

flyingstart

online expansions



Name: Tom Darlow
Age: 21 years
Business Name: Online Expansions
Service: Strategic web solutions
Website: www.online-expansions.co.uk
University: University of Liverpool

Aim of business: *To grow, to develop, and to become a source of authority within the web marketing field.*

Brief description of business: Online Expansions is a popular web marketing, design and development company situated in Bath. Focusing on strategic web marketing strategies, it supports clients in leveraging their online presence to grow customer bases, establish online communities, improve customer experiences, drive operational efficiency in addition to stimulating brand loyalty.

Online Expansions' range of high-profile, public and private sector clients plays testament to its ability to execute well against briefs -subsequently bringing creative, workable and commercially-focused solutions to the table.

Business achievements:

- Bath Website Designer of the Year Award: 2007.
- An established and prestigious client base across private and public sectors - including a National Council.
- Tom has been invited to meet Gordon Brown & other cabinet ministers to discuss young enterprise.

At a glance....

Degree:	B.A. Marketing
Graduating in:	June 2010
Started Trading:	Jan 2007
Turnover:	£30,000

Tom Darlow on how has FlyingStart helped: 'Highlighting the strengths, weaknesses and opportunities facing my business, the 3 days at the FlyingStart seminar went on to shape the future of Online Expansions. In addition, FlyingStart instilled motivation, delivered a number of tools to help build my business, introduced me to the concept of speed-networking, reviewed and refined my future expansion ideas, provided important commercial and personal evaluation, in addition to organising inspirational guest speakers.'

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 of 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.