



Vinny Lingham

Tour de force

The 28 year old visionary cites his career highlight as the recent raising of \$5m in funding for his new venture SynthaSite which offers free websites and hosting.

● An achievement of note considering that it was only four years ago when Vinny sold his house and used the funds to act on an opportunity he had spotted in e-marketing: selling pay per click advertising. His appetite for risk combined with his drive, enthusiasm and passion for technology ensured that this local lad from East London was rewarded.

Vinny is the CEO of SynthaSite, a Web 2.0 startup and founder of global search engine marketing experts incuBeta and its subsidiary Clicks2Customers. A self-confessed "serial entrepreneur that loves growing businesses", Vinny has the magic touch.

Operating from a lounge at first with three partners and one employee, incuBeta turned over R2.5 million

in its first year which catapulted to R15 million in its second year and a staggering R24 million in the year thereafter.

The road to success was not without its obstacles. Cash flow and funding presented major challenges from the outset. Unable to understand the concept, banks refused to provide funding. Undeterred, Vinny funded the business with the R125 000 in capital from the proceeds of the sale of his house as well as maxing out his credit cards.

Citing the success of incuBeta as his first, he admits that he hates failure. "I do my best to succeed at everything. And that doesn't mean that I haven't failed – just that I hate it." >>

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