

You're hired!

Computer whizzkid defies recession from his bedroom

EXCLUSIVE

by Aline Nassif

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MEET young entrepreneur Aaron Hatton, who is running his own business from his bedroom – at the age of 13.

He has launched a company that sells web space and is offering some of the most competitive prices in the world.

The shrewd teenager sells the space 44 times cheaper than the normal market value.

From his home in Bingham Road, Addiscombe, Aaron also designs websites – and again offers astonishing value for money.

Businesses can usually expect to pay anything between £50 and £400 per hour for web designing, but Aaron does it for just £7.50 an hour.

And while most companies charge about £200 for one gigabyte of web space, Aaron charges just £4.50.

With these prices it is little surprise his company Hosting Vortex has some very happy customers.

Gordons Toys and JJ Dry Cleaners, both in Lower Addiscombe Road, are “delighted” with the websites he has created for them.

Aaron said: “It’s still early days but business is good and I hope before too long I’ll be able to make a career out of it.

“At the moment I’m working from my bedroom and I do everything in my spare time.”

Showing some canny business nous Aaron has employed an older school friend as his sales director – and convinced him to work for free so he can keep prices down.

“What I offer is, to my knowledge, unbeatable value,” Aaron said.

“I was lucky to come across an incredibly cheap server in the States, which means I can pass on the cheap rates to my customers.

“It’s really exciting times and although I’m still paying off costs, it won’t be long at all before we’re in profit.”

Aaron was first introduced to the concept of website design in his first year at Shirley High.

But classes were “pretty basic” so he looked to library books to improve his skills.

A year later, aged 12, he was already designing websites for his friends and online fan sites.

He said: “Up to 60 people visit my website every day with inquires – if just a fraction of those translate into sales it would be fantastic.

“I’d love to make a career out of this.”

Aaron’s server can manage up to 300 websites.

With the rates he is charging, he is hoping to make a minimum of £3,000 from all the web space available, when he will then have to buy another inexpensive server.

Mum Amanda, a teaching

assistant at Ashburton Primary School, says the whole family is “in awe” of Aaron.

She said: “He did this entirely off his own back and he’s pushing himself hard to succeed.

“I’ve always known Aaron would go far and he’s always been very clever with the computer, but I never imagined he’d do something quite as big as this at his age.”

● To see examples of Aaron's work see www.gordonstoys.co.uk and www.jjdrycleaners.co.uk You can visit his business website at www.hostingvortex.co.uk

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YOUNG GUN: Aaron Hatton

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