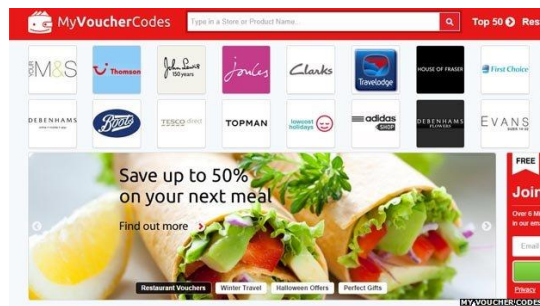


The King of Discount Voucher Codes

By Will Smale. Business reporter, BBC News



Self-made multi-millionaire Mark Pearson traces the origin of his drive to succeed in life back to the Christmas he and his mother and sister spent in a women's refuge in Liverpool.

He was junior school age at the time, and his mother was fleeing domestic violence. (...) "At nine or 10 I couldn't do anything, but over time I kept thinking, 'how could I be the breadwinner?'"

After moving to London aged 18, first to be a chef and then run his own floristry business, in 2006 Mr Pearson came up with the idea of launching a website that listed all the available retail and restaurant discount vouchers.

"Unlike roses, I was suddenly selling something that didn't cost me anything to buy"

Aged 27 at the time, he called the new business My Voucher Codes, and started running it from a laptop while sitting on his sofa in a rented flat above a shop in south London. The website was an immediate hit with people who like a bargain. (...)

But how did Mr Pearson get the idea, and how does the website make its money? Put simply, My Voucher Codes gets paid a referral fee every time someone uses a discount code listed on its website or weekly email newsletter.

My Voucher Codes offers discounts from thousands of retailers and restaurants (...)

It's not a bad state of affairs for Mr Pearson, who set up the company's first website for just £300, and had no formal training in computers in general, or ecommerce specifically. (...)

256 words