

Business World To Get the Glamour Treatment-New Approach For Business Start Ups

Submitted by: Enterprise Island

Wednesday, 14 January 2009

Super model Kate Moss, Peter Jones from Dragons' Den and the late Andy Warhol are among a host of celebrities set to 'feature' during 2009 in a wacky new on-line soap opera for entrepreneurs.

The unlikely trio will have what could be described as 'walk on' parts in the soap on www.entreprisecafe.tv, created by the UK's most controversial enterprise guru, Cornwall-based Iain Scott.

Iain, originally from Glasgow (and with the kilt, the Irn Bru tattoo and the academic qualifications to prove it), has been causing consternation in the enterprise world for more than a decade by insisting that, not only can anyone learn to think like an entrepreneur and set up a business - they should have fun while doing it.

His considerable reputation for kick-starting enterprise in some of the country's most economically depressed areas, using a method called the Enterprise Island Challenge, is based on his core beliefs. Since 2001, Enterprise Island Challenges have helped literally hundreds of people in the UK - from teenagers to pensioners - get their business ideas off the ground. (The next Enterprise Island Challenge is due to start in Irvine Bay, Scotland at the beginning of February.)

www.entreprisecafe.tv is the latest addition to Iain Scott's brilliant web site for established and aspiring entrepreneurs which mixes serious advice about how to set up and run a business with heavy doses of wacky, off-the-wall humour.

In the coming year, Iain plans to use puppets of Kate Moss, Peter Jones and Andy Warhol in his soap opera-style "The Entrepreneur's A to Z" podcasts, explaining that the super model, the celebrity businessman and the artist who sold pictures of soup cans for mega bucks all have something to teach people who want to work for themselves.

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