



Award-Winning Companies Mentored by Entrepreneurs' Forum *ITC initiative leads to strong business growth and widespread recognition*

London, UK: 14 December 2010 - The mentoring programme developed by the Entrepreneurs' Forum continues to achieve real success for emerging businesses. Two companies in the scheme, Helveta and Teleadapt, both mentored by John O'Connell, have recently seen their growth recognised in leading business awards.

The Entrepreneurs' Forum is an initiative born out of the Information Technologists' Company, the 100th City of London livery company. Its aim is to help nurture new technology-based businesses, through networking and advice. The mentoring programme pairs growing companies with experienced entrepreneurs who offer their time and experience pro bono.

John O'Connell, one of the mentors, created Staffware, a pioneer in business process management, as a start-up in the 1980s. From simple beginnings, he took it first to AIM then the main London Stock Exchange before, as chairman, leading the sale process to Tibco Software Inc. for \$260 million. Today he is mentor to Helveta and Teleadapt.

Helveta provides technology which helps environmental sustainability. Its CI World supply chain software is designed for sensitive products like timber, allowing timber products to be traced back to the tree stump and making a stand in the fight against illegal logging. It recently won the Vision and Future Growth Potential award at Cleantech Connect 2010, as well as being named the sixth fastest growing cleantech company in Europe. Deloitte ranked it number 11 for growth across all technology companies in the UK, and 61 in the EMEA region.

"As a fast growing company, we really feel the benefit of a very experienced non-exec chairman," said Patrick Newton, CEO of Helveta. "John lightens the load on my shoulders in terms of investor relations, and ensures all parties understand the potential and risks of growth.

"He is a seasoned player, and he brings valuable experience," Newton added. "We are dealing with a 'lumpy' business, and John understands the organisational challenges in running a software company, which is why it works."

Teleadapt has become a leading player in a critical niche market much appreciated by business travellers: its products help people get connected in hotel rooms. Its connectivity panels, which distribute power and allow users to plug computers and cameras into TVs as well as providing wired and wireless internet, are rapidly becoming brand standards in leading hotel chains around the world. In July, the Sunday Times and HSBC placed the company on the International Track 100, a new league measuring growth in international sales.



Unlike Helveta, where O'Connell has a formal role, Teleadapt use his knowledge in a much more flexible way. "John brought me into the Entrepreneurs' Forum - I knew him through our mutual love of rugby," said Gordon Brown, managing director of Teleadapt. "Now we meet maybe once a month to discuss business issues. It gets me out of the silo mentality - I know I am not alone.

"It is mentoring in its purest sense," he explained. "He is very abreast of the latest thinking, and challenges me based on his experience, asking me 'have you looked at it this way?'" Brown also emphasised the value of the events organised by the Entrepreneurs' Forum: "every one gives us new insights," he said.

The Entrepreneurs' Forum mentoring programme calls upon a panel of proven business leaders who give up their time to provide support for new businesses. This support is primarily in the form of one to one mentoring for entrepreneurs to help them reach their business goals. It is particularly focused on businesses driven by an individual fired with a passion for a unique new idea, and can help them prepare for first round finance in the £250,000 to £1 million range, the most difficult step in the current economic environment.

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Notes to Editors

About ITC Entrepreneurs' Forum

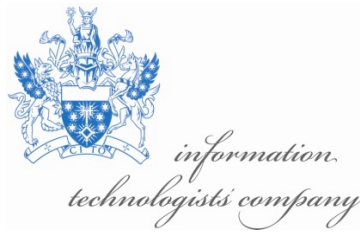
The ITC Entrepreneurs' Forum is dedicated to helping business founders who need to accelerate their company's development from early stage revenue to sustainable growth. The Forum consists of a pro-bono team of successful business mentors to help develop companies whose proposition has significant information and communications technology content.

The Forum conducts 1-2-1 mentoring with entrepreneurs helping them achieve their business goals. The Forum is focussed on entrepreneurial business that is likely to require between £250,000 and £1,000,000 in first round finance. This level of finance is the most difficult entrepreneurial step in the current economic environment. The Forum will hold its annual Best Entrepreneurial Team (BET) Award in 2011 rewarding the performance of entrepreneurial teams, rather than founders alone. *"The achievements of an organisation are the results of the combined effort of each individual."* Vince Lombardi, *Legendary US football coach*

For further information about the ITC Entrepreneurs' Forum, please visit www.itcmentoring.com

About Information Technologists' Company

The Information Technologists' Company, formerly WCIT, is the 100th livery company of the City of London, bringing together the centuries-old livery tradition and information technology, the key industry of the new millennium. Since 1992, when the Company was awarded livery status by the Court of Aldermen of the City of London, it has been actively demonstrating the relevance of the livery tradition to modern day society. The Company uses the time, expertise and resources of its members to promote the information technology profession and undertake a range of charitable and educational activities. The Company currently has more than 742 members, all of whom are senior practitioners in the IT profession.



For further information about the Information Technologists' Company, please visit www.wcit.org.uk

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The Whiteoaks Consultancy is proud to provide Pro Bono PR and communications support to The Information Technologists' Company.

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