

Quick pitch wins over Dragon's Den star



JUDGING: Rachel Elnaugh

FORMER Dragon's Den star Rachel Elnaugh and whizz kid entrepreneur Alex Tew, of Million Dollar Home Page fame, have agreed that a Notts language company is ripe for investment.

The pair were among the judges of an elevator pitch competition won by Bingham language company betterlanguages.com Ltd.

Now the company's directors, husband and wife team Mike and Bea Hunter, will receive business mentoring from Rachel – one of

the original stars of the hit BBC business show.

Rachel and Alex were two of the judges who named betterlanguages Business Most Likely To Get Funding at a Growth Investment Network East Midlands event.

The Bingham translation specialists triumphed over 30 entries to receive the elevator pitch award at Nottingham University's Jubilee campus.

Rachel, Alex and third judge Michael Acton Smith – the co-

founder of gadget website Firebox.com and gaming site Mindcandy.com – were impressed by the one-minute pitch to camera given by Mike Hunter.

Mike said: "We are thrilled to win this and to receive mentoring from an experienced entrepreneur such as Rachel Elnaugh.

"One minute isn't long to pitch your business but I told them about how we have achieved rapid growth taking the company to a quarter of a million turnover in the past year.

Former University of Nottingham student Alex Tew made headlines in 2005 when he set up Million Dollar Homepage – selling a million web pixels for \$1 each. He sold every one in just four months to become a dollar millionaire at age 21.

GINEM's operations director Toby Reid said: "Congratulations to Mike for winning.

"It was a fun event and his pitch was very well received. The judges felt his company was well placed to attract investment."