

Entrepreneur Information

ALAN SUGAR

Alan Sugar is possibly best known as the face of the TV series, The Apprentice. He became a billionaire in 2015 and in 2016 he was ranked the 95th richest person in the UK.

Sugar was born in 1947 in London. His father was a tailor. He left school at 16 years old. Soon after, he started his first business, selling electrical goods such as radio aerials, cigarette lighters, and car radios from the back of a van.

In 1968, Sugar started Amstrad. The company made electronics and in the 1980s they specialised in computers. This was at a time when home computers were very new and the company made a huge amount of money. At its peak, Amstrad was valued at £1.2 billion.

In the 1990s business did not go as well for Amstrad. Unreliable hard discs in a new range of computers led to unsatisfied customers and damage to Amstrad's reputation. They also produced gaming consoles which were largely unsuccessful.

Despite this, Alan Sugar continued to make money. In 2007 he sold Amstrad to BSkyB for around £125 million.

In 1985, Sugar founded Amsprop, a property company. This is where the majority of his money now comes from. The company owns commercial property across London and Essex. It is managed by Alan Sugar's son, Daniel Sugar.

Alan Sugar collects classic Rolls Royce and Bentley cars. He is also a qualified pilot and owns his own four-seater plane. He was Chairman of Tottenham Hotspur football club from 1991 to 2001.

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ANITA RODDICK

Anita Roddick was born in 1952 and died of a brain haemorrhage in 2007. She is best known as the founder of The Body Shop.

Roddick originally trained as a teacher of English and History. However she changed her plans after a trip to a kibbutz in Israel turned into an extended working trip around the world.

Roddick married in 1970 and had two daughters in 1969 and 1971. She opened her first Body Shop in 1976 offering quality skin care products in refillable containers. She wanted to market her products with truth instead of hype. Six months later, Roddick opened her second shop and by 1991 there were 700 branches of The Body Shop. In 2004 The Body Shop had 1980 shops and served over 77 million customers around the world.

In 2006 Roddick sold The Body Shop to L'Oreal for £652 million. This was not a popular decision with some Body Shop customers due to L'Oreal's involvement in animal testing. L'Oreal is also part-owned by Nestle which has been criticised for its treatment of producers in developing countries.

In addition to being a business woman, Roddick was a social and environmental campaigner. She worked with Greenpeace and The Big Issue and believed that business should offer a form of moral leadership in society. She founded a charity, Children On The Edge which helps disadvantaged children in Eastern Europe, Africa and Asia.

Roddick wrote on her website that:

'It is impossible to separate the [Body Shop] company values from the issues that I care passionately about – social responsibility, respect for human rights, the environment and animal protection, and an absolute belief in Community Trade.'

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BILL GATES

Bill Gates was born in 1955 in Washington, USA. His father was a lawyer and his mother was a teacher who later served on various boards of directors.

Gates is co-founder of the Microsoft Corporation, the world's largest PC software company. He has been included on the Forbes list of the world's wealthiest people since 1987. He was also the world's youngest self-made billionaire in the 1980s. In 2017 he became the richest person in the world. He is estimated to be worth US\$84.8 billion.

Gates took an interest in computers and programming from the age of 13. He went to University at Harvard studying law but he dropped out to start his business with his friend, Paul Allen.

By 1979, Microsoft was earning \$2.5 million and Bill Gates was the head of the company at 23 years old. Despite being the boss of the company, Gates apparently personally reviewed every line of code the company wrote.

By 1983, Microsoft was a global company with offices in Britain and Japan. By this time 30% of the world's computers were running on Microsoft software.

In 2009, Bill Gates and Warren Buffet founded 'The Giving Pledge'. The foundation aims to encourage billionaires to pledge at least half their wealth to philanthropy. The aims of the foundation are to save lives and improve global health.

Some famous quotes by Bill Gates:

- Your most unhappy customers are your greatest source of learning.
- Life is not fair; get used to it.
- It's fine to celebrate success but it is more important to heed the lessons of failure.

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DEBORAH MEADEN

Deborah Meaden was born in 1959 in Somerset, England. She is possibly best known as one of the dragons on Dragons Den.

Meaden's first job was leading pony rides along the beach when she was just 8 years old. She left school at 16 and studied business at college.

Once she finished college, Meaden set up a glass and ceramics export agency in Italy. Her company failed after 18 months. Meaden then bought a textile franchise with a partner. She worked at this for two years before selling her share to her partner. Following this she ran a number of successful retail and leisure businesses.

In 1988, Meaden joined her family business, Weststar Holidays and ran its amusement arcade operations. She eventually became Managing Director of the business. She sold the business for £33 million but kept a 23% stake. She sold her stake in 2007 when the business was sold for £83 million.

Meaden is now a full-time investor – supporting other peoples' businesses in return for a share of the money they make. In 2017 she was estimated to be worth around £46 million.

Meaden loves animals. She owns a number of retired racing horses along with cats, dogs, chickens, ducks and geese. She is an Ambassador for the World Wildlife Fund (WWF) and the Marine Conservation Trust. She also works with the Dogs Trust. Meaden donates money and time to the charity, Lendwithcare which supports entrepreneurs in developing countries.

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GEM MISA

Gem Misa was born in 1979 and is from the Philippines.

Misa began her career working for Unilever. As a brand manager for Unilever she moved to South Africa and then to London where she met her husband and settled.

In 2008 Misa decided to set up her own Company. Her first business idea was a gourmet salad company. This was unsuccessful and the business closed.

Misa's second business was natural food company, Righteous. Righteous started out making salad dressings from Misa's own recipes. Her aim was to make healthy eating enjoyable.

As Righteous started to grow and sell in big supermarkets, Misa used crowd funding to raise £75,000 to pay for advertising. In 2015 the company turned over £350,000. Righteous products are now stocked in Tesco, Waitrose and other big supermarkets.

Misa states that persistence has been crucial to growing a successful business. She was sometimes turned down by supermarkets the first and second times she approached them. This did not stop her from trying again.

In 2015, Misa co-founded another business, Cauli Rice, with her husband. Again, she used crowd funding. This has raised over £2 million. The company specialises in microwaveable, vegan, preservative free cauliflower rice. Cauli Rice is now stocked in supermarkets across the UK.

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MARK ZUCKERBERG

Mark Zuckerberg was born in 1984 in New York state, America. His mother is a psychiatrist and his father is a dentist. He is a computer programmer and internet entrepreneur, best known as the co-founder of Facebook.

In 2017 Zuckerberg was estimated to be worth US\$71.5 and was ranked as the fifth richest person in the world. In 2010 Zuckerberg promised to give away at least half of his wealth by signing 'The Giving Pledge'.

Zuckerberg did very well in school and won prizes in maths, astronomy, physics and classical studies. He started writing software as a teenager. His father taught him some programming and then hired a software developer to tutor him privately.

Facebook was launched from Zuckerberg's Harvard University dorm room in 2004. It quickly grew and reached one million users the end of that year. By 2012, Facebook had one billion users.

Zuckerberg dropped out of university to work on developing Facebook. He received an honorary degree from Harvard in 2017.

In 2010 a film 'The Social Network' was released about Zuckerberg and the early years of Facebook.

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OPRAH WINFREY

Oprah Winfrey was born in 1954 in Mississippi, USA. She is best known for her TV show, The Oprah Winfrey Show, which ran from 1986 to 2011 and was watched by around 30 million viewers a week.

At various times in her childhood she faced neglect, poverty and racism.

When she was still in High School, Winfrey got a job in radio. At the age of 19 she was co-anchoring the evening news. She was transferred to daytime talk shows after showing a talent for an emotional performance.

The Oprah Winfrey Show started in 1986. In 1988 she started her own production company, Harpo Studios (Oprah spelt backwards). She also co-founded Oxygen Media. In 2000 she launched O, The Oprah Magazine which became a top women's lifestyle magazine. Winfrey also runs Oprah.com and Oprah's book club which is the world's largest book club.

Winfrey became a millionaire at the age of 32. In 2014 she was worth over US \$2.9 billion. She has been ranked as the world's richest African-American.

In 2004, Winfrey was ranked as one of the 50 most generous Americans. By 2012 she had given away around US\$400 million to educational causes. In 2006 Winfrey took her staff and their families (1065 people in total) to Hawaii on holiday.

Quote from Oprah Winfrey:

'Be thankful for what you have; you'll end up having more. If you concentrate on what you don't have, you will never, ever have enough.'

Entrepreneur Information

PETER JONES

Peter Jones was born in 1966 in Maidenhead, England. He is best known as an investor and presenter on the TV programme, Dragons Den.

In 2013 the Sunday Times Rich List estimated that Jones was worth £475 million.

Jones's first business was a tennis coaching school which he set up and ran at the age of 16. In his early twenties he ran a computer business making his own brand of PCs. When this failed Jones was forced to sell his home and cars and move back to his parents' house.

Peter Jones has not always run his own businesses. At the age of 28 he worked for Siemens. When he was 30 he again started his own business, Phones International Group.

In 2001, Jones was named Emerging Entrepreneur of the Year.

He now owns a number of businesses, ranging from telecoms to publishing. He has made a name for himself by taking over failing businesses and transforming them.

In 2009, Jones started his 'Enterprise Academy' which trains 16 to 19 years olds in entrepreneurial skills.

Jones is a car enthusiast and owns several classic and luxury sports cars. He also owns homes in Portugal, Barbados and Los Angeles, as well as Britain.

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RICHARD REED

Richard Reed was born in 1973 in West Yorkshire, England. His dad was a bus conductor and his mum was a nurse. He is a co-founder of Innocent Drinks, producing fruit smoothies and vegetable pots. Reed is credited with pioneering 'wackaging' meaning quirky messages on packaging.

After studying geography at Cambridge University, Reed worked as an account manager for an advertising agency. In 1998, he and two friends had an idea to start a smoothie company. To test their idea, they set up a stall at a music festival and asked customers to put their empty bottles in 'yes' or 'no' bins to help them decide if they should start the company.

Their experience led them to decide to set up Innocent Drinks. Reed describes how each of the three founders ran up debts to do this. He says it took four years for them each to be making the same money as they had been paid in the jobs they left.

Innocent Drinks commits to giving 10% of their profits to charity. The majority of this money goes to the Innocent Foundation which funds access to water, sanitation and healthcare in the countries where the company buys its fruit.

Despite ten years of growth, in 2008 the business was in trouble. It was losing money after a series of mistakes and 20 staff had to be laid off. Coca-Cola invested in the company and this helped the business to recover. In 2013 the company was valued at US\$500 million and was sold to Coca-Cola. Reed himself was worth around £50 million in 2016. He now has an investment company called JamJar Investments which invests in other companies.

One of Reed's favourite phrases is:

"If we all want a great future, we are going to have to share it."

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STEVE JOBS

Steve Jobs was born in 1955 and died in 2011. He was co-founder, chairman and chief executive officer (CEO) of Apple inc. He was also CEO of Pixar.

Jobs was born in San Francisco, USA and was put up for adoption by his parents. In 1972, he dropped out of college. In 1974 he travelled through India for seven months, studying Zen Buddhism.

In 1976, Steve Jobs and Steve Wozniak founded their business, Apple, aiming to sell the Apple I personal computer. The Apple I was invented by Wozniak and produced in Job's garage. Jobs was the one who suggested selling the computer.

In 1977 they produced the Apple II which became one of the first successful mass-produced personal computers.

By the time Jobs was 23 years old he was worth a million dollars. By 24 he was worth ten million dollars. By 25 he was worth over one hundred million dollars.

In 1985, Steve Jobs was forced out of his job at Apple. He then started a new computer company called NeXT. He also gave money to start a new company, Pixar which produced the first fully computer animated film, Toy Story.

In 1997, Apple was on the verge of bankruptcy when it merged with NeXT. Steve Jobs again became CEO. He began a new advertising campaign and produced new products including the iMac, iTunes, iPods and iPads.

In 2003 Jobs was diagnosed with cancer. He resigned as CEO of Apple in August 2011 and died in October 2011.

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THEA GREEN

Thea Green was born near Liverpool in 1976. Her father was a company director of Littlewoods and her mother was a housewife.

As a child Green was obsessed with fashion and beauty. She made perfume out of rose petals and mixed her own bubble bath to sell to people passing her home.

Whilst studying for a degree in Public Relations and Journalism at the London College of Fashion, Green worked for the Daily Mail and Tatler Magazine on the fashion desks. She worked full-time for Tatler when she graduated and became the fashion editor at the age of 24.

In 1999 Green co-founded Nails Inc producing nail polish and running nail bars. They quickly opened three bars in London. In 2000 they opened department store concessions. In 2003 Nails Inc launched a training academy for beauty therapists. In 2005 they started luxury champagne nail bars.

Nails Inc is now the UK's largest nail bar chain with 60 locations serving around 10,000 customers a week. Nails Inc nail bars stock their own brand of nail polishes, which Green believes makes the company different from other nail bars.

Nails Inc employs more than 450 people and turns over more than £13 million a year. Green herself is now a multi-millionaire.

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ZOE SUGG

Zoe Sugg was born in 1990 in Wiltshire.

In 2009, Sugg started a fashion, lifestyle and beauty blog under the name 'Zoella'. At the time she was working for an interior design company. By the end of the year she had thousands of followers. She then expanded her blog into a YouTube channel.

By 2017 Sugg had over 12 million subscribers on YouTube. Her second YouTube channel 'More Zoella' has over 4 million subscribers.

In 2014 Sugg launched her own bath and beauty range, Zoella Beauty.

Sugg also has a series of novels 'Girl Online' about a teenage blogger. The first of these broke records as the fastest selling debut novel of all time.

In 2014 Zoe Sugg Ltd reported revenue of almost £400,000. At the same time Sugg reportedly bought a £1 million house in Brighton. It has been estimated that she earns up to £50,000 per month

Also in 2014, Sugg became the first 'Digital Ambassador' for Mind, the mental health charity. She also appeared on the single 'Do They Know It's Christmas' which was released to raise money for the Ebola virus epidemic in West Africa.