

**Great Eastern Investment Forum Breakfast Briefing****Sarah McVittie, CEO, Texperts  
Calling all Polymathematicians****Wednesday 14th May 2008  
The Trinity Centre, Cambridge Science Park**

As it happens, most good ideas spring to mind when you least expect them and for Sarah McVittie, Chief Executive Officer, founder Texperts, this is no exception! The idea for Sarah's business was created in a pub in London in June 2003. Possibly London's equivalent of Silicon Valley's coffee bars.

You would think that being a tall, blond, Scottish, motorbike owner, life would be pretty breezy, but this enthusiastic, passionate and driven woman, would leave most bike enthusiasts falling well behind in the race!

After graduating with a degree from Edinburgh in economics and Chinese and having previously spent time as a Financial Analyst at UBS Warburg in London, Sarah spent just enough time in the City to spot a great business opportunity.

Out of the frustration of being paid a lot of money as an analyst to repeatedly find quick answers to all manner of business and non-business questions, Sarah and her business partner, Thomas Roberts, both aged 30, identified a potential market for a mobile, text based, information service and were the brainchild of Texperts (formerly 82ASK).

Want to know how to get the best deal on a trip to Zanzibar? Can you cry under water? By texting the question to 66000, Texperts sends you the answer to your question in minutes by using a combination of innovative technology (developed in-house) and human resources to research the answer. Questions vary from sports trivia to life-threatening emergencies.

Texperts now receives thousands of texts a day and has seen an average month-on-month growth of 22 per cent – word of mouth sure travels fast!

Sarah is a keen runner, windsurfer, and surfer. She is passionate about motorbikes, and currently rides a Suzuki SV650S. Sarah pioneered and organised the Silk and Steel motorbike and sidecar expedition from London to Beijing, which raised £20,000 for charity.

Sarah will be talking to GEIF about how she developed her initial idea for Texperts into a fundable proposition and then how she courted and won the wallets of her angel backers.

Sarah has attracted a group of shareholders whose various experiences have also helped her develop her company and in recent times their assistance has assisted Texperts in winning some industry leading clients.

**Timings:**

07.45 Registration  
08.00 Breakfast  
08.30 Speaker  
09.00 Questions  
10.00 Approximate end

**Please note:**

Booking confirmation and directions will be emailed upon receipt of application. Ample parking will be available at the venue.

**Cost to attend:** £20 (inc VAT)

Invitation to a Great Eastern Investment Forum  
Breakfast Briefing

**Calling all Polymathmeticians**  
**Sarah McVittie, Chief Executive Officer, Texperts**

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**Date: Wednesday 14th May 2008**

**Venue: The Trinity Centre, 24 Cambridge Science Park,  
Milton Road, Cambridge CB4 0FN**

**Cost - £20 (inc VAT)**

**Attendee(s) Name(s):**

**Prof/Dr/Mr/Mrs/Ms:.....**

**Email/Tel:.....**

**Prof/Dr/Mr/Mrs/Ms:.....**

**Email/Tel:.....**

**Prof/Dr/Mr/Mrs/Ms:.....**

**Email/Tel:.....**

**Company Name if applicable: .....**

**To confirm your booking**

**Please send booking form with payment to: Arabella Wright, GEIF Co-ordinator,  
Ravenscroft House, 61 Regent Street, Cambridge CB2 1AB  
fax: 01223 345 617 or email: [arabella.wright@geif.co.uk](mailto:arabella.wright@geif.co.uk)**

**Cheques payable to: Great Eastern Investment Forum Limited**

**Transfer to: Natwest, 23 Market Street, Cambridge, CB2 3PA.  
Account No: 89696069 Sort code: 600423**

**Vat No: 918 046 327**

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