

flyingstart



Name: 118 Taxi (name changed by deed poll from Alan Garrec)
Age: 26 years
Business: 118 Taxi Limited
Service: Taxi directory service
Website: www.taxismadesimple.com
University: Warwick University

'11,000 taxi companies reached through one phone number, nationally. Call 118 followed by the numbers that spell out TAXI on the keypad of your mobile.'

Description of business: 118 TAXI is the UK's largest taxi directory, a business linking people who need a taxi but don't know which number to ring. Setup after a friend of Alan's was assaulted in an unlicensed taxi at university, a user dials 118 8294 and one of the call centre staff puts them through to their nearest licensed taxi or private hire firm, anywhere in the UK, 24hours a day, 365 days a year.

118 TAXI is the cheapest directory enquiries service for residential and business phone numbers.

Business achievements:

- Reached final of the HSBC Unipreneur Awards and Bizcom.
- Featured extensively in the national and local media (including the Graham Norton Show).
- Shortly launching an exclusive iPhone application for 118Taxi.

At a glance....

Graduated:	2005
Started Trading:	2007
Turnover:	£25,000
Employees:	15 plus

118 Taxi on how FlyingStart has helped: 'As part of the program I was assigned a mentor, Tony Warwick, who was there to offer advice on the end of the phone when I needed it and also I sent him a monthly action plan with my goals and how I was going to achieve them, as well as where I saw the business going in the future - very rarely were these goals achieved in the correct month - but it really helped bring focus and am pleased to see that having just looked through the action plans I submitted (over two years ago), I have achieved nearly all of them. The FlyingStart programme also helped a lot with the business plan which saw us through to the final of the HSBC Unipreneur Awards.'

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.