

# Louis cracks the Merchant Company Initiative Prize 2017

A 14 year-old Firrhill High School pupil who sells organic eggs while still at school so impressed the judges that he emerged as winner of the Merchant Company Initiative Prize. The competition is open to those already implementing their own ideas or who have just considered them.

Winner Louis Moore already runs an organic egg business.



Left to right: Nikola Piper, Joanna Blair (Flower Power), Richard Barron (Chairman of The Merchant Company Initiative Prize), Louis Moore, Pat Denzler (Master of The Merchant Company), Logan Ross, Meg Wishart, Alex Park, Katie Chapman and David Martin (Project Magale)

The Chairman of the Initiative Prize at The Merchant Company Richard Barron was complementary of the teenager's enterprise.

He said : "Louis really impressed the judges with his business skills, drive and ambition at such a young age. He is growing his own business to the extent that he is now mentoring other young people helping them develop their own egg selling business.

"From helping to save an endangered species, selling organic eggs and helping to improve the lives of children in Africa, the standard of our finalists this year has been outstanding.

"We congratulate Louis and the two runner-ups in this year's competition and wish them all the very best for the future. Thank you also to our other entrants who showed an interest in this year's prize. We encourage everyone to participate again

in 2018.

“Cruden Homes were our sponsors for this year’s awards and our grateful thanks go to them for their support.”

Louis researched his business and built up his clientele through personal recommendations. He now boxes labels and hand delivers eggs to over forty clients weekly.

Making a small profit on each delivery allows him to expand the business and save for the future.

This is the eleventh year and the prize which is aimed at 13-18 year olds living in Edinburgh has attracted some really displays of initiative and enterprise.

Mrs Pat Denzler handed Louis his prize saying : “The Merchant Company’s Initiative Prize is a challenge to young people to think creatively. We are keen to see enterprising ideas in business or philanthropy as this is at the core of what the Company is all about.

“We hope that the Initiative Prize will encourage young people to play an active role in their city of Edinburgh and beyond, to develop their skills and confidence for the future.”

The two runners up won £250 each. They were Joanna Blair (15) and Nikola Piper (14) from George Heriot’s School who aim to provide window boxes and flower seeds to help increase the bee population.

The other runner up was Project Magale from Broxburn Academy who give financial support a Ugandan orphan Ruth to enable her to go to school. The team members are: Logan Ross, Katie Chapman, Rebecca Wightman, Amy Waterstone, David Martin and Alex Park.