

# THE POWER GRADIENT

## Inspiring Future Entrepreneurs

### Lboro Circle®

Lboro Circle® is a university-exclusive dating app where students passively match their peers through community-driven pairing, ensuring verified access, data privacy, and a safe experience across over 200 universities.

[www.lborocircle.com](http://www.lborocircle.com)

### Key Takeaways

#### The Power of Mentorship

Mentors and supportive employers taught him to speak up, innovate, and engage with leadership early in his career.

#### Lessons in Intellectual Property

Abdul faced legal challenges around trademarks and IP, learning the importance of protecting ideas and staying resilient.

#### Embracing Discomfort

He believes founders must embrace uncertainty, take risks, and trust themselves during the entrepreneurial journey.

#### Action Over Perfection

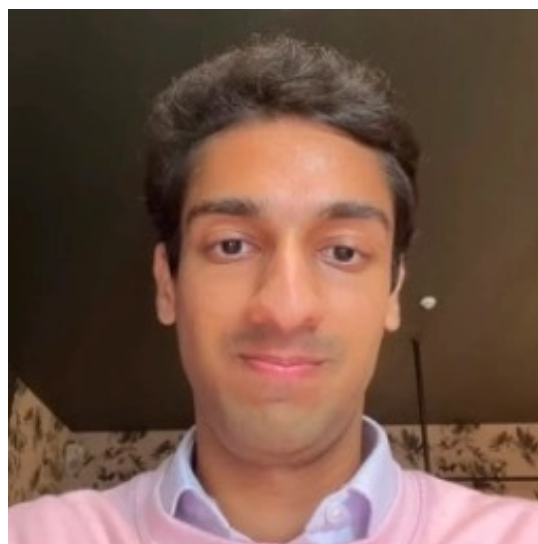
Abdul warns against waiting for the “perfect time” and emphasises that growth comes from starting and learning by doing.

#### The Importance of Brand Trust

Marketing and brand positioning are key, especially in dating apps where building user trust is essential.

#### Persistence Pays Off

Abdul's core advice is to never give up, because perseverance is often the ultimate factor in success.



Connect with Abdul Anwar:

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## Meet Abdul Anwar

Welcome to this week's edition of The Power Gradient. In this issue, I'm excited to share the inspiring story of Abdul Anwar, a software developer turned founder who is redefining how university students connect through technology. Abdul is the creator of Lboro Circle®, a unique dating app built specifically for university students. Unlike traditional dating platforms, Lboro Circle® uses a passive pairing model where students are paired based on their dating profiles, and once enough users pair two people together, a match is made and they can begin chatting. It's a fresh, community-powered approach to matchmaking that emphasises trust, mutual interest, and social input. The App was initially intended as a passion project free of charge, without ads and user driven feedback updates, provided value through other means for instance Abdul was invited by BIBA to the UK Parliament (House of Commons) in honour of his achievement for successfully getting his app insured globally in what is considered an extremely sensitive and difficult market due to the nature of the data collected. On the first day 3 people installed his app, over the course of the first month 25 people, and already after 3 months 900 people were active users.

# Early Foundations and Influences

Abdul's entrepreneurial mindset was heavily shaped by his upbringing. From a young age, he was encouraged by his father to take risks and to create without being afraid of making mistakes. This early support allowed him to explore and experiment freely, and he credits it as a major reason why he was able to eventually dive into entrepreneurship with confidence. Just as influential were a handful of mentors and employers he encountered throughout his career. These individuals not only saw his potential but actively encouraged him to share his ideas with senior leadership and decision-makers. That early exposure to professionals gave him an appreciation for leadership, innovation, and the value of speaking up, all of which continue to serve him today as a founder.

## Intellectual Property

His journey, like many, wasn't without its difficult moments. Early on, he encountered tough legal issues including trademark disputes and incidents of intellectual property infringement challenges that many new founders aren't prepared for. These experiences taught him how important it is to protect your creations. They also forced him to build resilience and remain composed when setbacks occurred. In the fast-evolving software industry, where competitors often borrow or replicate features quickly, Abdul learned that standing firm and staying committed to your vision is essential. Rather than discouraging him, these obstacles sharpened his instincts and pushed him to become a more strategic and deliberate entrepreneur.



## Be Willing to Grow

In retrospect, Abdul wishes he had started his entrepreneurial journey earlier. He recalls waiting for the "perfect moment" a moment that, he now realises, never really arrives. What he learned is that readiness comes from action, not overthinking. Among the most valuable lessons from his early business days was the importance of marketing and brand positioning. Especially in the dating space, where trust and safety are paramount, it's essential to communicate value and integrity to your users from the very beginning. Abdul worked with experienced consultants to refine Lboro Circle®'s marketing approach, ensuring that the platform not only reached students but resonated with them. His takeaway for others is simple: don't wait, start now, and be willing to grow as you go.

## You Owe it to Yourself

To close, Abdul shares a message he believes every aspiring founder should hear: never give up. It's a phrase we've all heard, but for him, it carries deep meaning. Entrepreneurship is filled with challenges, but if it's something you feel genuinely drawn to, you owe it to yourself to try and to keep trying even when it gets hard. Abdul's journey reminds us that innovation isn't reserved for the few; it's available to anyone willing to act on their ideas, stay resilient through adversity, and keep moving forward with purpose.



## Embrace Discomfort

When asked what advice he would give to new entrepreneurs, Abdul is clear: take risks and trust yourself. He believes that self-confidence, even when things are uncertain, is one of the most powerful tools any entrepreneur can develop. Starting something new often means doing work you've never done before, and that's where many get discouraged. But Abdul urges founders to embrace the discomfort, be patient with the process, and be willing to pick up new skills along the way. He also points out that the fear of failure is natural, but shouldn't hold you back. His perspective is that success in entrepreneurship is often more about endurance than it is about brilliance. If you keep showing up, keep learning, and keep iterating, you will eventually find your way forward.