

# the messenger

**>> Ben White**  
co founder of Notion Capital

Cheltenham-based Ben White co founded three IT firms: Star Internet; RBR Networks and MessageLabs.

In 2000, Ben co founded MessageLabs to scale up the anti-virus technology developed within Star. Ben served as the CEO until 2006 where he built the company into a global market leader in messaging security.

MessageLabs was acquired by Symantec in 2008 for US\$750m, marking the second largest transaction for a private company in the history of the IT security industry. Notion Capital is a venture fund and advisory business in the Internet-based services sector.

Ben has set about using his unique talents by co founding Notion Capital. Notion is a multi-stage investment fund focused on growth businesses in the Internet-based services sector and is the brain child of Ben and his like minded entrepreneur business partners.



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thinking  
space"

**Ben White // Co founder Notion Capital**

Q. Describe yourself in three words:

**Energetic, inquisitive, likes people.**

Q. Why did you choose Gloucestershire as a place to set up the business?

**It's the only piece of proper countryside near London. I'm from here and it really chose me.**

Q. What do you think are the key benefits of being based in Gloucestershire?

**Pubs, the festivals and the countryside.**

Q. Where are your main clients based?

**Globally – North America, Europe and Asia Pacific.**

Q. What advice would you give to an aspiring local entrepreneur?

**Follow your heart. Naivety is a wonderful thing.**

Q. How do you find local suppliers here in comparison to the city?

**We have suppliers from all over the country: the central location we have helps this.**

Q. What's the best advice you've ever been given?

**Understand 'cash flow'. As a result make sure you don't run out of money. If you're going bust, it's at least nice to know so!**

Q. For you personally, what's unique about living and working in Gloucestershire?

**Architecture, also we have proper countryside. You feel part of the community. You have plenty of space... thinking space.**

Q. Having brought so many employees to the area, what do they find to do here after hours?

**People love it here! There are plenty of opportunities for outdoor pursuits and walking.**

Q. Where would we find you on a lazy day off?

**Walking, clay pigeon shooting in Overbury.**