

Beeming Back from the Brink...

how Mobile Sense journeyed from the verge of folding to securing a \$600,000 investment.

A Thames Valley Innovation and Growth Team Breakfast Seminar

**Tuesday 12th January 2010, 8.00-9.30am
Unit 5, Ascot Business Park, Lyndhurst Road, Ascot SL5 9ED**

Beem™ is a revolutionary mobile payment system and the brainchild of Kerl Haslam, Founder and Group Managing Director of Mobile Sense.

Six months ago Kerl secured a \$600,000 investment to take Beem™ to the masses. Given Mobile Sense's unique technology and Kerl's background – ex-BT Cellnet and Orange where he held the title of Ambassador for Visionary Planning – perhaps such success shouldn't surprise us. But Mobile Sense's growth hasn't always been as simple as texting. Kerl estimates he's invested £1 million of his own money. And still almost folded a year ago.

Kerl's is a fascinating journey and one we can all learn something from.

Essential for all entrepreneurs and ambitious businesses.

Mark Goldfinch, Founder and Creative Director of Gobbledegook Communications and writer of *Think Innovation*, SEEDA's magazine promoting innovation and growth, will interview Kerl and help him reveal just how he brought Mobile Sense beeming back from the brink.

To register email to thamesvalley@innovationgrowth.co.uk

