

# THE YOUNG ONES

Each year, Insider's 42 under 42 showcases the region's brightest business talent, the people we feel will form the next generation of business leaders. Here are the first 21 to be included in our class of 2014



AZRA SADIQ

## Azra Sadiq (39)

Founder, Azra Chocolates

Azra Chocolates is an online shop that makes and sells Belgian chocolate shoes. Sadiq has produced handcrafted chocolates since 2009 and launched Azra Chocolates in 2012 to pursue her passion for designer shoes and artisan chocolates. She takes inspiration from designers such as Christian Louboutin and showbiz legends Marilyn Monroe and Judy Garland.

Sadiq is still in her first year of business but has already caught the attention of *Dragons' Den* investor Theo Paphitis and her chocolate shoes have been featured in the *Daily Mail*, *The Times*, *Vogue* and *Glamour*. Online sales are increasing, while high-end retail stores are also on the radar.

**Who is the most interesting person in your mobile phone directory?**

"Theo Paphitis."

## Dave Tindall (35)

Managing director, Talk Straight

Tindall's telecoms company in Ilkley provides hundreds of businesses across the UK with broadband, wi-fi, telephony, cloud services



DAVE TINDALL

and mobile connectivity. Specialist division Schools Broadband is a leading internet service provider to the education sector and supplies broadband and wi-fi to more than 500 schools.

With 28 staff and a turnover of £4.5m, the seven-year-old company has just unveiled a five-year strategy. It is currently recruiting four people and moving to larger offices. New products are in the pipeline and Tindall is investing a six-figure sum in a customer relationship management system that will improve efficiency and reduce duplication.

**Describe yourself in a Tweet:**

"Ambitious local entrepreneur (and new dad!) with a real passion for technology who aims to make his company a market leader through innovation."

## David Dewey (28)

Managing director, Shortlister.com

Shortlister.com is the brainchild of Harrogate-born David Dewey. Frustrated by his experiences as an interview candidate, Dewey decided to develop software to simulate real-life interviews with the aim of improving the process for employers and candidates.



DAVID DEWEY

The resulting software enables employers to create branded interviews.

The business, which is based in York, has received a six-figure investment from entrepreneur Tim Whitworth, the co-founder and former chief executive of clothing chain Republic. Whitworth said he could "immediately see the huge benefits".

## James Knox (28)

Finance director, Yorkshire Dales Meat Company

Chris Froome, Alex Ferguson and Christine Ohuruogu were among the sports stars who tucked into larder-trimmed beef barrel fillets supplied by the Yorkshire Dales Meat Company (YDMC) at the BBC Sports Personality of the Year dinner. The family-run company is a regular meat supplier to the First Direct Arena in Leeds, which hosted the glamorous event.

YDMC supplies some of the best restaurants, hotels, venues and catering companies in the north of England as well as Asda supermarkets. The meat comes from naturally fed, traditionally reared livestock kept on a farm in Wensleydale that Knox's family have run for four generations.

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## YORKSHIRE <sup>42</sup><sub>under forty two</sub> ENTREPRENEUR AWARDS 2014

### Jacob Hill (21)

Founder, *The Lazy Camper*

Hill founded festival kits company The Lazy Camper in 2011 and has been growing the business while studying on the University of Huddersfield's Enterprise Development course. The entrepreneur, who lives near Brighouse, has taken on a team of six at the town's 3M Buckley Innovation Centre and is an online partner of the V Festival, which attracts 170,000 people every August.

The company's bestselling product is the all-in-one camping kit in a bag, which sells for £69.99. But this is only the start – Hill wants to keep developing the brand to offer more quality, convenient and affordable products that take the hassle out of travelling and camping. He has the financial backing of serial entrepreneur Graham Leslie, who built the largest privately owned pharmaceutical company in Europe, Galpharm International; and business investor and coffee connoisseur David Cooper.

### Reggie Johal (37)

Managing director, *Predator Nutrition*

Reggie Johal started Predator Nutrition from his family home. Having worked at Deloitte in London, he left the professional services industry to pursue his dream of becoming an American football player, going on to represent Great Britain. Frustrated by the lack of choice in sports nutrition, he spotted a gap in the market.

Predator Nutrition distributes supplements that can boost performance for athletes, with a high street, online and wholesale presence. Turnover has risen to £6m and Johal has 21 employees. In 2014, he plans to roll out new brands and a new retail store as well as opening a branch in Asia. This autumn, Predator Nutrition will move from its rented premises to a custom-made warehouse and office complex in Leeds.

### Stuart Turner (34)

Director, *Sushi Machines*

Turner sells sushi-making machines direct to the public and has already attracted custom from all over the world, including Japan.

The Barnsley-based entrepreneur felt that sushi was either too expensive or poor quality in the UK so decided to launch a website where people could buy equipment to make their own. The company's list of products has developed rapidly since it was launched in 2007. It now turns over £500,000 and has three employees.

The company's Roller-35 sushi machine is designed to allow an untrained person to



STUART TURNER

produce consistent quality sushi with minimal training. It won the Best New Idea award at the Restaurant Show 2013.

"We are the only European manufacturer of sushi products and hold patents for our inventions," says Turner. "We are now looking to focus on exports to South America and have plans for three new machines."

Turner has been backed by the Enterprising Barnsley programme, which is funded by the European Regional Development Fund.

### Sean Maloney (20)

Managing director, *Think On!*

Think On! is an ideas incubator that brings together inventors, investors and young entrepreneurs to create an environment where the best ideas can be commercialised. Products are developed at the Advanced Manufacturing Research Centre in Rotherham, benefiting from some of the best manufacturing techniques and materials in the world. Among the company's products is a conkers-based app game called Conka.



REGGIE JOHAL



SEAN MALONEY





ELIZABETH HUDSON

"In a modern era when people are risk-averse, anti-creative and don't appreciate the true innovation Britain has to offer, we are on a mission to give people the chance to grow their ideas into market-changing products," says Maloney.

The focus for the business over the next three years is to become self-funding. On a personal level, Maloney wants to complete an MBA by 2017.

**Who is the most interesting person in your mobile phone directory?**

"My mum."

**Elizabeth Hudson (31)**

*Co-founder, Cream Consultancy*

Hudson has built a successful PR consultancy from scratch with business partner Jane Whitham. Cream began trading in 2012 and now employs seven people at the Barnsley Digital Media Centre. Hudson was named Young Communicator of the Year in Yorkshire by the Chartered Institute of Public Relations in 2013.

"We pride ourselves on being straight talking, honest Yorkshire lasses who do a great job while having lots of fun," she says. "We are projected to double our turnover in the next financial year, increase our client base, roll out new services and products and add to the team. Our first two years have been superb and we intend to keep travelling on the same trajectory."

**Who is the most interesting person in your mobile phone directory?**

"The legendary Dickie Bird. We helped launch the Experience Barnsley museum and Dickie played a key role."



JAMES BIGGIN

**James Biggin (38)**

*Managing director, Steel City Marketing*

Biggin's business supplies UK companies with branded merchandise and promotional items to hand out during campaigns or events. The Sheffield company employs seven people and returns a profit from its turnover of £1.4m.

Biggin says: "I am aiming for 25 per cent growth by March 2015. The business is in a good financial position and I have a fantastic team who all share my vision and values. We maintain the best service levels possible, which we know is a contributing factor to our client retention rate."

**Who is the most interesting person in your mobile phone directory?**

"Three-time world champion squash player Nick Matthew."

**Richard Carr (31)**

*Managing director, Carrs of Sheffield*

Carrs of Sheffield is a manufacturer rich in the traditional silversmith skills that Sheffield is famous for. Its products are found in luxury stores, royal palaces and the homes of the rich and famous. Established by Carr's father Ron in 1977, the family business employs 160 people with a turnover of £9.3m. Carr says demand for bespoke cutlery is increasing, and the company is increasing production capacities to match demand.

**Who is the most interesting person in your mobile phone directory?**

"Herol 'Bomber' Graham (the former Commonwealth middleweight boxing champion) – great friend, great motivator and all round good guy."

**Andrew Mason (40)  
Robin Hill (39)**

*Technical director and sales director, Random Storm*

Featured in this issue's Entrepreneur of the Month interview (see page 6), this ambitious duo have achieved considerable success with their hands-on approach to boosting the computer defences of some of the world's biggest brands.

Random Storm is a network security company that finds loopholes in companies' computer security. Its activities involve staff attempting to hack into systems or even climb walls to expose gaps in security in James Bond-style.

In the past five years, turnover has risen by more than 1,000 per cent to more than £3m and Mason and Hill were recently named in the Deloitte Technology Fast 50.

**James Douglas (35)  
Scott Munro (36)**

*Directors, Red's True Barbecue*

Currently the hottest venue in town, Red's True Barbecue has emerged as one of the most successful restaurants in Leeds.

Douglas and Munro set up the restaurant following a tireless tour of barbecue pits in the US. The duo's chain of eateries sell more than 16.5 tonnes of flame-grilled meat each month and turnover is on course to reach £7.4m this year.

With an appetite for growth bigger than their taste for barbecued meat, Douglas and Munro have plans to open another 12 venues over the next two years. They are already talking about an equity investment to fund an "aggressive" national roll-out.



RICHARD CARR

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**YORKSHIRE** **42**  
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## Simon Cook (34)

**Managing director, Calder Security**

At the tender age of 19, Cook applied to join Calder Security as an electrical engineer but failed to make the grade. However, nine years later, the young entrepreneur bought the Wakefield company and increased turnover by almost 40 per cent in his first year in charge.

Cook has continued to enjoy average annual growth of 20 per cent by improving efficiency and dramatically raising the profile of the lock, safe and alarm business.

Since buying the business in 2006, Cook has continued to expand the workforce, managed to break into the commercial market and invested heavily in operating systems, staff training and marketing.

## Tim Alston (30)

**Technical director, Preventx**

Providing a market-leading remote sexual health testing service, Preventx is used by 100 local authorities and processes 80,000 patients a year.

In just five years, the Sheffield-based business has grown turnover organically to £2m and Alston has managed to retain a 50 per cent net profit margin. The entrepreneur is now aiming



STEFANIE HOPKINS

to provide testing services for other diseases and his goal is to make his business the main 'go-to' source for all health tests. He is also in the process of buying out his co-founder as he pushes to drive the business further ahead.

## Stefanie Hopkins (36)

**Founder, Faith PR**

Hopkins is married to Carl Hopkins, star of *The Secret Millionaire*, so it's clear that entrepreneurialism runs in the family.

Providing public and media relations services to a range of clients, Faith PR has tripled its turnover in the past three years and is eyeing further growth by targeting the business-to-business market.

Hopkins speaks four languages and is also going for international glory. She has already picked up two overseas customers as she aims to mimic her husband's success.

**Describe yourself in a Tweet:**

"Could generally do with more hours in the day."

## Alex Boyle (28)

**Managing director, In-Site Property Solutions**

Boyle is the head of a multimillion-pound industrial and commercial property portfolio and has helped to increase the company's annual profits by more than 500 per cent over the past three years.

A qualified chartered surveyor, Boyle takes a hands-on approach to asset management and has made some significant investments. The business works hard on maintaining strong relationships with tenants and has systems to make deals happen swiftly.

Looking to the future, Boyle is confident of achieving growth by making the most of a healthy balance sheet to make further acquisitions.

## Ed Bellamy (28)

**Managing director, PinBellCom**

Bellamy is helping to create a paper-free world in one of the most paper-driven



TIM ALSTON

environments in the UK: the National Health Service.

Bellamy wrote his first computer programme at the tender age of six. Since then, the Leeds-based technology entrepreneur has risen rapidly to success.

PinBellCom is on course to achieve a seven-figure turnover this year as it continues to provide bespoke administration and compliance systems to GP practices, health-care trusts and a wide range of clients in the corporate sector.

Bellamy is determined to carry on delivering 100 per cent year-on-year growth for as long as possible. He says: "We are only looking to grow the business – everything else is just a distraction."

## Craig Burgess (25)

**Creative director, Genius Division**

Genius Division, is a marketing agency based in Barnsley that deals only in digital services. Burgess goes as far as to say: "We're all digital specialists and waste no time or money on anything else. Everybody here knows digital inside out and lives and breathes it."

Genius Division specialises in apps, websites and email and search engine marketing. It's a strategy that's paying off as turnover increases rapidly. The company is already expanding into new premises, despite having only been up and running for three years.

Burgess says the knowledge of the team at Genius Division and clear focus provide a competitive edge that will enable the business to continue to grow aggressively.





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