

FreeIndex Press Coverage



South West Business Insider

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THE OTHER HALF

Welcome to part two of our crop of 42-under-42ers for 2010. Here are 21 more business names for tomorrow



Why 42? It's ten years younger than the average age of the individuals featured in *insiders* South West Rich List. In ten years time some of the people featured could be household names – and maybe even making it into our Rich List.

DO YOU KNOW SOMEONE WE SHOULD INCLUDE?

42 under 42 is meant not just to recognise the successful but also to unearth some business gems, companies or individuals who may not yet have gained wider attention. As well as award-winners and young companies making a name for themselves, we also need your tip-offs. If you know someone special who you think deserves to have their achievements recognised, email: christian.annesley@newsco.com



DEAN CURRAN 33
Managing director, Himeq Solutions

Himeq Solutions is a 13-year-old technology business making planar transformers. Turnover has doubled in the past 12 months, under the leadership of Dean Curran, who joined four-and-a-half years ago. He says the growth is partly down to the growing market for the technology. "Planar transformers are more relevant than ever because they are smaller, lighter and more energy efficient than some other types of transformer," he says. "Not so long ago nobody much cared about this sort of efficiency, but as the market for electric hybrid vehicles grows, this really matters. We intend to grab our share of the market."

PAUL STEVENSON 41
Managing director, Wall To Wall Sunshine
Eleven years since Paul Stevenson

TIM SUMMERS 36 JUSTYNE MCILHINNEY 35 AND JAMES HOWELL 33

Co-founders, Temple Bright
"Traditional law firms carry a lot of overhead. It dates from an era when those overheads were necessary, but technology has changed that," says Tim Summers of law outfit Temple Bright in Bristol.

Summers and his co-founders, Justyne McIlhinney and James Howell, recently set up the practice but have already made headway. "The premise is simple: you get us, rather than someone junior in a bigger firm, and you get a competitive price because of our lower cost base." The firm targets smaller businesses, which means Temple is not competing with the likes of Burges Salmon or Osborne Clarke in Bristol, but is also picking up smaller pieces of work from the bigger firms on its doorstep.



launched Wall To Wall Sunshine, it's still a marketing business through and through.

"We became part of a business, either as a re-enforcement of an in-house marketing team or as an outsourced marketing department," says Stevenson. The company tries to provide the best strategic advice to achieve results – "and our advice is never clouded by having to sell our own in-house services."

Stevenson created Wall To Wall Sunshine in 1999, having spent his career with international advertising agency McCann Erickson. In 2005 he moved it to Exeter from Richmond-upon-Thames.

TOM HERBERT 33
Sales and marketing director, Habits House Bakery
Named young baker of the year in 2000, an enthusiastic Tom Herbert proclaimed at the time: "I want to do for bread what Rick Stein has done for fish." It's a statement

that has followed him ever since, but he's tried to live by it while taking this fifth-generation family bakery to new pastures, including courses, cafes and online bread sales. The bakery is in Chipping Sodbury, and a flagship cafe is still going great guns in Nailsworth.

Herbert has also forged himself a media career while keeping true to a desire to keep baking only the very best bread. "We don't aspire to be really big. We are more interested in being the best in everything we do."

Turnover is currently £3m, but if Herbert's media star continues to soar there's no telling what'll happen next.

AJAY SHARMA 34
Regional director, HLM Architects
Ajay Sharma has risen rapidly up the ranks at HLM since he qualified in 2000. By 27, he was project leader for several

multimillion-pound schemes in the healthcare sector. He was subsequently involved in international healthcare schemes in Africa and Pakistan, and is now working for the EU as high-level design adviser for custody centres in Ukraine. He was made regional director of HLM's Plymouth office in 2009.

SABRINA PACE-HUMPHREYS 31

Managing director, Trailblazer PR
Still only in her early 30s, it is six years since Sabrina Pace-Humphreys founded Trailblazer PR. She says her success is down to establishing a bank of experienced consultants with knowledge of specific sectors. It's a step away from the traditional small agency model where one or two experienced consultants employ cheaper junior practitioners on a permanent basis to manage clients' work once the business has been secured.

DONNA BAKER 35

Founder, MyBoyswear.com
"Whenever I went shopping to buy clothes for my son the options were so limited," says Donna Baker. "Lots of dark colours and no imagination. It was clear there was a gap in the market." In frustration, Baker, who is based in Newton Abbot, launched her own clothing line three years ago, offering colourful alternatives for boys aged 2 to 12. This spring, Baker launched myboyswear.com, offering her clothes alongside well-known brands. The company now has a turnover of £100,000 and is eyeing growth.

CHARLIE COWAN 33
Chief executive, Webto
When Charlie Cowan was at agricultural college in Ceresco he used to drive past Star Internet's office on the way to his part-time job. One day he knocked on the door.

"It was a lucky door to walk through," says Cowan. After starting in sales, he stayed for ten years, first in Start Internet and then in the email security business MessageLabs – a company that made its founder millionaires many times over when it was sold 18 months ago.

MessageLabs inspired Cowan, and once the business was sold he began to cast around for his big idea. "I saw a presentation by Google that explained how it needed partners to sell its in-the-cloud services better, and I saw the need for a



MARTIN TURNER 38
Founder, FreeIndex

"Most people don't understand how we make any money," says Martin Turner, discussing FreeIndex, the online business directory he launched in 2003 in Bristol.

Unlike rivals such as the Yellow Pages, FreeIndex allows businesses to advertise for free. It now has 240,000 registered business members, all with exhaustive company profiles, and allows users to post feedback. The key is discreet third-party advertising: whenever users click on a link related to a specific search FreeIndex takes a small cut.

It seems to be working. The site gets 1.2 million hits a month and has an annual turnover in excess of £1m. "Our plan at first was simply to create a quality website," Turner adds. "But now we're challenging the Yellow Pages and other bigger rivals."