

Prepare to be Inspired: O2 Inspiration Award Prize

Last autumn O2 invited small businesses in London to enter the O2 Inspiration Award Prize competition. They were inundated with entries from a broad spectrum of businesses and age groups. The panel of judges included local entrepreneurs Adam Balon one of the founders of Innocent Drinks and Karen Darby who started Simply Switch.

The winner was eCourier an express logistics provider – the world's first online delivery courier service. They were awarded a £100,000+ advertising campaign in the Evening Standard.

Born out of frustration with couriers Jay Bregman, 27 and Tom Allason, 26 set up eCourier.co.uk. Jay worked on the technology needed to run the online system and Tom focused on the marketing and finance. Due to state of the art GPS technology customers can track their parcels to street level. The company are also trailing electric bikes to improve their energy efficiency. The first courier bike was despatched on the 14th September 2004 and their annual turnover has now reached £3.78 million.

Profiles of the 20 finalists were published in a special supplement in association with the Evening Standard. They can also be viewed online at <http://www.thisislondon.co.uk/itsyourbusiness/>

Innovation is the theme for February's Business In Berkshire newsletters; look out for features on the winners of our own autumnal competition to find the most innovative businesses, Berkshire Live (www.berkshirelive.com)

We have opened discussions with O2 about the potential sponsorship opportunities. O2 are looking to develop strong relationships in the local business community. They understand the potential in small business and share the aim of InnovationShowcase.co.uk, to promote local innovators and inspirational businesses to a broader business community.

Watch this space!!



www.businessinberkshrie.co.uk/innovation

O₂ INSPIRATION AWARD

