

# flyingstart



**Name:** Gareth Mitchell  
**Age:** 30 years  
**Business:** Tree2mydoor Limited  
**Service:** Online tree gifts company  
**Website:** www.tree2mydoor.com  
**University:** University of Teeside (2000)

## **Background:**

Tree2mydoor is an award winning sustainable online gift company that enables customers to send a wide selection of quality tree and wildflower gifts with accompanying personalised greetings cards directly to friends and family. The company has consumer sales and corporate sales channels.

**Business growth:** Tree2mydoor has enjoyed significant business growth with sales increasing year on year since the company was incorporated in 2003. Sales forecasts predict that Tree2mydoor's sales turnover will exceed £1 million within the next 3 years.

## **Awards won:**

- \* The Observer Courvoisier Future 500 List 2007.
- \* Gift of The Year Awards 2007 - Highly Commended.
- \* People in Retail Awards 2007 - Finalist.
- \* UMIC Innovation Competition 2005 - Finalist.
- \* New Entrepreneur Scholarship, North West Entrepreneur of the Year 2005 - Winner.
- \* Startups Awards 2004 - Best Online Business of The Year - Finalist.
- \* Gift of The Year Award 2004 - Winner.

## **At a glance....**

**Started Trading:** October 2002  
**Turnover:** £150,000 plus  
**Investment:** £12,000  
**Number of employees:** 3

## **Tree2mydoor on how Flying Start has helped:**

'Flying Start has offered an excellent network for both support, advice and for networking. I have attended a Flying Start Rally in Manchester and attended a short course in Cambridge which was really beneficial for me.'

## **About the FlyingStart Programme**

This 12-month business start-up programme for new entrepreneurs is delivered by the NCGE and supported by the UK Government's Department for Business, Innovation and Skills (BIS). An intensive three-day residential training course is followed by 12 months' specialist mentoring and support. The aim is to have 60% of all graduates trading within one year. FlyingStart ensures all new graduate businesses have a ready-made national and regional network, a dedicated mentor, appreciate the 'know-hows and know-whos' of practical business, and understand how to make money.