

118 Taxis

Alan Garrec was heading for a solid academic career after completing a psychology degree but after two close friends were attacked when travelling in unlicensed cabs late at night, he decided to work on a solution. The result was 118 Taxis. Just tap the numbers and letters into your mobile and you're connected to a call centre that provides phone numbers of reputable local taxi companies, wherever you may be. In the process of setting up the business, Alan has discovered latent entrepreneurial talents. Even changing his name by deed poll to '118 Taxi' in an inspired promotional gambit.

