

HOLLYBUDGE.

Adventurer | Entrepreneur | Speaker
www.hollybudge.com



Holly Budge, a 31-year-old adventurer based in Bristol, has set two world records in less than 12 months. In October 2008 she became the first woman to skydive in front of Mount Everest and in August 2009 completed The Mongol Derby, the world's longest horse race of 1000kms across Mongolian wilderness, in just nine days!

Holly has worked in the skydiving industry for over nine years as an experienced freefall camera flyer with more than 2,000 jumps. She is a qualified rock climbing instructor, an accomplished snowboarder and equestrian event rider.

As well as being an adventurer, Holly is a budding entrepreneur and businesswoman. Over the last six years, Holly has drawn on her knowledge of skydiving and her design skills to produce E-FLI, an award-winning online e-learning platform for skydivers. Whilst working as a freefall camera flyer in New Zealand, Holly identified a need in the skydiving training market for an e-learning application. Her ambitious drive took her back to university to learn the relevant skills to build E-FLI, later graduating with a First Class Honours Degree. E-FLI first launched in 2006 and is the world's only fully customizable e-learning platform for skydiving schools.

Holly and her expanding E-FLI team have been working with a specialized group of software developers in Bristol to build a cutting edge e-learning platform. The latest version of E-FLI was showcased at the 2009 PIA Symposium in Reno, USA and was received to great acclaim. E-FLI is picking up momentum in the Skydiving industry and recently won the prestigious E-Learning Age 2009 Award for Excellence in the Production of Learning Content (Private Sector), triumphing over Sky, Ford, Legal & General and B&Q.

Holly is continually exploring new applications of technology in extreme sporting environments and recently featured in the prestigious 2009 Insider's 42 Under 42

list, showcasing young entrepreneurs in the South West of England.

The Mongol Derby, which Guinness World Records have confirmed is the longest horse race in the world, tested Holly's nerve, fitness, endurance and riding ability to the limit. Holly spent up to 13 hours in the saddle everyday, at times solo navigating through the Mongolian wilderness, overcoming a hazardous night in the mountains without water, losing one of her steeds and recovered another from sinking in a bog. She says: "The Mongol Derby was a truly awesome adventure. I experienced Mongolia in a very unique way, riding in vast wildernesses with total freedom, eating Mongolian food and sleeping in nomadic family *gers* most nights!"

Holly is an experienced equestrian who has successfully competed in British Eventing for many years. Highlights include winning The Riding Club's National Open Showjumping Championships, in 1998, and representing England the following year in the Amateur Nations Cup, in Ireland.

She is planning to climb Mount Everest in 2011 and currently looking for an investor. Her perseverance over the last five years making E-FLI a success and achieving two world records in less than 12 months, demonstrate her dedication and strength to reach her goals, which she shares in her motivational speeches. Holly wants to share her experiences of both adventure and business with others, emphasising how important it is to set goals in life, seize opportunities and overcome challenges.

Visit www.hollybudge.com for more information

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