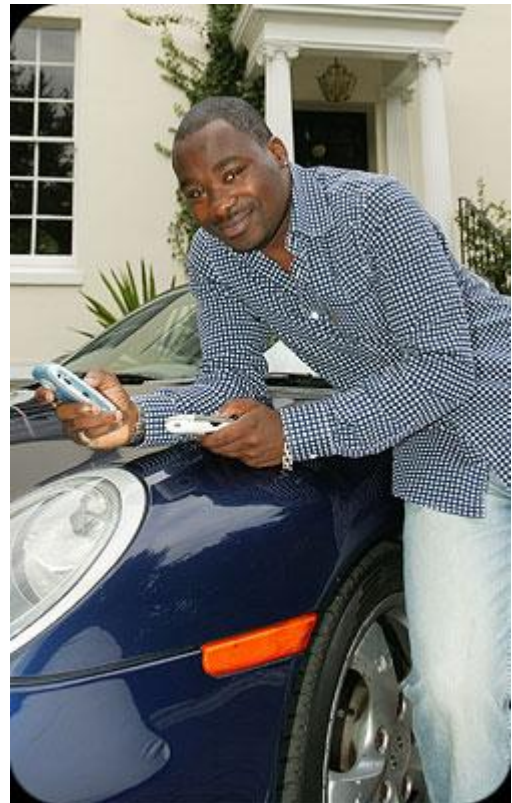


Alexander Amosu

Achievements to Date:

- ◆ At the age of 12 earned £10 a week doing paper round.
- ◆ Started his first business at age 15 holding school football, basket ball and table tournaments.
- ◆ Started Promotion, a Sound system and PA hire company hosting and playing at house parties and nights clubs called Shadow King Crew, earning £250 per show.
- ◆ Promoted 37 parties in total averaging £2,000 per night.
- ◆ Started a cleaning company called HomeCare Cleaning Agency at age 19 turning over £4,000 p/m with a total of 12 clients.
- ◆ The first person to start urban ringtones in Europe at age 24 after he sold his cleaning company.
- ◆ Made his first million at the age 25.
- ◆ At the age of 26 started his own magazine called ICON.
- ◆ Started a new company selling off line mobile phones.
- ◆ Holds five wards starting from “Entrepreneur of the year award”.
- ◆ Created the first ringtones book and software Polywap 2.1 that allows you to send ringtones around the world from your PC.
- ◆ Had my first TV show at 28 called Rich & Famous.
- ◆ Started inspirational speaking at schools, colleges and business seminars.
- ◆ The first to start the world first mobile video community site Mobsvideo.com, here you can upload, download and share content.
- ◆ Launched Mobsworld 2005, mobile playground for your phone.
- ◆ Partner and Investor in Screen Nation Awards, the first Black film and television awards in the UK.



Alexander Amosu, a young entrepreneur who turned his interest in technology and the mobile phone industry into a commercial success story, now heads a business at the forefront of mobile entertainment.

Eighteen months of hard work and determination resulted in Alexander's business evolving from a one-man operation to a business based in Islington employing over a dozen staff, and generating an annual turnover in excess of £1 million.

RnB World, now the parent company of RnB Ringtones, was founded in June 2000, although Alexander's business experience significantly predates this.

Whilst studying, Alexander worked part time in retailers such as the electrical store Tandy and the fast food chain Pizza Hut. It soon became apparent that selling and in particular developing a rapport with customers came naturally to him.

Having undertaken a business start-up course at the college of North East London, at the age of 19, Alexander wrote a business plan which was reviewed by the Prince's Trust. The Trust didn't delay in awarding him a grant to start his new business venture for a cleaning company that he oversaw and ran for three years whilst continuing his studies.

Whilst studying Aeronautics at first St. Alban's College, and then Queen Mary of Westfield University, Alexander promoted basketball tournaments, five-a-side football, Table Tennis and club nights in his spare time. Alexander promoted and managed over 25 club nights, widening his experience and strengthening his business acumen.

At the University of North London, where he studied Sound Engineering, Alexander discovered a niche in what was then a fledgling industry. He proceeded to test demand for urban ringtones by producing and supplying them to his friends and family. Initially he had no promotional support other than the word of mouth of his customers. This was to prove a sufficient catalyst to propel Alexander and his business along a roller coaster ride into the ringtone market – Alexander was in business.

Alexander's passion for technology, entrepreneurial skills and determination has resulted in his Company becoming the UK's No.1 provider of ringtones and graphics. The Company's runaway success story has attracted media frenzy. Such is the interest that he has appeared in several TV shows including, GMTV, Channel 4's Flash documentary, an interview on Ruby Wax's daytime programme and BBC2 Documentary "Mind of a Millionaire" accompanied with a published book.

This success has not gone unnoticed by his peers or the media. Alexander was awarded Young Entrepreneur Of

The Year at the Institute of Directors by Black Enterprise Awards 2002, Africa's Best Award at the GAB Awards 2003, also receiving London African Caribbean Entrepreneurs Award 2004. Alexander have also been featured in the Sun, News of the World, Sunday Express and the Guardian newspaper as well as appearing on MTV, Bravo, Nickelodeon and Ben TV .

Alexander was the first person to created Free Ringtones Day, where company had over 75,000 orders in one day, he donated all the revenue for Free Ringtones Day to Teenage Cancer Trust which amounted to thousands of pounds.

RnB World currently offers the broadest spectrum of ringtones and graphics, ranging from Pop and Garage to Yoruba and Italian. This diversity has resulted in a database of 250,000 consumers across the UK.

Understanding the target market that it serves underpins RnB World's success. This knowledge enables RnB World to keep abreast of current trends while responding proactively to an ever-changing market. Alexander has sold rnbringtones and has now started a new company www.mobsvideo.com, where you will be able to access mobile video downloads direct to your phone. It is exactly this kind of ethos, which is reflective of its founder Alexander that ensures he will continue to dominate the youth territory.

Alexander's ambition seems endless with his DJ career launching and his freelance writing for magazine and other newspapers, TV presenting career presenting his own show called Rich n Famous on Ben TV Sky 238 and a chain of Inspirational Speaking around the world, Partner in Screen Nation Awards, he also intends to launch his own branded mobile handset company. This drive has propelled him to his current position, and will keep people guessing as to what the next two years will bring.

Source: www.alexanderamosu.com