

# MOVE37

Candidate Overview | Launching from Newcastle | May 2026

<p><b>WHAT IT IS</b></p> <p>A founder-led business builder: part AI lab, part commercial test machine, part startup factory.</p>	<p><b>OPERATING RULE</b></p> <p>Test demand before building big. Kill weak ideas quickly. Put capital only behind what customers prove they want.</p>
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Move37 is a trading name of Allen Living.

Move37 is launching from Newcastle. It is a new kind of business builder: part AI lab, part commercial test machine, part startup factory. We use AI, capital and fast customer testing to turn sharp ideas into real companies.

## 1. What Move37 is

Move37 is a founder-led business builder created by Rich Allen as the public operating brand for the business-building work. It exists to build new businesses from scratch using AI, capital, customer testing and commercial judgement.

It is not an agency, consultancy or lifestyle business. It is not trying to look bigger than it is. Move37 is launching now, with five project areas queued to build and a small core team forming around the work.

The ambition is to create a collection of multi-million-pound businesses from scratch, while staying flexible enough to concentrate hard behind any one opportunity that proves it can become much bigger.

The operating rule is simple: test demand before building big, kill weak ideas quickly, and put more time, people and capital only behind what customers prove they want.

## 2. Founder background and why this approach fits

Move37 is led by Rich Allen. Rich previously built and sold a large ecommerce business by spotting products, channels and countries before they became crowded. That playbook was not about inventing from zero. It was about seeing what was already selling somewhere else, moving fast, testing lots of products, and building systems around the winners.

Rich has also invested in more than 200 startups. That gives him a broad view of how founders, products, funding, distribution, incentives and failure patterns actually work across the startup ecosystem. He is not approaching Move37 from theory alone; he has seen a large number of businesses, teams and ideas from the inside as an investor.

His role is market radar and commercial direction. He reads and listens widely, watches technology and customer behaviour, spots patterns early, challenges weak thinking, and decides where the team should test effort and capital. He has always been willing to think years ahead - for example expecting autonomous driving to reshape how the next generation lives, even if the timing has taken longer than he first thought.

Rich is also a health, longevity and performance obsessive in a practical sense: years of gym training, marathon racing and Ironman competition have shaped how he thinks about discipline, feedback loops, systems and marginal gains. The point is not sport for its own sake; it is that Move37 is being built by someone who likes difficult goals, long time horizons and measurable progress.

Move37 is the next version of Rich's ecommerce and investment playbook, rebuilt for the AI era. AI changes the speed and cost of research, localisation, copywriting, landing pages, product testing, automation, customer support and internal operations. A small, sharp team can now test more opportunities than would previously have been realistic.

## 3. Why Move37?

The name comes from AlphaGos famous Move 37: a move that looked strange to humans at first, but later proved brilliant. That is the idea behind Move37: finding the moves the market has not seen yet, then using AI and commercial judgement to test them faster than a traditional team could.

Move37 is not a deep-tech AI company. It is a business builder that uses AI as leverage: faster research, faster first versions, faster customer proof, and less manual drag between idea and test.

## 4. How Move37 works

1. Find models, products, services or customer problems where there is already evidence of demand.
2. Use AI to research, localise, prototype and test much faster than a traditional team could.
3. Choose the cheapest credible test for each opportunity rather than forcing every idea through the same funnel.
4. Track results honestly: replies, qualified leads, sales, margin, delivery burden and repeatability matter more than vanity metrics.
5. Use outsourcing and specialist help where it removes bottlenecks, while keeping judgement and direction inside the core team.
6. If something is not working after sensible tests, stop or change direction rather than defending the idea.
7. If one project shows exceptional pull, concentrate behind it.

Different projects will have different first tests. Some may use a quiz or waitlist. Some may use personalised outreach. Some may be built inside a real operating business first. Some may use content, email, partnerships or direct sales before paid advertising. The common thread is disciplined customer proof.

## 5. Five project areas queued to build

Move37 is starting with five project areas. These are not finished companies. They are early build zones where AI, fast testing and commercial execution may create valuable businesses. More ideas are in the pipeline, but the rule stays the same: test demand first, then build.

### **1. AI Product Testing Engine**

This area is about adapting proven products, tools and offers into new markets, channels or formats. It is inspired by the same country/channel arbitrage logic that helped Richs previous ecommerce business: find what is already working somewhere else, then adapt it where competition is weaker. This can include AI tools, digital guides, templates, calculators, simple apps, DTC products and comparison-led offers. The first stage is research and small tests, not building hundreds of products blindly. Reason to believe: Rich has already built value by spotting demand early, testing quickly and scaling winners. AI now makes the research, localisation, creative testing and first build cycle much faster.

### **2. Womens Health Platform**

This area is focused first on menopause, perimenopause and related health journeys. The thesis is that many women are not getting joined-up, responsive support around symptoms, HRT review, bloods, medication adjustment, libido, energy, sleep, mood and wider quality of life. The first stage is not to build a clinical platform immediately. It is to test whether women with real intent will raise their hand and show what they actually want help solving. Reason to believe: inspired partly by Medvi, which became widely discussed as an example of how an AI-leveraged health business, launched in 2024 with a tiny team, could reach extreme scale very quickly.

### **3. Accountancy Automation**

This area focuses on automating real accountancy workflows rather than building a generic tax chatbot. The starting point is practical: use real accountancy work to identify where AI can save time, improve consistency and increase capacity. Over time, the opportunity could become workflow tools, white-label services, an AI-enabled accounting firm, or a platform for acquiring and serving more clients more efficiently. Reason to believe: Rich has substantial accountancy knowledge from running, investing in and structuring businesses, and he also has a stake in an accountancy practice where workflows can be observed, built and tested in the real world.

### **4. Local Business AI Service**

This area is about helping local service businesses improve websites, enquiries, reviews, booking, follow-up and simple automation. The aim is not to become a slow bespoke web agency. The aim is to create repeatable packages that make small businesses look and operate better, while using AI to reduce the time and manual work normally required. Reason to believe: local businesses often have weak digital presence, poor follow-up and fragmented systems, while AI now makes it possible to create better first versions faster.

### **5. B2B Supply Platform**

This area explores buyer-led B2B supply opportunities using strong China sourcing relationships and UK/EU commercial execution. The idea is not to import random products or take stock before demand is proven. The first step is to identify B2B categories where pricing, supply reliability and buyer demand may create an opportunity. Reason to believe: Rich has a very close relationship with one of the biggest exporters in China, giving Move37 a sourcing edge that most UK startups do not have. The missing piece is local buyer demand, sales execution and category selection, which can be tested before committing to stock, warehousing or infrastructure.

## **6. The team Move37 needs first**

The first hires are likely to be two people working closely with Rich. One may lean more toward building: AI tools, landing pages, simple products, automations, websites and systems. The other may lean more toward marketing: offers, ads, content, research, funnels, positioning and customer acquisition. But both need to be AI-native.

This is not a role for someone who wants a narrow job description. Early Move37 hires need to be comfortable with ambiguity, fast testing, imperfect information and direct feedback. They need to be able to build with AI, think commercially, understand customers, and move fast.

Proof of work matters more than CV polish. Move37 cares much more about what someone has built, launched, marketed, tested or created with AI than where they studied or what job title they have had. The application process should be designed around evidence of ability, not generic cover letters.

## 7. Culture and decision rules

Tell the truth about the numbers. Hiding weak results is worse than a failed test.

Profit and customer demand matter more than views, clicks, impressions or vanity activity.

Move fast, but do not fake certainty.

Use AI aggressively, but human judgement remains responsible for quality, accuracy and decisions.

Use outsourced specialists when they remove bottlenecks, but keep ownership of judgement inside the core team.

Small failed tests are good if they prevent expensive mistakes.

A good idea can be parked if customer acquisition or margin does not work.

No corporate theatre. No building for six months before testing demand. No pretending vanity metrics are traction.

## 8. Upside and responsibility

Move37 is designed to create upside for people who prove they can build value. It is not promising equity to anyone on day one, and it is not giving away ownership for job titles. But if someone helps turn a project into a real business, there should be a route for them to share in the upside. The principle is simple: people who create value should have the chance to benefit from it.

The early team will get unusual responsibility. They will work close to the founder, see ideas at the beginning, help shape tests, learn how businesses are assessed, and be expected to contribute commercially rather than just complete tasks.

## 9. What happens next

This overview explains what Move37 is and why it is being launched. The detailed internal blueprint remains separate and contains the project mechanics, assumptions and decision logic. From here, Move37 will keep building project-level working files, job adverts, candidate tests and the public one-page website around the same core positioning.

Move37 is at the start. The point is not to pretend otherwise. The point is to attract the kind of people who want to help build the first version properly.