

Success Story

Enterprise Enfield Client Scoops £60,000 on Dragon's Den!

Gold plating guru, Laban Roomes, is celebrating after **Dragon's Den** newcomer, private equity CEO James Caan, invested £60,000 in his business, Goldgenie (formerly Midas Touch), which provides gold plating for accessories and gadgets such as i-Pods, mobile phones and golf putters.



James Caan, CEO of private equity company Hamilton, was the only participant to back Laban after the other 'Dragons' dropped out. He was attracted by the opportunities Goldgenie offered in the burgeoning mobile accessories market, but also to Laban himself as a "genuine and passionate person" who with "his background showed that he was no stranger to dedication and hard work."

Laban, who received valuable business advice at Enterprise Enfield and was a runner-up in the agency's Innovative Business of the Year Award last year, started his gold plating business in 1995 from the floor of his friend's apartment. He borrowed the money to build his own portable gold plating machine and walked the streets to drum up trade before getting his first big break with Lexus, travelling all over the UK to plate their car emblems. Laban quickly became known as the 'Goldgenie' amongst car dealerships, but in 2000 decided to diversify into gold plating various accessories, particularly mobile phones.

Goldgenie now has an impressive client base including Neasden Hindu Temple and Buckingham Palace, and last year Laban even flew to Hollywood with 55 gold plated mobile phones for the Emmy Awards. Losing his nerve to enter the Dragon's Den on two previous occasions, it was third time lucky for Laban, and despite stumbling on a few figures, his determination and passion to succeed eventually got him through, he says:-

"James seemed to realise that my performance in the Den was down to anxiety rather than incompetence as, to my amazement, he said that he would give me the investment I needed to take my business to the next level. With the direction of James and his team I have now built a team of professional gold platers to service our customers in the UK and internationally so I can focus on expanding the product range and growing the business."

Together, the businessmen will work to offer a comprehensive online proposition, including the gold plating of iPods and iPhones, and hopefully to franchise the operation across the UK.

For more information about Goldgenie's gold plating services contact Laban on:

Telephone: 0845 056 8930 or 0208 373 4563

Web: www.goldgenie.com