

Entrepreneurial Challenge Sparks Media Interest in Tracesmart



Released on: October 20, 2008, 4:40 am

Press Release Author: [Tracesmart LTD](#)

Industry: [Internet & Online](#)

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Tracesmart, renowned for providing online people tracing, [anti-money-laundering](#) and [know your customer](#) (KYC) services, has recently received major interest from the national press. Having entered the South West England and Wales regional heat of the Bank of Scotland Corporate Entrepreneur

Challenge, the story of Tracesmart's Managing Director and founder, Mike Trezise, caught the attention of the Sunday Times.

The Bank of Scotland Corporate Entrepreneur Challenge is comprised of several regional heats and receives entries from all over Great Britain. Each regional winner will receive the prize of a loan up to the value of £5 million interest free and be eligible for entry into the national final in which they could win the coveted title of "Bank of Scotland Corporate Entrepreneur of the Year".

Of the approximate 160 regional entrants, Trezise was highly received – this standing and his company's inimitable suite of services consequently caught the attention of the Sunday Times and resulted in an article highlighting Trezise's success being published. Speaking from the company's Cardiff Bay headquarters, Tracesmart's Communications Manager, Owen Roberts, commented, "Whilst Mike did not rank quite as high as we would have liked, the resulting press coverage has been great – we have received many calls from companies interested in our services. This is an exciting time for Tracesmart as we are currently experiencing rapid growth and coverage in the national press is helping to fuel our momentum further."

Entitled "On the right track" the article, published on the 12 October, depicted Trezise's career up to the formation of Tracesmart in 2004, it also highlighted how the rise in interest surrounding the use of online services designed to [trace people](#) has helped the company to flourish. Discussing the current high levels of interest in people tracing



Trezise commented, "I know from my own professional experience that tracing is somewhat of a niche business, yet the demand has increased exponentially since I was a tracer – the current economic climate where companies are keen to reunite individuals with [unclaimed assets](#) or trace debtors has spurred this growth."

The Sunday Times feature also identified the wide spectrum of industries that Tracesmart currently service, a list which includes banks, universities, solicitors, accountants and estate agents amongst others; demonstrating the wide range of cross-industry applications that their portfolio of tracing, [data cleansing](#) and id verification services hold.

Notes to Editors

- Tracesmart was formed in 2004 and supply a diverse range of consumer data cleansing, identity check and tracing tools to a wide variety of industries. Their client base ranges from SME to Blue Chip, who are all recipients of bespoke solutions, built around their specific needs.
- The Bank of Scotland £35 Million Entrepreneur Challenge offers entrepreneurs throughout Great Britain the opportunity to be rewarded for their achievements and their businesses the chance for some much deserved exposure. The challenge aims to support driven, well established businesses that are aiming to grow and become dominant forces in their markets.
- Michael Trezise is the founder and Managing Director of Tracesmart. With over 25 years tracing and fraud analysis experience his unrivalled knowledge provides the company with a distinct competitive advantage.
- Owen Roberts is Tracesmart's Communications Manager and has over 25 years in the creative and advertising industries including 7 years with the BBC. Owen recently joined Tracesmart with the view of keeping one eye on public relations whilst also overseeing business development projects.

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