

Peter Jones and Rankin are searching for inspiring UK entrepreneurs. Do you fit the bill?

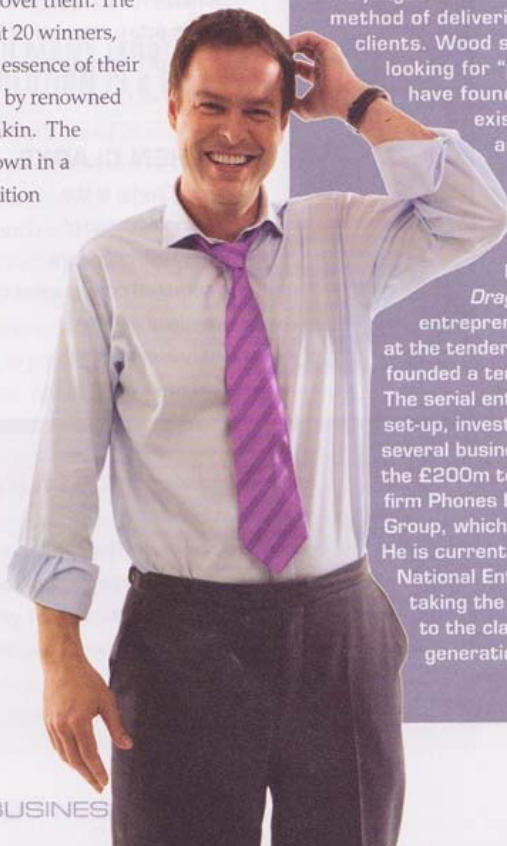
Ever wondered if your business could impress a Dragon? Now's your chance to find out. Fresh from the Den, Peter Jones will head a panel of discerning judges for this year's BT Business Essence of the Entrepreneur. Accompanying him will be previous winners, award-winning journalists and business experts, ready to scour your entries to find the UK's hottest business talent.

The BT Business Essence of the Entrepreneur has evolved into a search for

“ ONE OUTSTANDING ENTREPRENEUR WILL WALK AWAY WITH £20,000 ”

inspiring UK entrepreneurs who have used technology to boost their operations. And for the third year running we're helping BT on its quest to uncover them. The judges will appoint 20 winners, who will have the essence of their business captured by renowned photographer Rankin. The images will be shown in a high-profile exhibition in central London in January, while one outstanding entrepreneur will walk away with a £20,000 business grant from BT Business.

Visit www.bt.com/entrepreneur for details of how to enter. The closing date for entries is August 31 2008.



THE JUDGES

We take a closer look at their credentials...

Jennifer Irvine - former winner
 Irvine's business, the Pure Package, has gone from strength to strength since she was selected as a winner in 2006. The bespoke diet service delivers freshly prepared, healthy meals direct to its high-profile clients' doors. Now a favourite of the stars, Irvine has been chosen as one of the government's enterprise ambassadors. "Winning Essence of the Entrepreneur really boosted our confidence," says Irvine. "The exhibition was a chance to meet some wonderful people."

Rob Wood - former winner
 DJ and former editor of music bible *Jockey Slut*, Wood set up Music Concierge last year. Using his extensive knowledge and passion for music, he launched the consultancy, which creates bespoke playlists for prestigious venues in the UK and abroad, such as the Connaught Hotel in Mayfair. Wood was a winner last year, impressing the judges with an innovative method of delivering music to clients. Wood says he will be looking for "people who have found a niche in an existing market or are creating a new one".

Peter Jones
 Best known for his role on BBC's *Dragons' Den*, Jones' entrepreneurial journey began at the tender age of 16 when he founded a tennis academy. The serial entrepreneur has set-up, invested in and run several businesses, most notably the £200m telecommunications firm Phones International Group, which he set up in 1998. He is currently working on a National Enterprise Academy, taking the boardroom back to the classroom for a new generation of entrepreneurs.

John Dunsmure
 Joining the judging panel for the third year running is John Dunsmure, the managing director of the British Chamber of Commerce Enterprises, the commercial arm of the British Chambers of Commerce, the UK's largest business membership organisation.

Adam Shaw
 Shaw is best known as the face of BBC2's *Working Lunch*, which he has presented for the past 13 years. He was named the Plain English Campaign's Broadcaster of the Year for his work in debunking the language of business and finance, and was Proshare's Personality of the Year two years running for his finance reporting.

Tricia Phillips
 Phillips' journalistic career spans 20 years. She has worked on several publications, including *The Evening Standard* and *The Daily Mirror*, where she is now careers editor. She also spent six years working with Sir Alan Sugar on his Spoonful of Sugar column.

Rankin
 Rankin's daring yet intimate portraiture has earned him critical acclaim, and he has shot covers for the world's most successful glossy magazines. Heads of state and A-list stars alike have willingly submitted to his artistic discretion, with subjects ranging from the Queen to supermodel Kate Moss. He will soon add 20 of the UK's most innovative entrepreneurs to his incomparable portfolio.

James Hurley
 Hurley is editor of *Growing Business* magazine.

Mick Hegarty
 Hegarty is marketing director at BT Business, where he has gained experience in management roles in IT, customer service, operations and marketing during his 20-year career.