

# Teddy idea wins a chance in a million

By BEN HEWES

AN EAST Lancashire businessman is poised to make millions from a hi-tech toy after winning over two judges on top TV show Dragons' Den.

Imran Hakim, 29, runs several businesses in Blackburn, and has family members living in the town.

But now he looks set to hit the big time with his latest enterprise, an educational toy for children called the iTeddy, which featured on Dragons' Den earlier in the month.

His invention was praised by the ruthless TV judges, and he secured a £140,000 investment from two of them, Peter Jones and Theo Paphitis.

And he estimates the business created thanks to the publicity could net him and his company millions of pounds in orders from

## Dragons' Den judges back entrepreneur

The publicity from Dragons' Den has been phenomenal

IMRAN HAKIM

firms including Argos. Mr Hakim, who lives in Bolton, said: "We were sitting around about three or four months ago and I came up with the idea. Since then it has just reacted and gone mad."

"Since last Wednesday on Dragons' Den all I have done is to have magazine, paper and radio interviews.

"The amount of publicity I have had on the back of Dragons' Den is phenomenal."

Mr Hakim owns two optometrist practices in Blackburn — Jodey Gray, Northgate and E C Tyrrell, Darwen Street, and recently bought an internet "chocolate fountain" business which will have its headquarters in Blackburn.

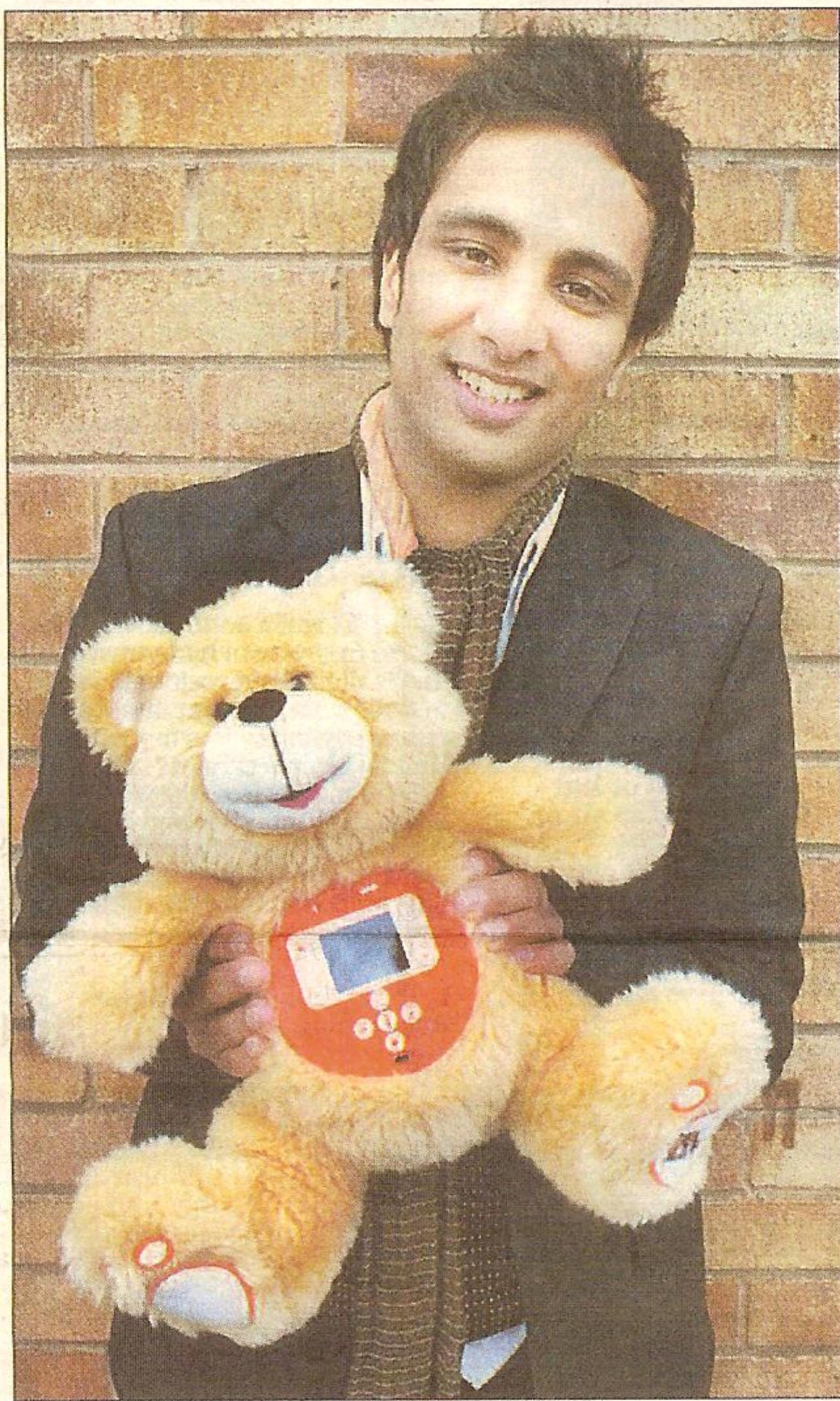
The iTeddy is a traditional-style stuffed bear with a computer built into it which lets pre-school age youngsters play educational games.

Mr Hakim said: "We have already secured multi-million-pounds worth of orders."

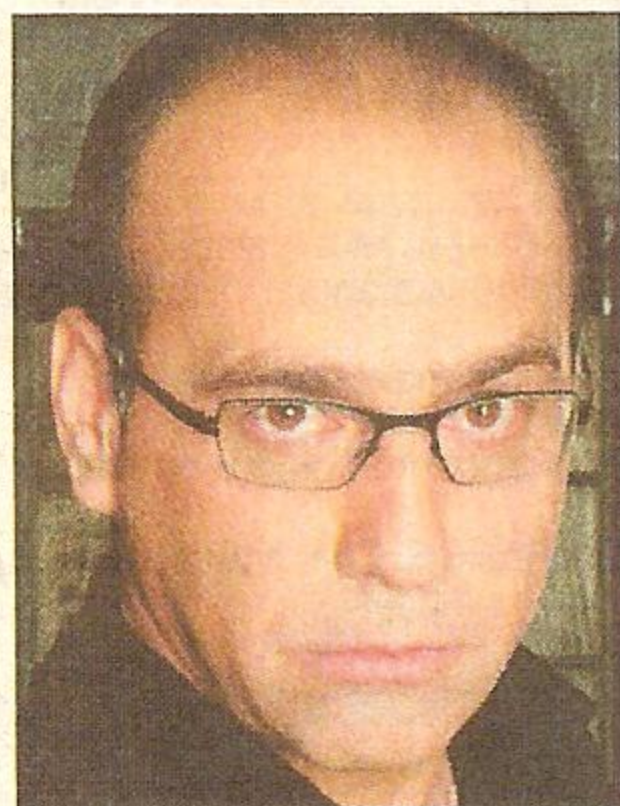
bhewesr@lancashire.newsquest.co.uk

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INSPIRATION: Mr Hakim, 29, dreamt up the idea for the hi-tech toy invention after playing with his niece, Aminaah, of Blackburn



BACKING: Dragons' Den Judges Theo Paphitis (left) and Peter Jones

