



## **James Caan of BBC's Dragons' Den to launch Entrepreneurs' Business Academy**

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[www.james-caan.com](http://www.james-caan.com)

James Caan, businessman and star of BBC's Dragons' Den, is launching his own business academy – The James Caan Entrepreneurs' Business Academy - which specialises in entrepreneurialism. The academy launches with a one-day introductory seminar 'Total Business Mastery' on Saturday 20<sup>th</sup> March 2010 at the Holiday Inn, Kensington Forum.

James Caan is spearheading his exciting new venture for emerging entrepreneurs and existing owners of small to medium sized enterprises, interested in modelling the very best.

The purpose of the academy is to provide knowledge, and pass on hard gained experience and practical guidance to entrepreneurs.

James realises that 2010 will be a year of huge volatility, a year that will make or break some small to medium size enterprises (SMEs). "You have to have the conviction and belief in what you are doing in order to be successful, and the business acumen to ensure you stay successful," says James Caan.

A recent Dunn and Bradstreet survey discovered that 90% of Small and Medium-sized Enterprise's (SME's) fail because of the lack of all-round knowledge of the business owner.

"The problem with being the boss is you have no-one guiding you," says James. "Asking 'businessman friends' seems like defeat and you don't want to admit you're a novice. But everyone needs a helping hand. You may have heard the phrase 'Businesses don't fail, people do!'"

Caan continues: "5% of being an entrepreneur is about the idea and mindset, the rest is about taking action and accountability."

James Caan's EBA has been set up to equip business owners and the enlightened entrepreneur with the necessary tools to succeed and be ahead of the competition. The course ensures that entrepreneurs' capitalise on all that 'sweat equity' and 'sunk cost' by developing either a plan to increase then sell their business or take their business to a much higher level.

As James Caan says: "What entrepreneur or businessman can honestly say 'they know it all'?"

The James Caan Entrepreneurs' Business Academy will allow business owners and entrepreneurs to...

- \* Connect with James Caan and his millionaire team of entrepreneurs, mentors and business owners.
- \* Decide what their purpose and vision is for 2010 and for the next 3, 5, 7, 10 years.

- \* Rediscover their business and passion for it.
- \* Discover the secrets to maximise revenue, increasing profit and generating more ready cash.
- \* Come up with the tools to launch another entrepreneurial venture or launch successful add-ons, spin-offs and sidebars that could blossom into major enterprises in their own right.
- \* Discover how to get more done in less time, by continuous focused action and still have a lot of time for your family, friends and other passions.
- \* Learn how to innovate and sustain business growth.
- \* Maximise customer service impact and use it as a form of 'mutual sales activity'.
- \* Hire the key staff that will add massive value to a business.
- \* Manage a team, even if you have no experience of doing so.

At 40, James Caan took a year out to study for the Advanced Management Program at Harvard Business School. So it seems, even the best need extra help sometimes.

"The key ingredient in my success is my vision of investing in people," says Caan. "I am very proud that I have created several millionaires. In Dragons' Den, the lesson I have learnt is that it is not always about an idea. Sometimes just as important is that the person you are backing has got the passion and conviction to execute their business strategy and bring an idea to life."

James Caan's EBA mentors will allow entrepreneurs and business owners to capitalise on their knowledge gains and learn from their mistakes so they can avoid them when growing their own business. They will provide business coaching, on-going guidance and mentoring that is way beyond the level of consultancy most business owners have come to expect.

To be successful one must be able to have the IDEA; recognise the right OPPORTUNITY; take appropriate ACTION; ensure FOLLOW THROUGH and drive the project to COMPLETION. If any of these pieces are missing then the picture is not complete and success may always be just out of reach. James Caan's mentors help to bring all the pieces together and create the right mindset.

The EBA 'Total Business Mastery' One-Day Launch Seminar is on Saturday 20th March 2010 at The Holiday Inn Kensington Forum. Call 0208 4399 493. [www.the-eba.com](http://www.the-eba.com)

If an application is successful, entrepreneurs and business owners can network with other committed, like-minded and aspirational people in a private and supportive environment, guided by James and his team of millionaire mentors.

"Every course draws on real-life learnings from my experiences and lessons I learnt along the way," says Caan. "I wish I had had the opportunity to learn from others who had already made the mistakes I was about to make. I have no doubt it would have helped me achieve my success far sooner."

-ENDS-

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## Notes to Editor:

### About James Caan

James Caan is a British investor, entrepreneur, television personality, and philanthropist. He is the founder and CEO of Hamilton Bradshaw, a UK-based private equity company. He also founded Alexander Mann, a multinational recruitment company, and co-founded Humana International, a multinational headhunting firm.

In October 2007, James Caan joined the panel of BBC Two's Dragons' Den; to date he has starred in three series. Caan has been characterized in the British media as both the calmest and most sincere of all the Dragons. In his first series Caan was slow to invest, but after some time he decided to invest in the next product to come into the Den, whatever that would be. The product was a brand of treadmills for dogs called FitFurLife. "I had a feeling the time had come...I decided that I was going to invest in the first thing that came into the Den that day," says Caan. To date, Caan has invested in 14 companies spanning multiple sectors; however, he and Duncan Bannatyne have become best known for their investments in the hardware industry, after building successful companies from three Dragon investments, ChocBox, Rapstrap, and MagnaMole. Both ChocBox and Rapstrap made £30m+ international deals within a month of investment.

Since James Caan's appearance on Dragons' Den in 2007 he has continued to take part in various TV programmes. (offering his insight into many different subject's) The money programme, Daily Politics, Question Time, The Wright Stuff, Bloomberg, GMTV, Comic Relief, Football Focus, The Apprentice, Virgin TV, ITV The Tonight Programme, Richard and Judy, Five News, This Week, Sky News, BBC Saturday Kitchen, CNN, CNBC News, BBC Frost All Over The World and BBC Breakfast.

James Caan was born in Lahore, Pakistan. His father was Abdul Rashid Khan, a leather worker; he was born into a household of three brothers and three sisters. His father brought the family to the East End of London in 1962, when Caan was two. The family settled in a home just off Brick Lane, and Abdul started a business making leather jackets. In his youth, Caan worked for his father, but he left school without qualifications at the age of 16, and left home shortly afterwards to pursue his ambitions of founding a business. He says his father took a while to offer his full support. My father never understood why I didn't join the family business. When I opened the 100th global office of my company he said it maybe was the right thing for me to do.

Caan got his first job in the recruitment industry at the age of 18, when he joined Holborn-based Premier Personnel as a trainee interviewer. Within the year he moved to the larger City Centre Staff Bureau as a branch manager, before being headhunted by Alfred Marks, where he became manager of their Oxford Street branch. Finally, Caan settled down in the recruitment department of Reid Trevena, an incentive-driven financial services company.

In 1985, after several years investing in his wife's chain of boutiques, Caan decided to found his own recruitment company, Alexander Mann. In 1992, he appointed Jonathan Wright to run the business and stepped back to develop other business interests. In 1999, he sold a minority stake in Alexander Mann Group for £25m. The business was then valued at £60m by Advent International. In 2002, he sold his majority stake for an unknown amount. At the time Alexander Mann was turning over £130m a year and operating across Australia, Europe, and Asia.

In 1993, Caan co-founded executive headhunting firm Humana International with Doug Bugie, eventually growing the business to over 147 offices in 30 countries, and launched the trade magazine Recruitment International, with David Head. In 1996, he set up business process outsourcing company Alexander Mann Solutions with Rosaleen Blair. Caan sold

Humana International to CDI International in 1999, his stake in Recruitment International to co-founder and editor David Head in 2000, and Alexander Mann Solutions in 2002.

In 2003, Caan set up London-based Hamilton Bradshaw, a mid-market private equity company. The Company's portfolio contains firms in all sectors of industry, although it lists its interests as buyouts, development capital, and turnarounds. In 2007, Hamilton Bradshaw bought public and private sector recruitment specialist Eden Brown with revenues at over £180m. The company has already increased profits by 70% through a combination of investment and greater efficiency in the first six months of ownership. At present, Hamilton Bradshaw manages 41 companies, with a combined yearly turnover of £400m, and a real estate portfolio valued at £35m.

James has been appointed the new co-chair of the Ethnic Minority Task Force, which supports over 280,000 businesses, contributing in excess of £20 billion a year to the UK economy Task Force. James is excited about his role as Co-Chair of the Department of Business' Ethnic Minority Task Force. Throughout his career, James has had great success working with entrepreneurial start-ups, and enjoys this sector the most. He relishes in the chance to provide something tangible on this scale, working alongside the Government.

On December 1 2009, James Caan was invited to become the Chairman of The Big Issue Magazine. A move that is hoped to inject the magazine with some entrepreneurial expertise, particularly with a view to bring it into the digital age and launching it in Pakistan.

James and Lord Drayson are involved with the iawards, a Government initiative to recognise and celebrate the best British achievements in science, technology and innovation. They are the first awards of their kind to be backed by the British Government, working in partnership with leading entrepreneur James Caan.

Caan published his autobiography, *The Real Deal: My Story from Brick Lane to Dragons' Den*, in November, 2008. The title received generally positive reviews and subsequently became a British bestseller. In early 2009 Caan released an audiobook version. This coincided with the relaunch of his new official website, which received rave reviews by *New Media Age* magazine in May 2009 - a fitting tribute to Caan's investment in people and entrepreneurialism.

James Caan left school at the age of 16. In 2003 Caan participated in the Advanced Management Programme at Harvard Business School. As of July 2009, James was awarded an honorary doctorate (in business administration) from the Leeds Metropolitan University. James was also awarded an Honorary Degree from the University of East London in November 2009.

Caan operates his own charity, the James Caan Foundation, which lends aid to the needy in the UK and Pakistan. Caan's current and past schemes have focussed on helping disadvantaged children get a quality education. Caan is a member of the Prince's Trust Enterprise Team, he actively supported the NSPCC Full Stop charity campaign, and he adopted a school on behalf of the Care Foundation. Caan originally visited Pakistan on a humanitarian aid trip in 2005, when he built his first independent school in partnership with The Citizens Foundation (TCF) in Lahore. The school currently educates 420 disadvantaged children between the ages of 5 and 11 for free. The Foundation continues to fund the institution and operates a teacher training programme in its premises.

Caan lives in London with his wife, Aisha Caan, and two daughters Hanah Caan and Jemma-Lia Caan.

## About James Caan's Millinnaire Mentors/Business Experts

Bev James – The Entrepreneur behind the Coaching Academy with 20 years experience transforming businesses in diverse sectors including coaching, training, recruitment and health & fitness. Bev James is Founder and MD of The James Caan Entrepreneurs Business Academy (EBA) and is also the MD of The Coaching Academy, the world's largest coaching organisation, a multi-million pound business. She is a European Master Trainer for DISC personality profiling/strengths based assessment with vast experience in the people-element of business, recruiting high performing teams, talent management and talent retention, particularly in challenging environments. Bev has coached many high profile entrepreneurs to the success they enjoy today and has a thorough understanding of the mindset and issues affecting entrepreneurs and business owners.

Steve Clarke - Steve is one of the UK's leading experts on grassroots sales and marketing strategies. Not a theorist or a guru, but a doer. He left school at 16 with no qualifications. At 18 he became engrossed in the power of personal development and goal setting. At 19 and determined to succeed, he found his niche in sales and shortly after was invited to become a director of his first company. Since then he has owned and operated highly successful businesses in the UK and USA, taking them from start up to stock market flotation. The last UK business he helped grow from scratch to £30 million in revenues in just 8 years, becoming one of the "Times Top 100" fastest growing and profitable SME's in the country. In 2005 the company was sold and Steve 'retired' very rich at the age of 45. Whilst 'retirement' at 45 was a goal Steve set in 2000, it wasn't quite what he reckoned for and within months, he was getting the itch to get back into business again. So Steve quickly began working with entrepreneurs like you who want to achieve growth and success through improved sales and marketing. Numerous business owners can point directly to Steve's low cost or even no cost marketing strategies that have quickly delivered incredible results. As well as his business and mentoring success, Steve is a business columnist and author of "How To Thrive Not Just Survive", in which he shares his simple proven formula for business success. He has lectured at Universities, and is often engaged as a keynote motivational speaker and is a mentor to The Princes Trust.

Emma Wimhurst - Wimhurst is a much sought-after Motivational Business Speaker & Business Turnaround Expert. She is a successful Entrepreneur, (having founded Diva Cosmetics), Broadcaster and regular contributor to UK media. She is author of "BOOM! 7 Disciplines to CONTROL, GROW and ADD IMPACT to Your Business" (Diva Publishing Ltd, November 2009). The Foreword of which is written by Edwin Booth, Chairman of Booths Supermarkets with endorsements from Mike Southon, FT Columnist & author of The Beermat Entrepreneur and Saira Khan, TV Presenter. Following a 10-year career in-house at Revlon, Emma seized the opportunity to pursue her entrepreneurial future, after she spotted a gap in the market for colour cosmetics at the height of The Spice Girls fame in the late 1990s. The business rapidly became the leading supplier of own labelled colour cosmetics to the majority of high street chains including New Look, Monsoon, Accessorize, River Island, and George at Asda. And Emma became a self-made millionaire as a result of seeing an opportunity and going for it. Diva Cosmetics was started from home with her first-born on her hip. The business rapidly grew to accommodate a full-time team of twelve with offices in central Bournemouth and was sold late 2003 after Emma took the decision to grow her family and take some time out. But as with most natural entrepreneurs, another exciting enterprise was born not long after the birth of her third child. Emma has become a sought-after Professional Speaker & Turnaround Expert and has worked with hundreds of business owners trouble-shooting and problem-solving, taking them to sound success and profit-making. Emma was one of the featured Big Shot Entrepreneurs in the 2009 series of Beat The Boss for BBC Children's TV, presented by Saira Khan.

Paul Avins - Paul is a trailblazing millionaire Master Coach trainer who has generated in excess of 100 million pounds worth of new sales and profits for the businesses he coaches. He has also started, developed and sold a number of his own companies. In the past six and a half years alone he has personally coached 79 businesses and helped propel them to incredible profits. They clamour for his guidance because he continues to produce major profit-making strategies through some of the toughest economic conditions in living memory. Paul has been building companies, businesses and teams for over 18 years across all aspects of their Marketing, Presentation Skills, Coaching and Sales.

Jamie Constable - In 1988, at the age of 23 Jamie qualified as an accountant with Touche Ross, quickly realised the infinite opportunities within the distressed funding market and left to act as a consultant. Cutting his teeth in the world of Turnarounds in the recession of the late eighties and early nineties, Jamie acted on behalf of management, restructuring and re-financing ailing businesses. He kept working as a Turnaround consultant, whilst building a strong reputation for success through often complex restructuring deals. When he sensed the economy was recovering in the early 1990s, Jamie began building his own capital base. He invested in property, continued to buy and sell businesses. At this time Jamie also established an accountancy practise that today has over 1000 clients, employs 38 top-level experts and is highly respected in the industry, winning several prestigious awards. In 2004, realising the market was changing again; Jamie formed RCapital with business partner Peter Ward. Their express mission is to be one of the few companies that truly focuses on and understands the turnaround and distressed business market. Jamie's extensive operational experience and strong insolvency law know-how means he specialises in providing turnaround funding and management expertise to companies in financial distress. In 6 years RCapital has built a reputation as one of the main players in the restructuring market – well respected by the Banks, Solicitors and Insolvency Practitioners. To date, Jamie Constable and Peter Ward's RCapital has purchased 24 companies in deals ranging from 1 to 20 million pounds. Including Wholesale Food Supplier 'FreshFayre', I.T Infrastructure and the iconic roadside 'Little Chef' (subject of the excellent Channel 4 Television Series with celebrity chef Heston Blumenthal).

### About the James Caan Entrepreneurs' Business Academy (EBA) 'Total Business Mastery' Launch Seminar

The EBA 'TOTAL Business Mastery' Launch Seminar will take place at The Holiday Inn Kensington Forum requires a minimal investment of JUST £67! (£87 after 26<sup>th</sup> February 2010).

Alternatively, you can choose to invest JUST £120 for a VIP upgrade (£147 after 26<sup>th</sup> February 2010) that includes your lunch with the 'EBA' Mentors!

That's right! The VIP upgrade lunch with the self-made millionaires that form James Caan's team of mentors - millionaire business developers and owners who have achieved what you are looking to replicate!

Imagine the secrets you could discover just over a bite to eat and a chat! I'm sure you'll agree that would be worth the cost of your ticket alone....

You must be quick though, places are extremely limited (we're not kidding) for the entire on-going EBA business-mentoring programme!

Discover how you can be part of this amazing opportunity and get incredible coaching by James' Top Team of Millionaire Mentors!

To book a place and get really passionate about your business

Call 0208 4399 493.

If your application is successful you can network with other committed, like-minded and aspirational people like you in a private and supportive environment, guided by James and his team of millionaire mentors.