

## BUSINESS

2003

Year that Carling  
becomes first UK  
beer to achieve  
sales of 5m  
barrels per year

## Wagner sees gap as website provider

By Richard Tyler

SERIAL entrepreneur Dan Wagner has stepped down as an executive at international e-commerce business Venda to launch a new venture providing hosted websites to small businesses.

Mr Wagner, who became the youngest chief executive of a quoted company when he floated technology company Maid in 1984, aged just 20, has bought a company, called Powa.com, from Venda and plans to make it the market-leading small business e-commerce platform.

The technology has been developed by a team led by James Cronin, the former chief technical officer of one-time internet sensation Boo.com. Mr Wagner acquired Boo.com's online fashion retailing technology platform and team for £250,000 as the dotcom bubble burst and Boo collapsed into administration in 2000.

"There is no credible, branded e-commerce or website solution in the European market for small business and sole traders and Powa intends to quickly develop a market leadership position," said Mr Wagner.

"It's a completely new platform built specifically for small businesses and it's designed to include some of the basic elements that corporates do not need, such as domain names and email accounts."

Powa has already agreed referral partnership deals with online auction site eBay and payments firm PayPal and will use Chase Paymentech for payment processing.