

ASPIRE 2015

HOW FAR CAN WE GO?

in building brands and business leadership.

The Virgin, Virgin Galactic and other stories.

Will Whitehorn FRAeS FCILT, Former President of Virgin Galactic and Chairman of Speed Communications, the SECC/SSE Hydro and The Transport Systems Catapult.

No Fear *of Failure.*

Even in 1970 Sir Richard Branson dreamed of “doing lots of different things” for young people and even starting an airline – he was only 18 years old



Virgin Group – Branded Venture Capital, failure is an option

TRANSPORT & TRAVEL



RENEWABLE ENERGY



COMMUNICATIONS



MONEY



HEALTH



LEISURE & ENTERTAINMENT




RETAIL



My first taste of Virgin Atlantic. A dream became reality through marketing led innovation, it was the ultimate start up. The lesson of Sir Freddie Laker's failure. Quality and value go hand in hand.

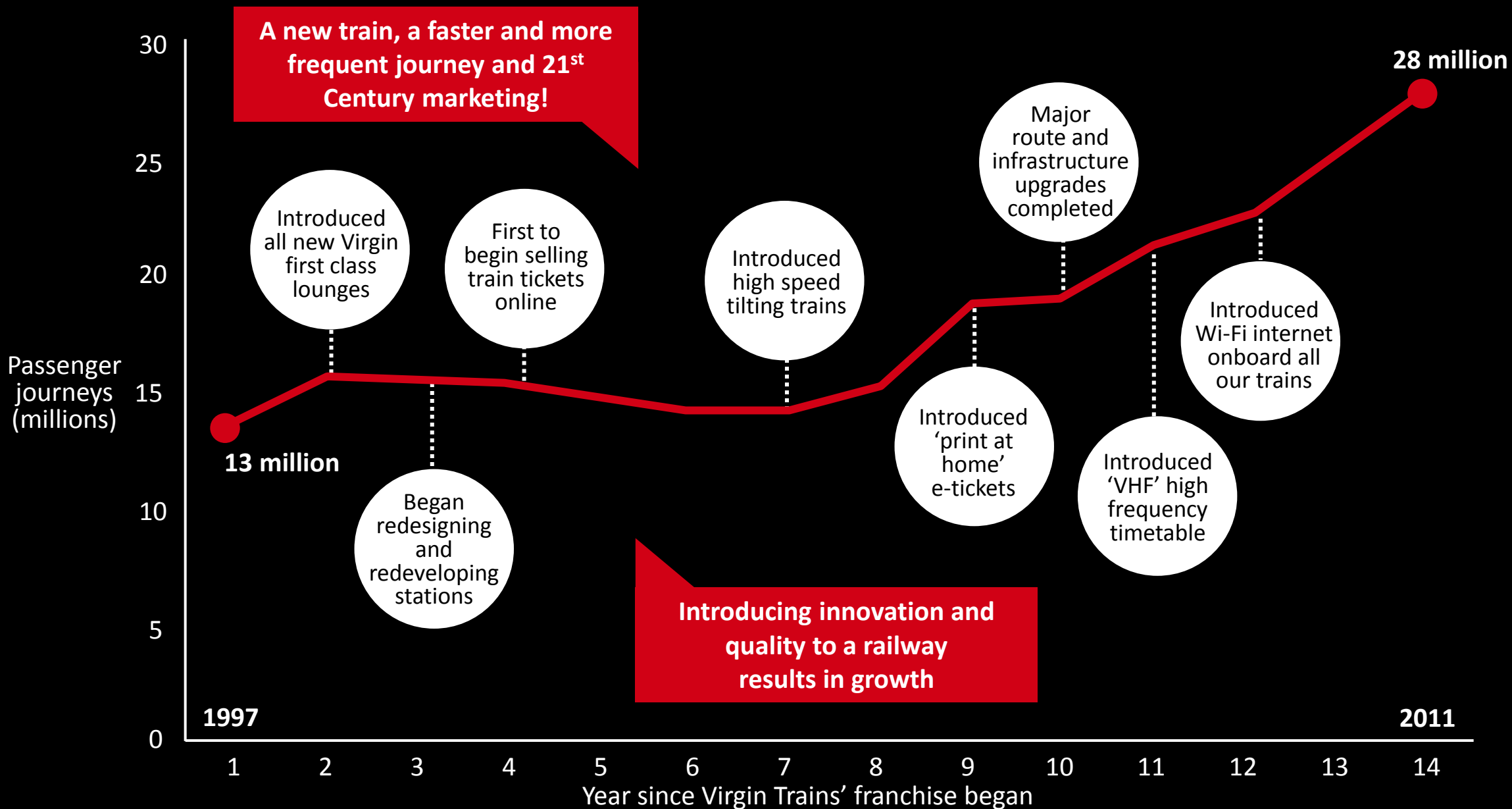


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Learning not to fail through leadership and culture.







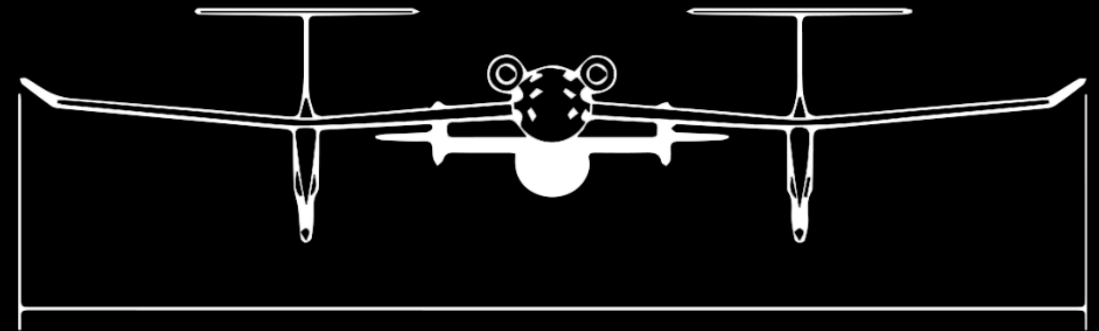
“Houston, we’ve had a problem...”

Is Space an investment opportunity or the final frontier? The history of space is a rollercoaster of failure and success.

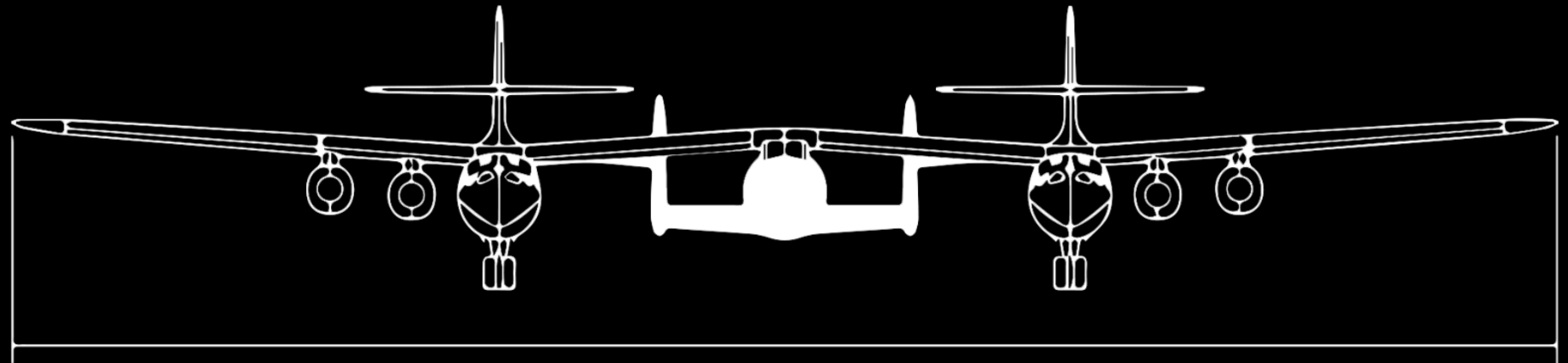
X 15 Development programme 1960s



Design quality shaped
by researching
what customers wanted




WHITEKNIGHT/SPACESHIPONE



VIRGINMOTHERSHIP EVE/SPACESHIPTWO

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New spaceship, new home!






Virgin Galactic
– A Team Effort
Kelly's Rules Rock!



THE SSE HYDRO

The SSE Hydro
New Technology in Action

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TECHNOLOGY
IS

GREAT

BRITAIN & NORTHERN IRELAND



No driver required; the Pathfinder Pod is pioneering the development and testing of personal transit systems. For cutting edge research and innovation choose the UK.

CATAPULT
Transport Systems



The Consumerisation of Technology - Purplebricks.com
The fastest growing estate agency in Britain



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FACTS & FIGURES

No. 1

17 DAYS AVERAGE TIME
TO FIND A BUYER,
6 DAYS TO FIND A TENANT



1,000's

OF CUSTOMERS TRUST
US TO SELL AND
LET THEIR HOMES



£4,572

AVERAGE CUSTOMER
SAVING WHEN SELLING



99%

OF PROPERTIES
SOLD OR LET ACHIEVE
ASKING PRICE OR MORE



70%

OF OUR ACTIVITY HAPPENS
WHEN OTHER ESTATE
AGENTS ARE CLOSED



FASTEST GROWING

ESTATE AGENT IN THE UK

