

Member Spotlight

Mohamed Omar - Founder of Shinimini Ltd



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Tell us briefly about your business.

I run **Shinimini**, which trades as The Scaling Firm. When most people hear "AI," they picture ChatGPT or a chatbot, and honestly, that is the very tip of the iceberg. What we actually build is AI

that does the work rather than just talks about it. Systems that answer your missed calls, book appointments, chase reviews and invoices, draft the emails, edit the videos, and quietly run the busywork in the background. We build them bespoke, around one business at a time, so they replace the pile of monthly subscriptions most owners pay for and never fully use. I do not see us as a supplier either. I work as a growth partner; your growth is my growth, and that is the only model that has ever made sense to me. Alongside that, I am building UK AI Assurance, an independent company that tests and stress tests AI systems for safety and accuracy, especially the tools now moving into healthcare. My aim in Brentwood is simple: help a hundred local businesses across Brentwood, Ingatestone, and Shenfield win back at least ten hours a week each.

What is your role in this business?

Founder. Day to day that means setting the direction, leading the team, and, the part I enjoy most, sitting down with an owner to work out exactly where this technology can take real weight off them. I care far more about getting that right than about looking busy. If the people around me are growing and the customer is genuinely better off, I have done my job.

How long have you worked there?

Shinimini was incorporated in 2023, but the journey started well before that. I have been building things since I was eighteen, so this is simply the most focused and most ambitious version of a road I have been on for years.

What was your first job?

I was pulling computers apart to see how they worked long before anyone paid me for anything. My first real venture came at eighteen, building e-commerce websites and running the advertising behind them. From there it was trading, then helping other businesses with their marketing, each step teaching me a bit more, until it all rolled into what Shinimini is today. The lesson underneath all of it was the same: no job is too small if you do it properly.

What job did you think you would like to do when you were a child?

I was hooked on computers from about the age of seven, always taking them apart to see what was inside, so a life in technology was probably always coming. What I really wanted, though, was to build something of my own that actually mattered to people. That part has not changed.

Who do you admire in the business world?

I admire the people who reach real success without losing their character or their values on the way up. Getting ahead is easy if you are willing to cut corners and become someone else to do it. Staying true to who you are while you do it, under real pressure, is the hard version, and it is the only one I respect.

Have you had any mentors, and if so, what did you learn from them?

Yes, many, and I am grateful for every one of them. I have always looked for mentors when I am stepping into unfamiliar territory, because someone who has walked the path before you can save you years. I have taken something from each of them, and above all, I am grateful to God as the ultimate

guide through everything. The thread running through it all is simple: stay humble enough to keep learning and respect the people who help you along the way.

What advice would you give to someone just starting up in business?

Truly believe in yourself, and know exactly who you are before you chase anything. Get clear on your values and your non-negotiables so that when an opportunity turns up, you can read it properly because you are moving from self-belief and clarity rather than fear or a fear of missing out. Talk to real customers early and automate the parts of the work that drain you, but above all keep your identity on lock. Most of the good stuff follows from that.

How do you handle setbacks or frustrations?

I treat them as information, not disasters. Part of who I am is someone who meets setbacks well, so I step back, work out what the situation is actually telling me, fix that, and keep moving. Some things are meant to be and some are not, and often you just need a bit of outside perspective to see which is which. I learned a fair amount of this the hard way, including coming through a stage four cancer diagnosis while I was finishing my degree and running the business, and it left me with one simple belief: most problems look smaller in the morning.

What are your hobbies and interests outside of work?

Honestly, work is a lot of fun for me, so the line between the two is blurry. Outside of it, I like whatever is good for the soul, time with the people close to me, traveling, a proper good meal, and a decent game of chess. My rule is simple enough: live life to the fullest while you can.

Who would you like to spend one day with and why?

Someone who reached the very top of their field without ever losing sight of where they came from. I have a lot of respect for people who stay rooted in their identity and their heritage while they build something great, because I think that is where real confidence comes from. I would happily give up a day to understand how someone held on to both.

If there is one thing I would want people to take from my story, it is this: be proud of who you are and where you come from, and let others be proud of theirs too. I am grateful for my own roots and just as grateful for the life I have been able to build here in the UK. The most genuine people I meet are the ones who know exactly who they are, and I would love for more people to feel that.

Workshop: Public Speaking

Wednesday 2nd September

Public speaking is one of the most valuable skills for personal and professional success, and it's no surprise that this workshop has been one of our most requested topics.

We are thrilled to announce that this interactive session will be delivered by **Neil Patrick**, an experienced independent celebrant who knows exactly what it takes to command a room, capture hearts, and deliver unforgettable speeches.

Whether you are presenting at work, speaking at family events, leading team meetings, or simply looking to communicate with greater confidence, this workshop will provide practical, real-world techniques to help you engage any audience, manage nerves and deliver impactful messages.

Join us to learn from a master storyteller and develop the skills and confidence you need to become a more effective, authentic speaker..

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