

JAMES CAAN WEIGHS UP THE CROWDFUNDING MODEL OFFERED BY CROWDCUBE

Third new episode of The Business Class with James Caan screened from 4th November

London, 4th November 2013 – Entrepreneur James Caan turns his focus to the crowdfunding platform Crowdcube for the next episode of *The Business Class* on CNBC, which premieres on 4 November.

Crowdcube, the first crowdfunding platform to launch in the UK was founded by Darren Westlake and Luke Lang. Crowdcube has so far raised £15.3 million in funding for 80 start-up businesses and is looking to expand to the next level.

Caan said: “I believe the more options entrepreneurs have for finance; the better it is for the economy. Crowdfunding is a great concept which encourages innovation and enterprise. Crowdcube were the ones who brought this model to the UK, so there’s some great points to discuss on the show.”

The Business Class features innovative UK-based SMEs at different stages of their life cycle. Caan uses his impressive track record of creating and managing successful companies to inform the discussion on the challenges faced by SMEs. Each 30-minute episode sees Caan joined by experts from a cross-section of industries, to give strategic business advice to six of the UK’s most innovative SMEs and help them improve their business model and boost profits. In this episode, his guests are Simon Walker, Director General of the Institute of Directors, and Andrew Westgate from Good Innovations. Together they will analyse the business model and growth opportunities for Crowdcube.

The six UK companies featured in the series face different challenges in their business cycle and are taken from a variety of sectors including technology, financial services, manufacturing, retail and professional services.

Previous episodes of *The Business Class* featured the augmented-reality app Blippar and skincare products company Pai. The companies featured in future episodes are:

- **Morphsuits** distributes branded all-in-one spandex costumes
- **Notgoingtouni** is an online guide that offers advice on apprenticeships, distance learning, foundation degrees, gap years and voluntary work as well as ways to get a sponsored degree
- **Annabel Karmel** a leading authority on feeding babies and children.

The third episode of *The Business Class* airs at 10.00pm on Monday 4th November and then twice on Sunday 10th November at 11.30am and 5.00pm. CNBC can be seen on Sky channel 505, Virgin 613 and Freesat 210.

Visit the series' dedicated website at businessclass.cnbc.com or follow the show on Twitter at **#CNBCBizClass**. Use the hashtag to ask James Caan a question to help your SME.

Bizcrowd, the free online community for UK businesses, powered by RBS and NatWest, sponsors The Business Class with James Caan.

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About James Caan

James Caan is one of the UK's most successful entrepreneurs. He made his fortune in the recruitment industry, which included the global success of his companies Alexander Mann and Humana International. In 2004 he founded private equity firm Hamilton Bradshaw, which now has a portfolio of over 30 companies. As well as *The Business Class*, James is best known for joining the hit BBC show *Dragons' Den*, where he invested over £1m across 14 companies. He has received various prestigious awards including 'BT Enterprise of the Year', PricewaterhouseCoopers 'Entrepreneur of the Year' and Chairman of the Year at the 2013 International Business Awards. A passionate supporter of small businesses, James is Chairman of the Government's Start Up Loans scheme, which provides funding and mentoring to young entrepreneurs. To date the scheme has backed over 7000 entrepreneurs. James has released three best-selling books – his autobiography *The Real Deal, Get the Job You Really Want*, and more recently *Start Your Business in 7 Days*, as well as a highly acclaimed free app, James Caan Business Secrets.