

Five finalists named in entrepreneurial contest

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THE five finalists of the If We Can, You Can entrepreneurial challenge were revealed last night, with one set to go on to receive a "money can't buy" package of support to grow their business.

Since its launch two months ago, If We Can You Can has received scores of entries from emerging entrepreneurs across the North-East, all of whom believe their businesses have the unique qualities and dynamism to help the region thrive in the future.

Last night, the five finalists in the challenge – run by the Entrepreneurs' Forum and



supported by The Northern Echo – were revealed.

All will now appear before a judging panel on Monday, where the final two will be selected. The winner will receive a prize which includes a £5,000 business support package and ongoing support from some of the North-East's leading business figures.

The finalists, all of whom submitted their entries to The Northern Echo, are:

● **Linda Britton**, from Newton Aycliffe, whose business Simply Feminine TV (SFTV) will launch in the North-East before expanding nationwide, and is aimed to be one of the most exciting new developments in female communications that will help to bridge the gap between YouTube and social media.

● **Corrina James**, from Coxhoe, County Durham, who sells "Wemmi" wipes, a small compact wipe which begins as the size of a 20p piece and expands into a 230mm x 250mm biodegradable, chemical-free wipe once it becomes wet.

● **Vicky Lloyd**, from Darlington, who started NEDay Crafts last year to encourage creativity through arts and crafts workshops for children.

Her company has also expanded into corporate team-building workshops for businesses across the North-East.

● **Charlotte Nichols**, from Darlington, who runs PR agency Harvey and Hugo, which offers contract free and flexible packages to make PR accessible to smaller ventures.

● **Helen Proudman**, from Newton Aycliffe, who runs Funky Wood with husband

Eddie. They design and manufacture contemporary skirting boards, doors and frames.

From the five finalists, final two will be revealed Thursday, following the P Our Brains judging party event on Monday at The Northern Echo's head office in Darlington. The winner will be chosen by readers of the newspaper, with the results announced on June 17.

The judging panel of business experts are:

Nickie Gott, founder of Durham-based events company She's Got It; **Claire Mitchell**, co-founder of men's make-up business astonmitchell, based in Bowes – who was last year's If We Can, You Can runner-up; **Richard Mortimer**, managing director of marketing communications company HPM, based in Newton Aycliffe; **Beth Stockdale** from the North-East Chamber of Commerce (NECC); **Nigel Burton**, assistant editor of The Northern Echo.