

# THE POWER GRADIENT

## Inspiring Future Entrepreneurs

### Clarity

Clarity is a modern wine platform that invites everyone, from the curious to the connoisseur, to explore wine through fun, inclusivity, and judgment-free experiences.

<https://www.theclarityclub.co>

### Key Takeaways

#### Vineyard Beginnings

Matt's journey started on the ground in Western Australia, where hands-on vineyard work shaped his love for authentic wine culture.

#### Wine, Unfiltered

Clarity was born from his mission to strip wine of its snobbery and make it something anyone can enjoy.

#### Community First

With approachable events and interactive conversation, Clarity turns wine into a shared experience, not a performance.

#### Grit & Grounding

Grounded in family values, Matt turned his setbacks into fuel for creativity and growth.

#### Start Messy Just Start

Matt champions the idea that momentum matters more than having everything figured out on day one.

#### People Power

Building a strong circle of mentors and supporters proved crucial to Matt's early confidence and decision making.



Connect with Matt Tilbury:

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## Meet Matt Tilbury

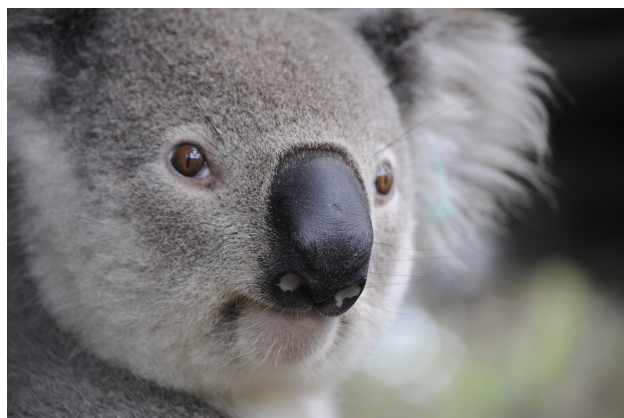
Welcome to this week's edition of The Power Gradient. In this issue, I'm excited to share the inspiring story of Matt Tilbury, CEO and Founder of Clarity, a bold, refreshing take on what the wine world can be. Matt's journey started far from boardrooms and business plans; it began on the ground, quite literally, as a cellar hand in the vineyards of Western Australia. That early experience planted the seed for what would later grow into a business rooted in authenticity, curiosity, and connection. He discovered early on that wine wasn't about rigid rules or knowing the right terminology, it was about people, moments, and shared stories. At just 20 years old, Matt took the leap into entrepreneurship with no roadmap, but a clear mission: to remove the intimidation factor from wine and build something inclusive, fun, and deeply human.

## A New Way to Wine

For Matt clarity came from his desire to break down barriers in an industry that too often feels gated and exclusive. Rather than leaning into wine's traditional reputation of elitism, Matt envisioned something different, a community-powered platform where everyone could engage with wine on their own terms. Clarity offers immersive, unfiltered events that are designed to spark curiosity, not hesitancy. It's focus is making wine approachable, whether you're a complete novice or a seasoned enthusiast. Alongside these events, Clarity provides straightforward, pressure-free wine education, fun tips, useful guidance, and absolutely no judgment. At its core, Clarity is a celebration of exploration over expertise. It's built for people who enjoy wine not because of how much they know, but because of how it makes them feel relaxed, connected, and open to discovery.

## Carving Paths

Matt's upbringing played a significant role in shaping his values and approach to entrepreneurship. Growing up in a family that prioritised hard work, honesty, and staying grounded, he absorbed a mindset that emphasised both perseverance and humility. These early lessons became critical when navigating the realities of starting a business at such a young age. With limited experience and countless unknowns, Matt leaned on those foundational principles to guide him forward. He also found strength in surrounding himself with people who could offer perspective, alongside mentors who didn't sugarcoat the truth and believed in his vision. The balance of grit and roundedness helped Matt carve a path through uncertainty and gave him the confidence to trust his instincts, even when the odds felt stacked against him.



## Despite Uncertainty

A pivoting moment in Matt's entrepreneurial path was simply deciding to move forward and try despite not having all the answers. He dived headfirst into the unknown. It showed Matt that the fear of failure was often more paralyzing than the failure itself. The early days of building Clarity came with plenty of setbacks; from financial uncertainty, to learning how to run a business in real-time. Each challenge, though, was a lesson in disguise. Between figuring out logistics, building a team, or navigating a new industry, Matt treated every misstep as a chance to learn and grow. That mindset of resilience and continuous learning helped build the foundation for Clarity, not just as a company, but as a movement redefining how people connect with wine.



## Momentum Before Perfection

If there's one message Matt would offer to new entrepreneurs, it's "start where you are, and don't wait until everything is perfect." One of the biggest mindset shifts he had to make early on was realising that progress doesn't require perfection just momentum. It's okay not to have it all figured out, what matters more is staying persistent, curious, and opening to learning. Matt also emphasises the importance of building a support system, containing people who will equally challenge you, motivate you, and hold you accountable. Looking back there are no regrets, just valuable lessons and opportunities to grow. For anyone thinking of starting something new, Matt's advice is simple "take the leap, trust yourself, and know that every step, even the messy ones, are part of the journey forward."