# Stuart Baggs’ entrepreneurial spirit keeps BlueWave thriving nearly a decade after his death



The sudden death of Stuart Baggs, a former contestant on the reality series "The Apprentice," has left an indelible mark on the public consciousness, sparking a wave of tributes and reflections on a life cut tragically short. Baggs died in July 2015 at the age of 27 due to an asthma attack, a condition he had contended with since childhood. The news of his untimely passing has reverberated through the years, particularly as his family commemorates what would have been a significant milestone in his life.

Baggs became a household name during his appearance on "The Apprentice" in 2010, known for his flamboyant personality and memorable catchphrases, such as "Everything I touch turns to sold." His ability to command attention and elicit both laughter and disbelief made him one of the show’s most recognisable stars. According to his parents, Stuart's persona was not entirely a fabrication for television; rather, it was a reflection of the energetic and ambitious individual he had always been. His mother, Rosemary, recounted how he had been "full of beans" and passion from a young age, a personality that radiated not just on-screen but in everyday life.

Stuart's journey began in Plymouth, where he was born, before his family moved to the Isle of Man. Here, amid a bustling pub-owned family life, his entrepreneurial spirit ignited early. By the age of 13, he had launched BlueWave Communications to provide internet services, illustrating a foresight uncommon for such a young individual. His father, Steve, recounted how Stuart’s fascination with technology began when they got their first computer, a catalyst that drove him towards eventual success.

The pivotal moment of Stuart's life came when he auditioned for "The Apprentice." Although he initially aimed for "Dragon's Den," he opted for the former after considering the potential ridicule he might face due to his age. His parents, although initially unaware of his audition, were quick to support his aspirations after serendipitously encountering him during filming. Stuart’s journey on "The Apprentice" was not without challenges; he faced criticism and scrutiny, particularly from Claude Littner, who bluntly remarked that Stuart was "not even a fish in the world of business." This sting lingered for his family, as they believed such comments failed to acknowledge their son's achievements.

After his semi-final exit from the show, Stuart continued to thrive in the business world, evolving BlueWave Communications further. His work ethic was commendable; he often put in 18-hour days, driven by a relentless pursuit of success. In the years following his time on the show, he dabbled in other reality television formats, including "Come Dine With Me," and remained determined to innovate, introducing technologies that would benefit the local community on the Isle of Man.

Tragically, Stuart's life was abruptly halted shortly after he had launched a new internet hub. On the evening of his death, he had been in high spirits, having enjoyed time with friends before returning home. His passing shocked not just his family but also friends and fans who admired his larger-than-life persona. Following his death, Lord Alan Sugar, the show's original host, extended his condolences, highlighting the impact Stuart had left behind.

In the wake of their loss, Stuart's family has carried on his legacy with remarkable resilience. Living in the countryside of the Isle of Man, they have transformed their grief into an enduring tribute to his spirit. His sister Charlotte runs an equestrian school, and they maintain a ‘field of ponies,’ a nod to the catchphrase that became synonymous with Stuart. His mother poignantly conveyed how daily life sometimes brings unexpected reminders of him, whether through a song or a familiar sight, evoking memories that can be joyous yet bittersweet.

Now, nearly a decade later, Stuart's entrepreneurial spirit lives on through BlueWave Communications, which has continued to flourish under the guidance of his business mentor, who took the helm following Stuart's death. While his time was tragically brief, the legacy of "Stuart Baggs, the brand" remains influential, embodying his commitment to innovation and his unique personality that captivated audiences across the UK.

As the years pass, Stuart's family remains steadfast in their pride for him and the entrepreneurial spirit he embodied, underscoring that while his life was short, it was lived to its fullest potential. They commemorate his memory not just in sorrow, but in the vibrancy of his life, an enduring testament to the impact he left on those around him.

**Reference Map**1: Paragraphs 1, 2, 3, 4, 6, 7  
2: Paragraphs 1, 3  
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Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.dailymail.co.uk/news/article-14719973/What-happened-Apprentices-greatest-contestant-Stuart-Brand-Baggs.html?ns_mchannel=rss&ns_campaign=1490&ito=1490> - Please view link - unable to able to access data
2. <https://www.bbc.com/news/world-europe-isle-of-man-33805875> - This BBC News article reports that Stuart Baggs, a former contestant on 'The Apprentice', died at the age of 27 due to an asthma attack. The police confirmed that his death was caused by his longstanding asthma condition. Baggs was known for his catchphrases on the show, including 'Everything I touch turns to sold'.
3. <https://www.theguardian.com/uk-news/2015/jul/30/former-bbc-apprentice-contestant-stuart-baggs-found-dead> - The Guardian reports on the sudden death of Stuart Baggs, a former 'Apprentice' contestant, at the age of 27. Baggs was found at his home in Douglas, Isle of Man. The article highlights his memorable one-liners from the show and mentions that police are not treating his death as suspicious.
4. <https://www.itv.com/news/2015-08-21/stuart-baggss-mother-leads-tributes-to-the-apprentice-star-at-his-funeral> - ITV News covers the funeral of Stuart Baggs, where his mother described him as a 'dedicated and hard-working businessman'. The article details the tributes paid to Baggs, including floral arrangements from Lord Sugar and a video compilation of his life played during the service.
5. <https://www.standard.co.uk/showbiz/celebrity-news/lord-alan-sugar-and-luisa-zissman-lead-twitter-tributes-following-death-of-former-apprentice-contestant-stuart-baggs-10427670.html> - The London Evening Standard reports on the tributes paid to Stuart Baggs following his death. Lord Alan Sugar and former 'Apprentice' contestant Luisa Zissman led the tributes on Twitter, expressing their condolences and fond memories of Baggs.
6. <https://www.digitalspy.com/tv/reality-tv/a660962/stuart-baggs-1988-2015-apprentice-co-stars-and-fans-pay-tribute-to-legendary-candidate/> - Digital Spy collects tributes to Stuart Baggs from co-stars and fans following his death. The article includes messages from Lord Sugar, Nick Hewer, and other former 'Apprentice' contestants, highlighting Baggs's memorable moments on the show.
7. <https://www.standard.co.uk/showbiz/celebrity-news/lord-alan-sugar-and-luisa-zissman-lead-twitter-tributes-following-death-of-former-apprentice-contestant-stuart-baggs-10427670.html> - The London Evening Standard reports on the tributes paid to Stuart Baggs following his death. Lord Alan Sugar and former 'Apprentice' contestant Luisa Zissman led the tributes on Twitter, expressing their condolences and fond memories of Baggs.