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## Dragons' Den entrepreneur scoops further accolade

Serial entrepreneur Imran Hakim has once again beaten off competition to clinch a 'Technology, Design and Innovation' award\* for new invention iTeDDy - an interactive teddy bear incorporating a personal media player.

This recognition comes hot on the heels of the 29-year-old winning over the Dragons of the BBC's Dragons' Den to secure £140,000 of investment for iTeDDy - and securing an exclusive deal with the UK's leading toy retailer, Argos.

iTeDDY is designed for children to learn as they play, and keen to ensure that children get the most from iTeDDY, Hakim also created iteddy.com, enabling children to download cartoons, stories and take part in online tutorials for basic computer skills.

Commented Hakim: "This award is testament to the efforts of our whole team, who have strived to bring iTeDDy to the market in such a short space of time. It's to their credit that not only has iTeDDy secured an exclusive deal with Argos - but the design, innovation and technology behind



iTeDDy will make it a strong contender for one of the best selling toys for 2007."

Having previously won several awards, including North West Young Entrepreneur of the year 2006 and Fusion Entrepreneur of the year 2007, Hakim is set to continue on the entrepreneurial trail, building on the iTeDDy brand.

Tel: 01204 365290

Web: [www.iteddy.com](http://www.iteddy.com)