



Child's play

When Imran Hakim's brother dared him to better his niece's first birthday gift, he couldn't have imagined how things would turn out.

Never one to turn down a challenge, the 29-year-old Bolton local put his thinking cap on and came up with iTeddy. An interactive teddy bear with a computer in its tummy, the iTeddy is an educational toy designed to help kids learn as they play. With downloadable cartoons, stories and online tutorials for basic computer skills, Imran saw this as the perfect way to introduce young children to emerging technologies.

The next step was to pitch the toy on the Dragons' Den. After winning over two of the surliest Dragons, Imran realised he was really on to something. Now he's got an exclusive deal with Argos, multi-national toy giants knocking on his door, orders totalling £5 million and a 2008 forecast of around £20 million orders.

Imran obviously knows a thing or two about turning a great idea into a viable business and believes it's not just one thing but a combination of attributes that helps you get to the top: "You need the right motivation and confidence in your own ability," he says.

"But above all, you need drive, determination and the energy to carry you through the tough times – there are always tough times!"

With a mounting portfolio of successful businesses under his belt, it's hard to believe Imran knows anything about tough times. In fact, his future looks very bright with iTeddy set to be one of the biggest sellers this Christmas. Not bad when you consider it all started out as some harmless sibling rivalry.



You can find out more about Imran and his unbearably cute invention at

www.iteddy.co.uk

iTeddy™

