

Life after Rugby with:

David Seymour

Swapping rugby binds for coffee grinds

Client Interview, Summer 2017

a fresh approach to a **financially independent lifestyle**



David Seymour is still under contract at Sale Sharks, but that has not stopped him thinking about his life after rugby. He recently sat down with DBL to discuss his new venture, 'Couch, Grind, Coffee'.

"My teammates were a big influence, when I was thinking about what to do after rugby. Chris Cusiter, who played with me at Sale, told me to pick something that I enjoyed, learn about it and see if it would work as a business. I had seen him build his whiskey company and Nick Macleod, who also played for Sale, had followed his passion and taken over a bakery in Cardiff. For me, it was coffee. The message was that if you pick something you enjoy, it is easier to put in the long hours required to build a business."

In 2016, David registered the 'Couch, Grind, Coffee' name and began the process of establishing the company and creating his own coffee blends. After twelve months of planning and development, the company's big launch came this Summer, with a pop-up van in the Spinningfields area of Manchester.

"The goal is ultimately to establish the name as a coffee shop in Manchester, but we are also hoping to grow through wholesale sales, targeting independent coffee shops initially."

Both David's brand and his decision to pursue a career, as a coffee entrepreneur, are rooted in his current profession as a rugby player.

"On the rugby field you will hear 'crouch, bind, set', so the name was a play on that. The logo design on the side of the cups also features my number seven. Coffee for me is as much about how you enjoy it as the drink itself, whether that be with a paper on a Sunday morning at home or with friends in a shop. Rugby lads tend to have

a bit of time on their hands in the afternoon, particularly during the season, so we will often go and sit in a coffee shop together for an hour or so."

Though David is not yet retired from rugby, he was aware that the process of planning for the future was something that he was better off starting sooner, rather than later.

"The Rugby Players Association (RPA) is now pushing the idea of considering what you do after rugby more and more and Dacre at DBL had been talking to me about it, probably for the last five years. You want to retire when you choose, but unfortunately, in rugby it can be when injury dictates, so you need to have a plan."

Whilst David's business is now set up and ready for when he chooses to leave the game of rugby, that does not mean that his financial planning and business journeys are over.

“ My personal financial plan is going along nicely with Dacre and I will come to him for expertise, when the business reaches the stage where it can move into a shop. His insight will be crucial at this point. ”

Finally, what is the biggest difference between business and rugby?

"The admin and the paperwork! When you are a rugby player you get a lot of instruction about what to do and where to be and you do exactly that. In business it is different! I am spending a lot of time organising things and chasing people up to make sure 'Couch, Grind, Coffee' is a success."