

James Caan is the first to launch a business 'app' to show entrepreneurs how to start, grow and exit a small business



(Also includes James' Autobiography audio book, *The Real Deal*)

David Cameron and his government have recently put so much emphasis on SMEs and entrepreneurs to help create jobs and grow our economy, but despite his words of support, we are yet to see any tangible support or action.

There couldn't be better time for successful business leaders to use their experience to provide advice and guidance to aspiring entrepreneurs and fledgling businesses.

James Caan, one of Britain's most successful entrepreneurs and of Dragons' Den fame, has just launched a SmartPhone app, bringing together his thirty years of experience of building, growing and selling his own successful businesses.

Business Secrets is available to download free now for a limited period only.

The Apple flagship store in Covent Garden will host an event with James on 16th June 2011 at 6pm, where James will answer questions about running a successful small business.

James Caan's *Business Secrets* is packed with solid advice on topics such as raising finance, leadership and managing growth that any aspiring business person can access easily on their iPhone or iPad.

"SME's and small businesses already employ 13.7 million people in the UK but they will have to grow and employ many more if we are to climb out of the financial downturn," said James Caan.

Announced as Apple's "App of the Week" on iTunes in its first week, Business Secrets has been downloaded more than 40,000 times in a matter of days, making it one of the fastest downloaded apps in the UK and Ireland.

“I wanted to provide a resource that would help all business owners or encourage aspiring entrepreneurs to start their own business. Too many young businesses fail through simple lack of all round knowledge of the business owner - this app helps people with the day to day challenges that are involved in starting-up and growing a business. ”

Business Secrets offers comprehensive advice on Recruiting Talented Staff, Raising Finance, Cash Flow, Growing Your Business, Expanding Overseas, Marketing Your Business, Leadership and Exiting. Business people can access any section and reference thirty years of expertise in just a few seconds.

Users who download the app now, also benefit from a free audio book of James’ best selling autobiography, *The Real Deal* (currently selling on Amazon for £3.99).

**For more information, please contact Nicki Shepherd on ns@hbpe.com or 0207 399 6784
(Interviews and video/audio content available).**