

Serious Readers



ENTREPRENEUR OF THE YEAR

1. What does your company do?

We help people to read in more comfort by manufacturing purpose built reading lights and other reading tools that allow serious readers to concentrate for longer and see much more clearly. Our lights are used by James Bond, RNLI Lifeboat crews, and Mr and Mrs Chorley of Winchester.

2. Why is your business successful?

We are a great team, focussed on a clear set of objectives, led by an entrepreneur; so we tend to get more things right than wrong, and the atmosphere is "up for it".

3. If you were on the Dragons Den what would you say to impress the panel?

It's a freak show so we wouldn't enter. To impress investors, we would point to the detail of our processes concerning our customers, and the robust business model we have created through rigorous testing and retesting.

4. What has been your biggest

challenge this year?

Getting to break even a full year ahead of plan – we made a nice profit as icing on the cake.

5. Describe the company background?

Started by Alex Pratt at University, we are now a team of 30 people who operate out of state of the art facilities in Aylesbury. We first made lamps for clothing manufacture and machine tools. These days we make sure ageing eyes have the light they need to see better.

6. How can your company make a difference to your industry or business sector?

We are already making a massive difference to the lives of thousands of people over the age of 40 who really need our products and who love to own and use them. We are doing things that nobody else in our sector has thought of doing and lead where others fear to tread.

7. What will winning the Bucks Ambassadors competition mean to your business?

We are proud to be part of the

Bucks Business Community, which is one of the most innovative and entrepreneurial in the world so it is a worthy accolade to win an award here.

8. What is the biggest mistake you have made in business?

We have twice come up with great ideas and been too slow at exploiting them so someone else has. This time we are moving faster!

9. Why is Buckinghamshire an important business location?

It's simply the best place in which to live, work and thrive in a balanced way. We should be grateful for what we enjoy.

10. Who is the entrepreneur or company you most admire and why?

The unknown entrepreneurs who each and every day improve the world we live in through business and social entrepreneurship. Most entrepreneurs are

unknown and hype-free. This is where the heavy work and progress goes on. It is the wealth creators who add the value that allows taxes to exist and public services to be paid for who should be admired. Blessed are the wealth creators for they shall inherit the bill.



Alex Pratt, founder of Serious Readers