



**solarbox**

9<sup>th</sup> June 2014

**Press Release: solarbox (SOLARBOX LONDON LTD)**

**Co-Founders:**

Harold Craston, Finalist BA Geography at LSE

Kirsty Kenney, Finalist BA Geography at LSE

**Concept:**

***Turning London's telephone kiosks into***

***solar powered public charging points for smart phones.***

Our iconic telephone boxes remain symbols of our cultural heritage, but functionally they are in decline! solar**box** plans to reverse this trend by installing solar powered charge points in kiosks throughout Central London.

solar**box** is a free service and users will enjoy tailored advertising, as well as short films as part of the experience. For London's urban community power will become a public good. This is our response to the need for greater public solutions to public problems.

Not only does solar**box** offer an innovative solution to the everyday problem of poor battery life on modern phones, but it also offers a creative attempt to upgrade our public spaces.

## **Achievements:**

UnLtd Higher Education 'Do it' and 'Try it' Awards

Shortlisted for Santander Entrepreneurship Undergraduate Award (Awaiting final result)

Awarded 2<sup>nd</sup> place in the Mayor's Low Carbon Entrepreneur of the Year 2014.

- Presented by Boris Johnson, sponsored by SIEMENS.
- Over 250 applicants
- Final involved a *Dragons' Den* style pitch at City Hall. Judging panel included: **Deborah Meaden**, **Richard Reed** (Innocent Drinks) and Zac Goldsmith MP.

## **Notable Articles**

*Bright idea wins the Mayor's Low Carbon Entrepreneur*

4<sup>th</sup> June 2014 | [london.gov.uk](http://london.gov.uk)

*Classic red phone boxes solve modern dilemma for mobile users*

6<sup>th</sup> June 2014 | [LSE News](http://lse.ac.uk/news)

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## **Contact**

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