



About Pod Food

- Started by Tim Hall
- Delicious, healthy fast food to eat in or take-away
- International menu
- All fruit and vegetables from London's New Covent Garden Market
- Uses compostable packaging
- Now 23 outlets



About First Flight

- All we do is Non-Execs and Chairs – which we have learnt requires a different approach to Director level recruitment
- In-depth knowledge of what it takes to be a 'high impact' Non-Exec
- Expert advice on NED remuneration, Board balance and Board analysis
- Affordable success-based fees (50% less than most head-hunters)
- Fast Turnarounds when required
- Greater candidate diversity by skills, gender, experience and age
- The largest Non-Exec database across all sectors, many of whom wish to invest

Case Study

Tim Hall, MD of pod, met Chris Spencer-Phillips, MD of First Flight at a business network group when Tim was in the throes of setting up pod; keen to find a rich pool of contacts with experience, specific skills and expertise to help him start his business on the strongest footing possible. Tim conceived the idea of a healthy, fast food outlet when he discovered he had a minor heart condition and decided to eat well and take better care of himself. Tim's surprise at not being able to find what he was looking for led him to start pod - a business providing delicious, healthy, fast food. pod currently has 23 eateries across London that have a strong culture and brand message - even the premises are built from sustainable products (right down to the organic paint) and incorporate packaging recycling facilities.

During the early stages of pod's start-up, Tim talked to Chris Spencer-Phillips at First Flight about introducing investing Non-Execs to the Board to provide further expertise and some seed funding to help get the project off the ground. Despite his business background, Tim needed specific expertise on the Board to ensure success and attract further investors.

Through First Flight Tim appointed 4 investing Non Execs with backgrounds that perfectly aligned with his requirements; brand building, property roll out, finance and logistics. He needed people with experience, contacts, energy and also to help fund the business. The following were chosen Nicholas Payne, a former Director of Grand Metropolitan Foods who rolled out Burger King in the Middle East and Asia, Alastair Eperon, former Group Director of Corporate Affairs at the Boots Group PLC, Nicholas Rowe, MD of Diners Club and Vice President of American Express with a passion for healthy food and Chris Upton, former Group FD of Arcadian International plc, a £60m hotel and leisure club group.

Tim comments "Chris provided us with a wholly appropriate shortlist of 25 people from which we took on 4. We also attracted investment from some of those we didn't appoint which shows how versatile First Flight's database is and how attractive pod is as a venture; the help we have had from First Flight meant that I got an impressive group of people together very quickly and we received the initial investment we required. The experience I have had with First Flight was easy, professional and directly relevant. Chris grasped the concept of the business and provided us with a choice of absolutely the right people for us. They clearly know what they are doing and have a superb database of candidates and I have recommended them to other colleagues several times already."

Tim explained that he has a Board of Directors ready for the company to grow into rather than the other way round. "You don't win the tournament by bringing in a fabulous team at the very end, they have to play all the matches." Tim Hall was given through these Non-Execs the confidence he needs to develop and grow the business with more outlets planned which will enable the business to move towards an exit. "Thanks to First Flight we assembled the Board of Directors we needed to progress pod to make a major impact on the UK retail food sector" concluded Tim.



Tim Hall
Founder, Pod Food



Chris Spencer-Phillips
Managing Director, First Flight