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Regarding Jon Gillespie-Brown as new-business mentor and life coach.

I first met Jon two years ago whilst I was studying at London Business School for an MBA degree. Our paths crossed about halfway through the course, when I was working on a new business venture at the Entrepreneurship Summer School.

Jon proved invaluable as a sounding board for my ideas and plans. His advice helped me formulate well-rounded views on company operations, market quality and industry dynamics. Simultaneously, he encouraged me to look at my personal goals as a framework for ensuring long-term professional and personal success.

Always to the point, Jon's insights were realistic and clear. His focus on goal setting helped make seemingly complex entrepreneurial business decisions far more manageable. Were it not for his help, I may well have pursued a fundamentally flawed business proposition. With his help, I instead pinpointed the difficulties and went on to identify a more suitable alternative.

I would fully recommend Jon to anyone looking for impartial advice. That is not to say that working through the issues Jon raised was easy – far from it in fact! But his suggestions were always thoughtful and resoundingly practical. He has a great ability to present complex interrelated issues in a logical way, which speaks to his many years of hands-on entrepreneurial experience.

I feel glad and privileged to have been mentored by Jon.

A handwritten signature in black ink, appearing to read 'Matthew Anstead', written in a cursive style.

Matthew Anstead