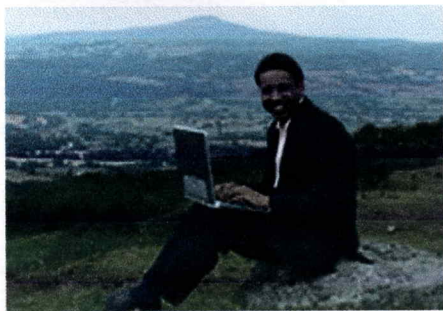


Freshties.com - brings together a world of expertise



The Internet is a tremendous leveller. Potentially, anyone anywhere can make a mark online. As the world's youngest industry, it is still growing at a rate of knots and great ideas continue to find dominance. From his enviably picturesque corner of the Brecon Beacons Ashish Poddar is doing just this.

Leaving the comfortable environs of a well-paid and secure solicitors position in London, Ash returned to his native South Wales to concentrate full time on his brainchild - **FRESHTIES**.

The Internet organically creates communities. People come together joined by common interests and concerns. FRESHTIES is a developing community steeped in the very human desire to share experiences and learn from them. It's an idea that sounds so obvious you might think it has already been done. Harnessing the Net's encompassing nature, the site gives us all a chance to share our knowledge and gain from others. Every member becomes a life coach and gains one.

The site is split up into 4 main sections. Career & Work, Study & Learning, Entrepreneur and Charity & Community. While you might be looking for advice in a particular area, you might also find that you yourself have valuable experiences in another area that members will benefit from.

Ash believes that anything is possible when people help each other. And FRESHTIES is his chance to prove this point. From the outset he is using the success of the site to benefit others. A contribution of all the corporate supporters fees (between 10 and 60%) goes to charity and community work.

Developing the Back end of a Website is often crucial to the shop front's success. A travel website after all is only as good as the airline, hotel and car rental partners that can deliver the goods visitors search for. Ash and his team work very hard to create an infrastructure for all the sections. Just months into the project, FRESHTIES has the backing of Further Education centres across the UK, local government agencies and businesses primed to step up both funding and expertise.

General site innovations include Mentoring schemes and section specific opportunities. The Entrepreneur section, for instance, is discussing the development of initiatives with the backing of related organisations, such as, Young Enterprise, an agency looking to encourage entrepreneurs in the 16-25 age bracket.

With the aim to have one million users by its first birthday, FRESHTIES is an ambitious project and right now, you can join free for a whole twelve months. So, I'd recommend you sign up and make some new connections.

www.freshties.com

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