

BT BUSINESS

**ESSENCE** of the  
**ENTREPRENEUR** 2008

**SPIRIT OF  
INNOVATION**

## Is technology helping to drive the growth of your business? If so, we want to hear from you

Once again we're embarking on a search for the nation's most inspiring entrepreneurs. For the third year running, *Growing Business* and BT Business have joined forces to hunt down the UK's finest small-business owners who are using technology to help their business succeed.

The BT Business Essence of the Entrepreneur campaign will award 20 UK entrepreneurs who are driving their companies' growth and performance through the innovative use of technology.

The judges will also be dishing out special accolades for the best male, best female and best young entrepreneurs, along with the most original business concept. And they'll name an overall winner for the first time in the competition's history. The Outstanding Entrepreneur of the Year will walk away with a £20,000 business grant from BT Business.

### “ THE OUTSTANDING ENTREPRENEUR OF THE YEAR WILL WIN £20,000 ”

All 20 will model for world-renowned portrait photographer Rankin. BT Business has enlisted the stellar photographer to capture this year's winners in the manner that best reflects the essence of their business. The series of portraits will be showcased at a high-profile exhibition in January 2009.

"Small and medium-sized businesses are the lifeblood of the UK economy," says Bill Murphy, managing director of BT Business. "They account for 99.9% of businesses and 40% of the UK's turnover. We want to help and encourage them to succeed, applaud their determination and celebrate their spirit."

If you think you've got what it takes, tell us why at [www.bt.com/entrepreneur](http://www.bt.com/entrepreneur), where you'll find details of how to enter and get an opportunity to read up on those who have already made their way into our 40-strong alumni. In the meantime, here's a look at what made three previous winners stand out.



### Rob Wood – Music Concierge

#### 2007 winner

Rob Wood's Music Concierge is a music consultancy that creates bespoke playlists for prestigious brands in the UK and abroad, such as the Connaught Hotel in Mayfair.

Unlike most music content providers, which tend to dish up the same old chart-oriented playlists for the High Street, Wood, a music fanatic, DJ and former editor of music magazine *Jockey Slut*, programmes tunes around a venue's brand identity.

He impressed the judges with his pioneering method of delivering music to clients. "We're using broadband to distribute our bespoke playlists, so we're innovating in terms of our technology," explains Wood. "We can play, manage, update and timetable a client's music library from London by streaming it through their PC to their soundsystem, meaning clients don't have to buy any specialist equipment."

Returning as a judge this year, Wood will be looking for "people who've found a niche in an existing market or are creating a new one, and back it up with the know-how and the research".

### Jennifer Irvine – The Pure Package

#### 2006 winner

The Pure Package is every calorie-conscious celebrity's dream. The bespoke meal service set up by Jennifer Irvine delivers three fresh meals and two snacks direct to its clients' doors each day, giving them everything they need for a nutritionally balanced diet based on their specific requirements, be that weight loss, sports training or medical necessity. All food is fresh, GM free, ethically sourced and delivered in temperature-controlled bags. Irvine caters for Michelin-starred chefs, top athletes and A-list celebs.

Now based in London's celebrated Covent Garden Market, Irvine started The Pure Package from her kitchen. Using the web and phone to drum up business and take bookings in the early days, technology has played a key role in her company's runaway success. "Winning Essence of the Entrepreneur was a huge honour and really boosted our confidence," says Irvine. "The photographer was inspirational. I loved my picture (right), and the exhibition was a chance to meet some wonderful people."

Irvine will be returning as a judge on the 2008 panel.

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