

With a 20-year friendship and taste for new adventures, former UQ aquatic stars Adam Franklin and Toby Jenkins have turned their attentions from the pool to the boardroom.

They have set their sights on demystifying the Internet for businesses, setting up a Web design and hosting company, Bluewire Media.

To capture attention, create a desire to know more and then generate a response are the key steps to achieving a successful result with a business website, according to Bluewire Media Director Adam Franklin.

"The blue wire is the ethernet cable that people use to connect to the Internet," Adam said.

"We felt it was representative of what we aimed to achieve – connecting businesses to the Web and that's why we called the company Bluewire Media.

Armed with skills learned at UQ, Adam and Toby have focused their energies on making Bluewire Media a success.

They have also had plenty of practice at teamwork: both played water polo for UQ, winning a bronze at the 2002 Australian University Games.

Fellow Director Toby also won a gold medal and claimed the national university record for the 4x50m freestyle relay and Adam won a gold medal in the team springboard diving event.

In 2004, Toby was a member of the men's water polo team that represented Australia at the Athens Olympic Games.

But their attentions are now set firmly on their business. Having been awarded a government grant for their business proposal in 2005, the focus has been on helping clients communicate with their customers.

Adam graduated with a Bachelor of Science/ Bachelor of Commerce and Toby with a Bachelor of Commerce in 2002.

Adam Franklin (left) and Toby Jenkins

GRADUATE PROFILE

