**Transcript**

When I first started the business, it was a small room with a milk crate that I sat on, a gas burner and a spoon, with a pot. And that’s how I created the first ever Wicked Sister dessert.

I remember the phone ringing and I’d have to leave everything, race upstairs and answer the phone, and then I’d come back downstairs and I’d burnt the product and I’d have to tip it out, clean the pot and start all over again.

I’d hear it constantly from family and friends it wasn’t probably the right path to take.

From working 17 hours a day, 7 days a week, to you know, not having any money. I used to sleep up in the office because I’d get more sleep if I showered at work than if I had to go home

The next step was then trying to work out how I was going to produce this in scale. Within the first 6 months we went from a 40L pot to a 200L kettle to supply 150 stores. Within 2-2.5 years we went national.

NAB was there to support us through the growth periods. I remember my first meeting with the bank I’d taken in samples so they could try the product and buy-in on the dream.

NAB understood the gap in the market, the vision I had for the business and it’s growth potential.

To pioneer the category, to pioneer desserts to be the number 1 brand is definitely where I see us going.

I define progress from taking an old-fashioned peasant rice pudding dessert into something creamy and even sexy.

My name’s Paul Polly and I’m the founder and CEO of Wicked Sister desserts.

NAB. More than money.