

“You’re almost at a starting advantage being a woman in business”

## The City’s *Next* Top Model Entrepreneur...



It’s a first for the business world: a competition to discover aestheticism and acumen in young entrepreneurs. The competition finals—taking place at a red carpet event in London—will see candidates participating in a catwalk show and business pitch.

Judges will then decide *The City’s Top Model Entrepreneur*. The prize: lots of cool stuff, including personal business mentoring from Richard Farleigh.

Here’s Chelsey to explain more. And for a round-up of who won and what happened, tune in next month, because Startup TV will be covering the finals.

Why do people become entrepreneurs? Superficially, it’s about money. But if you abstract the idea a little further, it’s actually about freedom: the freedom to choose what you do, when you want. It’s not just leaving the 9 – 5 world; it’s sticking two fingers up at it.

This is the kind of thinking that thrust Chelsey Baker into the business limelight. Chelsey is a rare breed of entrepreneur—not just fortunate, but born with an inflexible sensibility

to succeed. And it shows.

Amongst it all, she’s modelled, written books, launched TV channels, become a prolific speaker, and even dabbled in acting. But now Chelsey is focusing on her biggest project to date: *The City’s Top Model Entrepreneur*—a competition to find the perfect balance of entrepreneurial brains and beauty. Before that, though, here is some anecdotal advice from the original business beauty herself.

