

# flyingstart



**Name:** Matt Roberts  
**Age:** 26 years  
**Business:** Bean2Bed Limited  
**Service:** Manufacturing and selling beanbags which convert to beds  
**Website:** [www.bean2bed.com](http://www.bean2bed.com)  
**University:** Aston University (Marketing)

**Description of business:** With its aim being to provide a new, innovative guest bed solution within a comfortable everyday piece of furniture, Bean2Bed provides space-saving, comfortable beanbags that transform into a bed in under 30 seconds. Manufactured in the UK, the beanbags are available online, and in a growing number of furniture stores. All beanbags are manufactured to order each week and can be delivered anywhere in mainland Europe. Bean2Bed also has a bespoke design service.

#### **Business awards / achievements:**

\* 2006 Winner of Shell LiveWIRE's Young Entrepreneur of the Year (Midlands) \* 2006 Birmingham Best Business Awards – Work-Life Balance \* 2006 Business Week's Europe's Best Entrepreneurs Under 25 \* 2007 HSBC Start-Up Stars Award \* 2008 Midlands Business Award \* 2008 Corkscrew Events Young Entrepreneur of the Year Award and Runner up for Best Business Idea \* 2009 Business Insider Magazine Top 42 Under 42 \* A celebrity clientele.

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

<b>Graduated:</b>	<b>2005</b>
<b>Started Trading:</b>	<b>2005</b>
<b>Investment:</b>	<b>£50,000</b>
<b>Employees:</b>	<b>11</b>

#### **Matt Roberts on how FlyingStart has helped:**

'Flying Start is a fantastic network and organisation for entrepreneurs all over the UK to meet other entrepreneurs as well as get help and advice off those that have been there, done that. The residential NCGE course I attended was absolutely First Class. The tutors and information provided was excellent. It was inspiring and extremely motivating to meet other like minded people.'



#### **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.