Skint student's money-spinning Internet idea pays off

Submitted by: Spyros Pyrgiotis
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A skint student has already raised £1,000 towards his university fees - thanks to an Internet brainwave.

Skint Spyros Pyrgiotis, 23, is the youngest person ever to secure a place on a prestigious MBA course.

But with no job and multiple loan refusals the budding entrepreneur turned to the internet to fund his £17,000 course fees.

His website www.Thetextpage.com is just that - a page full of text which links to advertisers websites.

And the broke business student has already attracted the attention of advertisers – thanks to his rock bottom prices.

He said: "Each characters costs less than £1.50 ($2) and I've already sold £1,050 of advertising.

"You only need to buy enough characters to provide a link to your website so it's a cheap way for business to advertise.

"Perhaps it is not the most sophisticated website but it definitely does the job."

The website only launched last month but already has more than 2,000 unique visitors a day thanks largely to a 1,200-strong fan group on social networking site Facebook.

And the money-spinning venture has attracted BBC news online as well as the interest of Internet bloggers.

Spyros, from London, hopes to start his Masters of Business Administration course at Kingston University in September – as long as he can raise the money.

He said: "Work is scarce and banks just aren't lending due to the credit crunch.

"But I've still got to pay my course fees and living and travel expenses.

"So I thought I would come up with a new business idea to make money – after all I have signed up to a business course."

END

NOTES TO EDITORS:

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Who are you?

My name is Spyros Pyrgiotis and I am 23 years old. I will be starting my studies at Kingston University in September 2009. I will be studying an MBA course.

Why thetextpage.com?

I'm trying to find a way to pay my university fees (which are upwards of £17,000, not including textbooks and travel expenses). I am a freelance sound engineer but work is scare due to the credit crunch. And as a Greek national studying in the UK it was hard enough to open a bank account, let alone get approved for a loan. So I had to think of another way to come up with the money. I came up with TheTextpage.com after I spotted a gap in the market for pay per character online advertising.

What is thetextpage.com?

Thetextpage.com consists only of text. There are 100,000 characters and two pages. One page is only accessible by UK and European Countries and the other only accessible by USA and the rest of the world. UK adverts will reach users in the UK and US advertisers will reach users in the US. The target is to sell as many characters as possible.

How much does it cost?

Each character costs $2 (that's roughly £1.50, but normally less). You can buy as few as one character or as many as you want. You can choose your colour and you can use upper or lowercase for your text. You only need to buy enough characters to provide a link to your website. Perhaps it is not the most sophisticated website but it definitely does the job.

PRESS MENTIONS

http://news.bbc.co.uk/1/hi/education/7978928.stm

http://nicktomblog.blogspot.com/2009/04/thetextpagecom-promote-your-slogan-and.html

http://98point2.com/system/2009/03/24/student-turns-to-entrepreneurial-idea-to-make-money/