

INEVITABLE

Chief Technology Officer Service Case Study

By Ste Bergin



“INEVITABLE really came through for me when my business needed them. Their consulting CTO service offers incredible flexibility, which was especially powerful for a business like mine. The team are incredibly passionate about what they do, and it shows in their work ethic and quality of what they produce.” - Ste Bergin’s original testimonial for INEVITABLE.

INEVITABLE coming onboard with my project is a quintessential example of the values of the technology hub that myself and INEVITABLE are situated in, The Landing. “Innovation, Collaboration and Growth”.

In order to tell you about the impact of their work on both me and my project, I need to explain what the project is. I am a film producer and I run Spread Like Wildfire Films and Spread Like Wildfire Media at The Landing, based in MediaCityUK. One of the largest issues I’ve faced in my industry is a lack of access to capital which has hindered my ability to climb the gig ladder so to speak and get better, well paying gigs. In order to do those types of gigs, you need good equipment. The entrepreneur in me decided enough was enough and if nobody out there was willing to supply equipment to me in a way that I could feasibly acquire it, I would build it myself. So using the same branding of my offerings within the film industry, I started Spread Like Wildfire Store, a platform that allows content creators to access equipment in a way that suits them financially.

I had only come across Sean at the INEVITABLE team in passing, I never had direct involvement with any of the INEVITABLE team before. My first real encounter with them was at The Landing’s dragons den style Business Angel pitch around October/November time 2019. I was second last in the order of people pitching that day, INEVITABLE was last. I pitched and judging from the response from the angels, it was clear my idea had some weight but had one glaring issue I will talk about in the next paragraph. My Q&A conversation with the panel overran and I massively ate into INEVITABLE’s pitch time (sorry guys!).

I knew from the response of the angels I had something with this idea. They knew I did. There was one over glaringly huge issue that, as a person early in his entrepreneurial career, I didn’t spot. Originally I had a different tech team on this project who everyone in that room (other pitchers included) told me I had been massively over quoted by the team who wanted to work on this. Fast-forward to ten minutes after the pitch and I am stood with Ben and Hugo from INEVITABLE and over a slice of pizza said they absolutely loved the idea and thought it could really change the film industry for the better, but there is no way I’d get it off the ground in its current form because of the issues faced in the pitch around being over quoted. Ben invited me to sit with him and Sean in their office to look through it. He said it at the time and it was clear to me he was telling me the truth, he wasn’t meeting with me to try and circumvent the original team and to steal work, what he was really doing was seeing an eventual car crash happen in

the near future where what the tech team I had told me the wrong things and in order to fix them would cost me hundreds of thousands of pounds. His sole goal at the time was to sit me down and stop that happening to me.

The coffee machine was broken the day of the meeting with Ben and Sean. For the price of two flat whites they sat down with me and went over everything. And I mean EVERYTHING! What started out as a planned half an hour casual chat between two businesses in the same building with one trying to look out for the little guy, turned into a full on debrief on why nearly every single thing the other company quoted me was in one way or another marked up to high heaven or just something that should have been in the website anyway and instead they used those standard things as sales upsells to inflate the price of the project's development.

I never at any point thought they were doing this to sell to me, but at that point I knew I could trust these guys. I knew I wanted INEVITABLE on this. I went away to discuss with my business partner but in reality, I made my decision the moment they sat down with me. I later asked INEVITABLE to work on the project.

I have to state as well that INEVITABLE has not only helped me on the technology side of this project. They have helped me grow as an entrepreneur and without their name attached to this project, I seriously doubt I would have gotten the small amount of funding I've received in order to make this project happen. They are an incredibly talented bunch of technical wizards, but to just give them that moniker alone is inaccurate and doesn't do them justice. The INEVITABLE team being at my side every step of the way makes me see them as a true member of my board of directors, a true C-level board member, not just an outsourced IT asset. Before INEVITABLE I was Rocky trying and struggling to take on bums like Spider Rico, with them by my side I feel like I can take on Ivan Drago.

If I had the money, I'd pay them triple. But in a way, that's the point! INEVITABLE looks out for the little guy and if they priced themselves that way I'd never be at a point financially to do business with them. INEVITABLE's approach of skin in the game and fighting alongside its client's in the trenches allows people like me to grow. If there has been one issue I've found in my entrepreneurial career, it is that it's near impossible to get money if you don't already have it. By having skin in the game and rolling up the sleeves, INEVITABLE has given me a massive offering. That offering is them holding out their hands and saying "I believe in you, let's do this together and make a difference!". That offering has helped me be who I am today both as an entrepreneur and as well it has made my business offering better than I could have ever imagined it would be. Spread Like Wildfire Store launches in August and the innovations it provides are going to change the film industry for the better and democratise the equipment buying experience.

I also run a digital marketing company, Spread Like Wildfire Media. Because of this I have been able to provide value to INEVITABLE in the same way and I have helped them grow their lead generation. So not only have I gained an invaluable asset in the form of INEVITABLE as my

CTO, I've also gained a client through it in the form of offering them lead generation services. Not only do I have a client now in INEVITABLE but I also have also gained work from those leads by adding my own offering of marketing services to the CTO leads alongside INEVITABLE. Almost like a CMO service.

That's why I'm a big fan of INEVITABLE and the work they do. Me and Ben regularly speak about the value of doing "good work" and providing value to the world in what we chose to work on. They've helped me innovate. They've helped me by collaborating. And, they're helping me grow.

Innovation is INEVITABLE.