

# 60 SECONDS WITH AN ENTREPRENEUR...

## ZOI KANTOUNATOU

**Role:** CFO

**Company Name:** FutureX

**Sector:** Entrepreneurial Education

**Founded:** 2017

**Base:** Edinburgh

**Purpose:** Leaders and teams use FutureX's learning and community platform to up-skill their team and build better businesses, together.



**Tell us a bit about your business?** We have always been passionate about helping entrepreneurs grow purpose-driven businesses that have a positive impact in the world. After having delivered some of the biggest entrepreneurial events in Scotland we recently launched our education platform to provide courses on the skills that founders need in order to thrive.

**How did you come up with your business idea?** Growing up in Greece and having experienced first hand the impact of the financial crisis I was always passionate about reinventing the role of business. We then spent 5 years working with entrepreneurs and realised that there is a lack of access to tools, resources and education of entrepreneurs who are purpose-driven.

**How did you come up with your business name?** We wanted something to signify that we are focusing on a better future so FutureX innovation made sense and then people start calling us FutureX and it stayed.

**What's been your biggest challenge to date?** Focus. We have a big vision and therefore we always want to do a lot and end up not focusing as much as we could.

**How has SE (or any other support organisation in the Scottish ecosystem) helped you on your journey?** We have worked with SE in various way over the years. One of the many ways was when SE supported us in launching Impact Summit to celebrate purpose-driven entrepreneurship in Scotland. That support was pivotal and helped us grow Impact Summit to one of the biggest events in Europe.

**What's been the highlight of the last year for you?** The time we spend reflecting on how we can achieve the biggest impact now that the world has changed which led to us launching our education platform.

**Is there anything on your business bucket list?** Having Sir David Attenborough speaking at one of our events.

