



**PRESS RELEASE**

**August 2007**

## **BUDDING NEW BUSINESS MAKES AWARDS SHORTLIST**

**aIDEAS** is named as finalist in '**Business Plan of the Year**'

Blossoming new business **aIDEAS Ltd** (all Inclusive Design Enabling Access Solutions) has been unveiled as one of four finalists at the Startups Awards 2007 in the '**Business Plan of the Year**' category, handing it the chance to win the £5,000 top prize.

The short listing judges were impressed by **aIDEAS's** concept and potential, placing the business among a handful of lucky finalists plucked from hundreds of entries.

Cambridge based, **aIDEAS Ltd** (all Inclusive Design Enabling Access Solutions) is an assistive-technology, products and services ideas-house which combines inclusive innovation with inspiring form - ultimately providing maximum benefit, minimum effort living. Universal design enables market expansion through broad spectrum use, regardless of age or ability. Currently 20+ in-house product demonstrations and consultancy projects are evolving, including literacy software utilities, fashionable asthma inhalers and mobile communications, targeting mainstream and accessibility-impaired markets.

**Dr Martin Sabry**, Founder and Senior Partner of **aIDEAS Ltd** comments: "We are thrilled to be a finalist in the 'Business Plan of the Year' category and very much look forward to the awards ceremony in October. It's great that all our dedication and hard work has been recognised by Startups.co.uk, and we're delighted to be in with a chance of not only winning the category but also the much-coveted 'NatWest Startups Business of the Year' prize."

The Startups Awards, organised by Crimson Business' Startups.co.uk, comprises of 16 categories, each showcasing the best new businesses in the UK. The overall winner will walk away with a £5,000 cheque.

Startups.co.uk is the UK's largest independent online resource for budding entrepreneurs and the Startups Awards is one of the leading events on the small business calendar.

Endorsed by the Department of Trade and Industry (DTI) and underlining its commitment to identifying and rewarding the UK's best new businesses, the fourth annual Startups Awards is organised in conjunction with NatWest.

Additional sponsors include BarterCard, brighter business, BT, NetRegs, Yellow Pages, amen, brother, BPS, eoffice and Business Link.

To be eligible to enter the Startups Awards 2007, businesses must have been trading for less than three years, be privately owned, and employ fewer than 60 people.

This year's judging panel consists of some of the UK's most successful entrepreneurs, including Martin Webb, entrepreneur & presenter of Channel 4's Risking It All, Tim Campbell, winner of BBC's The Apprentice, 2005 and Jonathon Moules, entrepreneurship Correspondent, Financial Times.

The judges look at a wide range of criteria; in particular, business success either by increase in sales and unit volume, market research and identification of customer focus, organisational and team building effectiveness, strategic planning, overcoming obstacles and barriers to success, visionary leadership and social and community responsibility.

The winners will be unveiled at a prestigious awards ceremony and three-course luncheon to be held at the Royal Garden Hotel in Kensington on Wednesday 31 October.

For further information about Startups Awards 2007 visit [www.startupsawards.co.uk](http://www.startupsawards.co.uk) or telephone 020 8334 1680.

Notes to editors:

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[www.aideas.org](http://www.aideas.org)

#### **Startups.co.uk**

The 2007 Startups Awards is organised by Startups.co.uk – the UK's largest website for people starting and running their own businesses. Startups provides free help and advice to 160,000 new visitors every month.

[www.startupsawards.co.uk](http://www.startupsawards.co.uk)

#### **NATWEST**

The 2007 Startups Awards is headline sponsored by NatWest Business Banking. As one of the leading banks for small business, NatWest understands the difficulties of running a successful business and knows just how much work it takes. NatWest has an extensive network of local Business Managers and offer a dedicated relationship service to all business customers including a direct line to each business manager, free face-to-face advice and phones manned 24/7. In addition, it offers free and discounted business banking for up to two years, a free start-up course and a comprehensive range of banking solutions tailored to your business needs.

[www.natwest.co.uk/startup](http://www.natwest.co.uk/startup)

For information on **aiDEAS Ltd** please contact Founder & Senior Partner Dr Martin Sabry:  
Switchboard on **+44 7092 883 698** or via email: [lesseffortliving@aideas.org](mailto:lesseffortliving@aideas.org)  
Registered Company Address: 58 Cockcroft Place, Grange Road, Cambridge, CB3 0HF

For press information on the Startups Awards please contact:  
Ella Gascoigne on 02083341682 or at [ellag@crimsonbusiness.co.uk](mailto:ellag@crimsonbusiness.co.uk)

For information on the 2006 Startups Awards please contact:  
Sandra du Toit, The Events Team, Crimson Business, telephone: 020 8334 1680 email:  
[sandrad@crimsonbusiness.co.uk](mailto:sandrad@crimsonbusiness.co.uk)