



**CONNECTED:** Jeff Shillitto says his online operation has infiltrated a tough market

# UN phone milestone for Shillitto

By Greig Cameron

AN entrepreneur is celebrating after securing the 1,000th order for his high-end mobile phone sales company.

Jeff Shillitto revealed five smartphones for the United Nations World Food Programme helped him reach the milestone in the first year of trading.

The online retail business, [www.powerup-mobile.com](http://www.powerup-mobile.com), specialises in mobile devices which connect to the internet and send and receive email.

From its base in Edinburgh it sources hard-to-find top specification devices such as PDAs, smartphones, GPS Sat Nav systems and wireless devices which may not be available in a traditional retail environment.

Clients so far have included Google, AstraZeneca and the BBC with turnover in the first year around £200,000.

Shillitto, who previously set up product design business 'Thick 'n' Crunchy' and web design firm Channel6 Multimedia, is delighted with how his latest venture has grown.

He said: "It has been a steady growth to get here and we have managed infiltrate quite a competitive market.

## Entrepreneur's joy as specialist mobile firm seals its 1,000th order

"My biggest surprise is just how much people will spend on these devices. What I was expecting was people would get them on contracts to get the device massively reduced.

"Instead it has been the other way around with most people buying them completely sim-free."

The 33-year-old is keen to make sure he stays on top of technological advances to grow the business.

He added: "The website currently receives around 1,500 visitors per day so we have built up a strong presence and awareness online, especially within the UK, but now my ambition is to 'power up' even more clients with the most sophisticated, unique devices the market has to offer, concentrating on the business to business market."