GO-GET-FRIENDS

Why we exist

From the founder of Go-Get-Friends. This is my view, not a research report.

I believe every seed is an asset. It already holds everything it needs to become a tree. Plant it badly, though, and the same seed turns into a liability: money spent, ground taken, nothing to show for it.

Once you start looking at things this way, you see seeds everywhere that were never planted properly. A factory with its machines still bolted to the floor and nobody on shift. A hotel with the rooms made up and no guests. A building with a licence, a name people still remember, and a lock on the gate. Nobody had to find these things or invent them. They exist. They are just asleep.

That is why I do not start with the question of what new thing we should build. I start by asking what is already here that could be woken up.

How a business gets built

You plan it wisely, you make it strong with common sense, and you keep it profitable by staying close to the facts. Skip the first and you are guessing. Skip the last and you are still running on what was true two years ago.

Why wake it up instead of selling it

Telecoms and technology are my favourite example, because they reach into every other sector. If the network is working, a farmer can check a price, a school can reach a teacher, a clinic can call a specialist. If it is half-used, all of them lose out, and none of them can see why.

When an organisation like that goes quiet, I would rather ask whether it can be restarted under people who are committed to it, with a plan and enough money, than assume the only options are to let it rot or hand it over. I am not against private investors. I am not against public ownership either. I want the asset working, and I want the people it was meant to serve to be served.

What usually goes wrong

When something is not working, it is rarely everything. Most of the time one or two of these fourteen are missing:

- Finance
- Technology
- Raw materials
- A maintenance plan
- Innovation
- The right market segment
- Customer relationships
- Reliable people
- Land and space
- The right management
- A business strategy
- A plan to sustain it
- How the product or service is packaged
- A plan to make people aware

I put them into a short scorecard so you can find yours. It is a way to start a conversation, nothing more official than that.

Two things I hold to

No money put into an asset is wasted until the people who invested it, and their partners, decide it is. Until then it can still be recovered.

And whoever does most of the work should get most of the pay. Any partnership that ignores this ends quickly.

Where Go-Get-Friends fits

We are not a government and we do not lend money. We build our own products, and we sit between the people who own or run something and the people who can fund it, staff it or study it. We plant in several places, not all on the same day, and we stay for the growing.

If you have an idle asset, a project that needs a second go, or money or skill you would like to put behind one, write to us.