

# Meet And Rising, a creative ventures company building the brands of the future

*As part of our quick fire questions series - or QFQs - we spoke to Jonathan Trimble, cofounder and CEO of And Rising about building the future's favourite brands, Creative Capital and saying yes to new things.*

Temps de lecture : minute

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## What was the catalyst for launching And Rising?

We saw an opportunity to focus solely on venture-backed scale-ups and specialise in their needs. The startup to scale-up phase is the most treacherous, and we wanted to ensure new and better ideas stood a chance.

## Tell me about the business - what it is, what it aims to achieve, who you work with, how you reach customers and so on.

We're building the future's favourite brands, combining expertise in strategy, creative, media, and design uniquely for startups and scale-ups. We deliver campaigns for growth and help develop internal marketing capabilities for brands. We're also investors in new brands, using "Creative Capital" - a services-for-equity model to help them scale with an invested marketing partner by their side.

## How has the business evolved since its launch? When was this?

And Rising launched out of 18 Feet & Rising, recognised as one of the leading independent creative agencies of the last decade, which sold to the Unlimited Group in 2015.

And Rising launched in 2019 as a creative venture firm, focussing uniquely on start-ups and scale-ups, founded by original 18 Feet & Rising members Jonathan Trimble, Rob Ward and Adrienne Little.

## Tell us about the working culture at And Rising.

The working culture is uniquely democratic, as we are invested (literally and emotionally) alongside the brands themselves. As a result, people get exposure to big decisions about how brands should scale and are encouraged to dive into experiments that can unlock growth in new ways. The team is strategically focused, thoughtful, creative, hopeful and kind.

## What has been your biggest challenge, and how have you overcome this?

Investing in new brands is risky - markets, consumers and media are ever-changing. We take a long-term view of the business, considering it a sustainable farm for new brands. We plan in 24-month cycles and need to be cautious about jumping into trends, instead bringing everything back to fundamental needs.

# How does And Rising answer an unmet need?

Each scale-up has unique needs to grow, break into the mainstream and expand into new markets - the combination of tools and expertise we offer fits uniquely around these needs. So we're in the thick of it.

# What's in store for the future?

We're raising a £50M fund to invest alongside creative capital - for brands and tech that show exceptional potential to make a lasting positive impact.

# What one piece of advice would you give other founders or future founders?

Treasure the people that believed in you when it was just an idea in your head.

# And finally, a more personal question! What's your daily routine and the rules you're living by now?

I'm a founder cliché - I'm up early and try to give my son undivided attention whilst taking him on the tube and dropping him off at school. I then strength train with a PT for an hour in W1, then head to the office. US calls are early evening, and I wrap things up around 8 pm. Rules are primarily around cherishing in-person relationships and saying yes to new things. Learning is the most important thing to me. 'Pushing forward with patience' is probably the best characterisation. Fast wins are mostly timing and luck. The significant wins take time.

Jonathan Trimble is cofounder and CEO of *And Rising*.

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Article by Jonathan Trimble