations looking for bespoke workshops designed to their needs, Craigberoch’s “cast” provides tailored client programmes, delivered physically on their own site or virtually.

THE BENEFITS

How Craigberoch helps business and Bute

BENEFITS FOR BUSINESS

Provide the catalyst for breakthrough social innovation

Craigberoch's aim is to bring professionals from all over the world to the Isle of Bute and offer them the opportunity to connect with its natural, historical and spiritual heritage. This will unlock the hidden potential of employees and increase their capacity to drive positive change. What were once considered social issues for business are now highly strategic goals requiring new business solutions. To realise these commercial opportunities, organisations will need new business models and people with a different mindset.

Promote engagement, resilience and wellbeing in the workplace

The opportunity to slow down is all too rare in business, but is a good fit with the Craigberoch facility's first goal of social innovation. Improved wellbeing and resilience is often a by-product of making space for employees to think, reflect and create. Craigberoch also aims to develop awareness of the positive benefits of nutrition, mindfulness, meditation and mental health.



**The catalyst for
breakthrough
social innovation**

Engage, inspire and retain high potential talent

Organisations that offer forward-thinking and unusual career options for employees have been shown to benefit from lower attrition of high performers, higher employee engagement and are able to differentiate themselves in the recruitment marketplace.



BENEFITS FOR THE LOCAL COMMUNITY

Regenerate and empower the community

The local community is already benefitting from the decelerator through participation in the programme—developing skills, knowledge, and collaboration. When the renovation of the farmhouse begins, building work, apprenticeships and volunteering opportunities will be made available.

Educate and offer lifelong learning

Once the farmhouse facilities are up and running, we will run regular evening classes for the local community where corporate employees in residence offer coaching in their areas of expertise (on topics such as blockchain, strategic planning, and marketing). These classes will be cross-generational—from school children to adults—providing a space for them to learn and develop and be exposed to different mindsets and cultures from across the world.

Promote local heritage

The farmhouse site is of historical interest and, intriguingly, has a Bronze Age standing stone and burial cist on the land, which itself lies on the Highland boundary fault that separates the Highlands and Lowlands of Scotland. The intention is for these to be preserved and made more accessible to the public with the site acting as a gateway to the 200 similar standing stone sites that are scattered across the island.

THE INVESTMENT

How Craigberoch is supported

Ambitious plans require investment. A property sale enables Gib Bulloch to make a personal investment to achieve the vision. However, with the high cost of the restoration work (a budget forecast is available on request), there remains a significant shortfall to realise this innovation opportunity.

We are seeking to attract a wide range of funding and investment from individuals and organisations who are aligned with Craigberoch's goals and the significant benefits for business and the community.

Key sources include:

Strategic founding partners. We are targeting the business and non-profit sectors with an offer of multi-year partnership agreements. These give privileged access to the facilities for regular decelerator workshops and events and for the “co-being” residencies referenced in “The proposition” section of this Prospectus. We anticipate a shift in working culture post-COVID-19, away from a default bias toward large office blocks in major urban centres, to far more flexible and remote working arrangements.

Bute's natural beauty, beaches and landscapes are available 24/7 throughout the year and the Business Decelerator intends to be, too, offering professionals a perfect balance between doing and being.

Tiered corporate and NGO memberships will be offered at strategic price points and with a range of benefits and term durations.



How Craigberoch is supported

Other **private funding** is anticipated to come from a combination of private foundations and personal donations from individuals who are committed to the vision for the decelerator or have a passion for Scottish regeneration.

We are also pursuing **public funding** in the form of grants from government bodies such as

Highlands and Islands Enterprise (HIE) and Scottish Enterprise (SE). We are seeking input from the charity community in Scotland where Craigberoch's strategic goals align well with the charity's focus.

There is also the potential **for ownership and participation from the local Bute community**. Our plan is to offer a range of membership options that provide a suite of benefits in terms of access to the facilities and use of a community garden at a discounted rate.

Other sources of funding include a crowdfunding campaign, sale of donated artwork from the Scottish artists who stand to benefit from Craigberoch's activities, and various fundraising events within the community and further afield.



THE TEAM

How Craigberoch is run

The plan is to operate Craigberoch as a profit-making, purpose-maximising business—often referred to as a Fourth Sector organisation. With this goal in mind, and based on advice from financial experts, we created a company limited by shares, the Craigberoch Business Decelerator, to act as the economic engine. Alongside this, we have set up a separate not-for-profit company Limited by Guarantee, The Craigberoch Trust.

The Craigberoch Business Decelerator will focus on renovating and managing the physical assets, running the programmes, identifying the clients and managing the “cast” of trainers and performers (see page 14). The Craigberoch Trust will focus on providing affordable access to the facilities for changemakers, both within the local community and across Scotland.

THE CORE TEAM

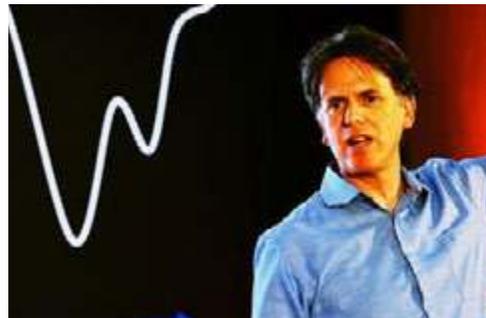
GIB BULLOCH	Founder, CEO, Craigberoch Business Decelerator
ELLEN POTTER	CEO, The Craigberoch Trust
NIC LAZ	Marketing and Events
PATRICK ANDREWS	Director of Programmes
SARAH RAMSEY	Business Advisor
TBC	Administration Support
TBC	Community Coordinator
FACILITIES TEAM TBC	Maintenance, Catering etc

THE CAST

Meet our performers

Every digital decelerator event will be supported by a cast of “performers” drawn from the worlds of art, music, improv theatre, outdoor/nature and the wellbeing community, together with more traditional coaches who have expertise in areas such as neuroscience and in the latest thinking on management/leadership development.

Whenever possible, these individuals are being partnered with locals to build their skills. In time, we hope that many of the experiences will be conducted by locals augmented by visiting experts either virtually or in person. This cast will grow and evolve so that we continue to extend the scope and diversity of what we offer.



To view the full Craigberoch cast visit www.craigberoch.org/cast

THE DIFFERENTIATORS

Why Craigberoch is different

The Craigberoch proposition is unique and timely. What makes us different is our focus on creating an innovation process based on a combination of digital deceleration, fused with creativity, inspiration and with the accent on collaboration.

The Craigberoch proposition is unique and timely

We have run successful pilot events on Bute and virtually which have attracted support from many blue-chip organisations. Realistically, in the short term, we will rely heavily on word of mouth and a growing community which is evangelical about its experiences.

In terms of promoting our story externally, our team has developed a dynamic website www.craigberoch.org and is active on social media platforms. We have a quarterly newsletter called The Standing Stone which goes out to a growing number of subscribers. Regular blogs and a number of articles in the media such as *The Times* and *The Scotsman* have helped to promote the Craigberoch vision to a wider audience.



There are many traditional training centres where business professionals are offered standard management training or outward-bound-style experiences. We have undertaken constructive discussions with several such centres with a view to future alliances where we can introduce our differentiated services and promote the concept of business deceleration.

CONTACT US

If you would like to know more about Craigberoch or the Business Decelerator experience, please get in touch:

info@craigberoch.org
www.craigberoch.org

Visit our YouTube page with videos of the first Decelerator Lab and Craigberoch LIVE.





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