

Young entrepreneur makes it onto Forbes list

✘ The very first Forbes 30 under 30 Europe list features someone who set up his business HQ in Edinburgh!

Cally Russell is originally from the Highlands but has set up his business Mallzee in the capital, and we are now happy to adopt him as our own. (Apart from that he was the only Scot mentioned in the Retail and E-Commerce category.)

The 27 year-old set up his personalised shopping app in 2012 which means that you have access to hundreds of high street retailers from one location. Mall zee is currently ranked as the number one multi-retailer shopping app in the UK and Yahoo say that this is “one of the six apps that will change the way we shop forever”.

There are thousands who use the app on a daily basis from over 125 countries taking advantage of the speed with which purchases can be made.

Although the young businessman turned down a Dragons Den investment offer of £75,000 last year the business has recently raised £2.5million in a funding round led by Royal Mail Group.