



glenyearwoodgroup
URBAN MARKETING

Press Release
26 September 2006

Coffee, Croissants and £2 Million Investment

An event aimed at providing access for (BME) Black and Minority Ethnic innovators seeking to raise between £50 thousand and £2 million pounds takes place at the Marketing Suite on the 26th October. The focus will be on technology based entrepreneurs.

Hosted by gateway2investment (g2i) and the Innovatory, entrepreneurs will hear Charles Ejogo, *Dragons Den* winner and founder of *Umbrollys.com* give a keynote address on the importance of technology entrepreneurs and routes to possible investment. This, according to research, is a much under represented market sector, especially among London's Black & Ethnic Minority community.

Charles Ejogo commented; "This is precisely the sort of forum needed to deliver information and networks to businesses entrepreneurs who place technology at the heart of their competitive edge."

Since the official launch a year ago g2i has worked with over 200 early stage technology based businesses. They offer support, structured interaction with experienced investors and other entrepreneurs, one to one and group workshops, and on-line services to improve your company's chances of success. The result has been over £5 million

pounds of investment secured by companies who have successfully completed the g2i journey.

Backed by the London Development Agency (LDA) g2i brings together a consortium with wide expertise in the development of technology companies and a shared enthusiasm for the growth of new business. The consortium comprises Grant Thornton, of whom Simon Littlewood says, "Grant Thornton is delighted to be part of the success in leading the London investment readiness programme for new technology companies. With successful participants representing the rich diversity of talent and innovators across the capital, we are committed to supporting innovation and technology companies at every stage of their development".

The event runs from 8.30am to 11.30am on the 26th October 2006 at the Marketing Suite, London EC2

For further information and images please contact Donna Morgan on 0207 053 2175 of email: donna@glenyearwoodgroup.com

Editors' notes:

gateway2investment

gateway2investment (g2i) is a programme supported by the London Development Agency and designed to increase the numbers and quality of London based technology companies receiving investment. g2i is delivered by Grant Thornton and its partners, E-Synergy, The Innovatory, Quotec and Library House.

www.g2i.org

Charles Ejogo

Charles is the founder of Umbrollly. He began his career in the city, but it was being made redundant that spurred him on to set up his own business. The idea for umbrella vending machines came to him while stuck on the underground one rainy day. It took a lot of persistent negotiation to secure the rights to install vending machines at tube stations. Despite failing to close the deal on BBC2's The Dragon's Den, Charles has secured business angels funding and has ambitious plans for overseas expansion.

www.umbrolllys.com

Innovatory

The Innovatory is an award winning business support organization providing incubation, training, coaching, advice and access to investment to start-up and established businesses with a special emphasis on the technology, cultural and creative sectors, trade with Asia, and entrepreneurs from London's Black and Ethnic Minority communities. Over the last four years it has assisted 350 companies to start or grow, has helped to secure investment for more than 50, and has delivered training programmes to more than 1000 businesses.

www.innovatory.com

Grant Thornton UK LLP

Grant Thornton UK LLP is the UK member of Grant Thornton International; one of the world's leading international organizations of independently owned and managed accountancy and consultancy firms. It has 10 Technology Centres of Excellence located throughout the UK, led by 38 dedicated Technology Partners and supported by over 200 professional Staff.

www.grant-thornton.co.uk

Black Enterprise

Black Enterprise awards recognise the 'best' entrepreneurs in the UK who are from the British Black Community. Black enterprise's mission is to facilitate the development, growth and long-term sustainability of business enterprise through encouragement, education, training and finance.

www.blackenterprise.co.uk

Glen Yearwood Group

Glen Yearwood Group is a business-to-business division of Soul Marketing Limited. GYG provides strategic advice for private sector Black & Minority Ethnic SME's who need to develop and expand their consumer base through the implementation of communication strategies that move towards Mainstream. GYG also provides communication strategies for Mainstream *Private* and *Public Sector* organisation's wishing to engage and create long-term dialogue with new consumers who might come from Black & Minority Ethnic and hard to reach communities.

www.glenyearwoodgroup.com

BME Business

- There are over 10,000 black owned businesses (4% of all London businesses)
- Have a total turnover of almost £34.5 billion
- Have an estimated disposable income of around £4.4 billion (in London)
- Black owned businesses provide over 70,000 jobs
- Black owned businesses in London make up 4% of the business population but 12% of the population
- The main traditional business sectors for the African Caribbean (black) are personal services (notably hairdressing and beauty) catering, car repair services, import and export, accountancy and small scale construction

Source: www.london.gov.uk Ready for Business: The contribution of Black Businesses to London's economy. December 2004.

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