

## Business MK ■ Business2Business

Local news and essential reading for business in Milton Keynes, North Buckinghamshire, Bedfordshire and Luton

### Georgia has business success on her mind

**A 20-YEAR-OLD entrepreneur won the overall county title at last night's FSB Bedfordshire Business Awards.**

Georgia O'Keefe, owner of social media management company LookC, in Biggleswade, decided to set up her own business instead of going to university.

"I know you can't get a job without experience, so I decided to create one for myself," said Georgia, who was stunned to receive the trophy at the awards event at The Conservatory at Luton Hoo yesterday (Thursday).



She is pictured (centre) taking a winning 'selfie' with awards host TV presenter Vick Hope and Toma Hbashi, of category sponsor Silvertoad.

"My friends have gone to university which has only driven me to work harder on the business. I can't put into words what this means to me; it helps me realise that there is so much more I can do."

LookC has been developing social media strategies and managing platforms since 2012. The company also has a video production team to boost presence on the second largest search engine, YouTube.

Georgia comes from a family of entrepreneurs. Her father Mike also started in business at the age of 18. He owns Royal Images, which supplies bespoke frames for anniversary cards received from The Queen for special occasions such as 100-year birthdays and 70-year wedding anniversaries.

"I think her growing up in an environment where she could see me working at 1am and speaking to customers at the weekends rubbed off on her," said Mike.

"Apart from being her dad and giving her advice if she wants it, I work for Georgia part-time, take out the luggage and do the tea-making. It's her business."

Georgia was also praised as "encouraging for us all" by Daniel Whittemore, of headline sponsor Center Parcs Conferences & Events.

"It is good for the future that she has won," he said. "She may look up to her peers in business but with this win she has arguably surpassed them."

As well as the overall county title, Georgia also won two categories; the Young Business Person, sponsored by Silvertoad, and Real-Life Entrepreneur, sponsored by Alltech Signs & Graphics Ltd.

She also finished runner-up in the Best E-Business category, sponsored by the Federation of Small Businesses.