

Press Release

JAMES CAAN STUDIES PROFIT PROSPECTS FOR YOUTH EMPLOYMENT WEBSITE NOT GOING TO UNI

The fifth episode of The Business Class with James Caan airs from Monday 2 December

London, 29 November 2013 – Entrepreneur James Caan hosts the fifth episode in the latest series of *The Business Class* on CNBC, which first airs on Monday, 2 December at 11pm.

Opportunities for young people to gain employment or vocational training is the subject of the programme as Caan uses his 30 years of experience in the recruitment industry to weigh up the prospects for Not Going to Uni, a web-based platform that aims to connect young people with alternatives to university study. Founded by Spencer Mehlman and Tom Mursell in 2008, Not Going to Uni is looking to grow its business on the back of 8,000 applications from young people via www.notgoingtouni.co.uk each month.

Caan says that Not Going to Uni needs to adapt its business model to lower the barriers to entry for SMEs: *“Not Going to Uni is an interesting option at a time when many young people are considering alternatives to university due to financial pressures and the difficult job prospects for those with a degree. The entrepreneurs and their own experiences are really at the heart of this business, and their challenge now is to attract more opportunities from SMEs and boost applications from young people.”*

The Business Class features innovative UK-based SMEs at different stages of their life cycle, airs every other Monday and is also repeated throughout the week.

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. The guests in this episode are Albert Ellis, CEO of Harvey Nash and Matt Hamnett, Managing Director of Capita Talent partnerships.

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 have featured the augmented-reality app Blippar, skincare products company Pai, Crowdcube, the crowdfunding business platform and Morphsuits, which makes all-in-one suits for the party market.

The Not Going to Uni episode will be followed by the final two programmes in the second series of *The Business Class*. These feature **Annabel Karmel**, an expert on food recipes for babies and children, before a wrap show featuring a superpanel of business experts.

The fifth episode of *The Business Class* is screened at 11pm on Monday, 2 December and then throughout the week. 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.

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About CNBC

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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.