

Former Dorset student secures Dragons' Den investment

An entrepreneur who went to school in Dorset has secured £50,000 on *Dragons' Den* for her beauty app. Flinty Bane, who attended Bryanston School in Blandford Forum, won over dragon Sara Davies with her skin care price comparison platform.

Ms Bane set up tech start-up SKIN with business partner Ben Barter in 2020 after the pair met while working together in London. The app now features thousands of products – from independent producers to major brands and retail partners – such as SpaceNK, Boots, Look Fantastic and Sephora. Users can place products on a virtual 'shelf' and receive real-time alerts when discounts and deals become available.

The two friends secured backing for their tech company after the app resonated with Ms Davies. She offered the pair the money for a 10% stake in the business. Ms Davies said she “loved the simplicity” of the concept.

“Comparison sites and apps are the norm in so many other retail sectors, so why not beauty?” she said. “I can't wait to work with the duo to support and mentor them through the next exciting step, taking SKIN to consumers around the world.”

Ms Bane said: “Entering the Den was unbelievably exciting and nerve-wracking. We do have plenty of experience pitching for investment – but presenting to a row of high-profile investors on TV is a totally different ball-game. I've watched *Dragons' Den* since the early days and was delighted when Sara joined the show, bringing a refreshing professional slant.

“I'm over the moon that we're going to be working alongside Sara to grow our business. I believe SKIN is going to revolutionise the way we shop for beauty – with Sara's backing, there's no stopping us.”

Mr Barter, who is originally from Buckinghamshire, added: “When Sara made us an offer we were absolutely elated. It was clear that she understood our business and mission. As a target user, she could instantly recognise the joy and benefits our app will bring to beauty consumers.”

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