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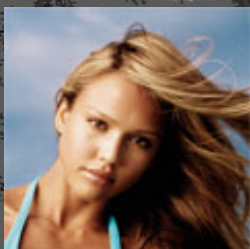
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The Pixel Guy

By John Carson

Say you had a day or two free and a spare \$85. You'd hit a bar, throw a party, maybe take in a game, right? Me too.

Alex Tew didn't. He spent that time and money in setting up a website that has created the hottest online buzz in the last few months. The 21-year-old British student created www.milliondollarhomepage.com and people are flocking to it, talking about it and -- oh yeah -- making Tew a millionaire in the process.

He's not selling music or games; not offering naked babes; not promising get-rich-quick schemes. Quite simply, it's just a page of ads from vendors of those wares (and others) -- and nothing else.

"So what?" I hear you ask. "Who's going to visit a page chock-full of nothing but ads?"

Tew had the unique idea of selling one million pixels for a buck each. Simple. Business has been brisk and, so far, he's made around \$607,000 -- and counting. In fact, you can view the real-time total in the banner below.

The Million Dollar Homepage™

Sold: 1,000,000
SOLD OUT!
Available: 0

The ad spaces are available in 100-pixel blocks -- the simple reason being that one single pixel is just

Editor's Picks

Beer League



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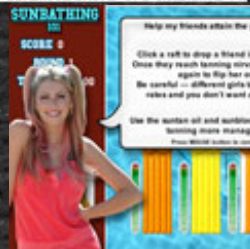
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September
9, 2005
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Lacked
Steve
Carell
talks about
not getting
any action
in the 40-
Year-Old
Virgin

August
2005
Fast and
Furious
The
Transporter
talks about
fight
scenes
fast cars
and even
faster
women

Random Stuff



too small to see anything. Part of the hook comes from hovering your mouse over the tiny squares to see who owns what. Testimonials attest to the fact that people really are clicking on the pixels, and advertisers are getting some good traffic for a relatively small investment. [In fact, disclaimer time, Beer.com took some pixels too on the right-hand side of the page.]

As Tew says in his blog, the main reason for setting up the site was to help pay for his degree studies. He's currently at university studying Business Management -- a subject that this whizz-kid seems well suited for.

This week Tew has been hitting the talk show circuit as part of a North American publicity tour. He took some time out to chat with Beer.com.

Beer.com: Did you seriously think people would get excited over a page full of ads?

Alex Tew: I didn't think anyone would take notice of just a brand, so I got some initial sales before we launched. My brother was one of the first [to buy some pixels]. It took just 50 quid (\$85) and two days to set up.

B: How many people are helping you with this?

AT: I've got a couple of friends back in the UK -- one guy does the orders and handles the pixels; the other does development on the site. My mom and dad have been helping out with the admin too, so it's a real family and friends operation. It's like a micro-business.

B: With all this cash, do you plan to continue your studies?

AT: I still plan to stay at university -- it's been a bit of a struggle though to handle both the courses and the business. I am studying business management and keeping my options open. I already have a couple of new ideas for Internet businesses -- watch this space! I'll be working on a new site in January or February... obviously I can't reveal what it is, but it will be really cool.

B: Do people treat you differently at university now?

AT: Not really. Everyone's been really cool about it -- they're like, "Congratulations."

B: Any hot chicks or gold diggers after you now?

AT: [Laughs] No! Not that I'm aware of. I chat to girls but I don't think anyone has an ulterior motive.

B: What do you think of some of the copycat sites, like the MillionQuarterHomePage?

AT: It's quite flattering and shows me that I had the right idea. It elevates the status of the original [website].

B: Any advice for Beer.com readers with their own unique ideas?

AT: Think of an original idea, and -- more importantly -- do it! A lot of people have great ideas but they don't do anything about them. Especially when they have no responsibilities or ties. Look at me -- I'm a free agent. Put those ideas into action now. It's more difficult with jobs and kids. Being young

August 2,
2006
Malin
Akerman
Shows us
all her best
sides.

August 2,
2006
Sunbathing
Hotter
than
the sun
but from
sipping
burgers at
your night
club and
the sitting
women
instead so
they don't
sunburn.



February
1, 2005
Miaow!
See the
Ameriquet
cat
commercial
from the
2005
Superbowl.



January 3,
2006
Chainsaw
Saw
That's what
I'm here for.

is probably the best time. Set aside some money [as a start-up fund] that you're willing to lose. Look at the downside; I'm willing to lose so much, say, 100 quid (\$170).

B: When you started did any of your friends have a negative view? Like, "Don't waste your money. Let's go to a bar instead!"

AT: [Laughs] That was pretty much the reaction, yeah. "What's so good about that?" they asked. I was thinking: "So what have I got to lose?"

B: I can imagine the conversation: "Hey guys -- I'm gonna set up a page of ads and people are going to flock to it!"

AT: Yeah! I think people come out of curiosity. They want to see who has the pixels.

B: Any plans, after expenses, for the money?

AT: I've bought some clothes and TVs and stuff. Take my parents on holiday. Apart from that I want to buy a little car; I only passed my driving test in the summer.

B: Ferrari, Porsche or Lamborghini?

AT: Nah! I'd look a right knob around campus.

B: You could sell pixels and ads on your car. Cut me in on that!

AT: That's not such a bad idea actually.

B: So, Alex, is it fair to say you're having the time of your life?

AT: Yeah. The whole thing is surreal. Two months ago I was just sitting around.

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