

Learning from experience

This month, up-and-coming business people will have the chance to learn from experienced entrepreneurs thanks to *The Sunday Business Post* and the Entrepreneur Experience. Below, we meet some of those taking part, write Colette Sexton and Leanna Byrne

Jumble was founded in 2014 by Gavin and Emmet Kearney and the team has grown to six members since then. Two team members are representing Jumble in Santiago as part of the Start-Up Chile accelerator programme.

Compliance and Risks

Little Island, Cork Group: Scaling

Compliance and Risks works with its clients to ensure they know and comply with current regulations. It provides information and insights on regulatory and strategic business requirements to its clients. Its online tools deliver timely and accurate global regulatory intelligence. It transforms how organisations receive and consume information, and empower meaningful action helping to create a cleaner, safer and better world. As one of the most trusted names in regulatory management, it works with an array of clients in over 120 countries, including blue chip companies, to manage their global environmental, corporate social responsibility and sustainability requirements and standards. Its clients work in a variety of industries, from aerospace to toys. Its C2P product gives its clients up to date compliance alerts and access to a knowledge management platform, to help them to better understand and manage the impact of regulations on their products and organisation. It was founded in 2000 by Damien McGovern, an Irish barrister who formerly worked for Deloitte in Brussels. The company is headquartered in Cork with offices in Brussels, London, New York and San Francisco.

Oryzone Ltd (trading as Sbaam)

Alfred Street, Cork Group: Ideas Sbaam is a curated fashion marketplace that connects independent designers with discerning consumers around the world by offering the highest standards of product selection. It is a niche speciality B2B2C for the sale of exclusive apparel and accessories that gives brands access to target customer groups, marketing resources and a shop window.

Platform Avenue

Adelaide St, Cork Group: Ideas Founded by Patrick Dineen, Platform Avenue provides talent acquisition and management software to a wide variety of organisations. Its SaaS cloud-based solution provides companies that are searching for talent with the tools to reach, rank and interview passive and active applicants. The platform gives hiring organisations an easy to use and affordable solution. Its customers create an application form and add questions they would like applicants to answer. This gives applicants the opportunity to take the interview regardless of time differences and geographical location. In addition the hiring company can ask applicants to upload documents, videos and stream links to enhance their application, a feature that allows HR personnel to really get to know the person, their skillset and personality. Its customers range from coffee shops looking for students to fill summer jobs to large organisations seeking to hire graduates. The company has seen massive growth in the casting application process for US, British and Irish television reality shows. Platform Avenue software is now used in the casting process in shows such as The Great Irish Bake-Off and Don't Tell The Bride.

DeviatE Aspire

University of Limerick, Limerick Group: Ideas DeviatE Aspire develops technology that mitigates the effects of hypothermia in survival situations. While in a cold environment, 20 to 30 minutes of exposure can result in a drop in core body temperature to below 35 degrees Celsius. DeviatE Aspire's technology reduces this core heat loss and transfers heat to



Luciano Mammino, Alessio CJ Chirivi and Andrea Mangano of Sbaam

Clare Keogh



Patrick Dineen of Platform Avenue



Patrick Dineen of Platform Avenue

vital organs. Founder and chief executive, Kieran Normoyle, is something of a pioneer in product design. In 2013 the Farnings-town, Limerick, native was among the top 20 finalists for the 2013 James Dyson Award, out of 650 entries worldwide. The three-piece lifejacket mitigates the effects of cold-water shock, sea spray, hypothermia and secondary drowning. The invention was described by a senior Dyson engineer as a simple but clever solution that could save lives. However, Normoyle said his latest product is focused on curbing hypothermia. Normoyle began working on his product full-time in October last year. He has used his experience from the Irish Army Reserve Defence Force and as a life guard to help develop his prototype.



Peter Kariuki and Barrett Nash of SafeMotos

Clare Keogh

Grazemate

Fermoy, Co Cork Group: Ideas Neilus Murphy set-up Grazemate to meet the demands of the modern dairy farmer. The company was established in 2012 and to date two unique products have been developed and are both market ready. Its first product is the Grazemate Drover, a portable electronic auto gate. The second is a spring-loaded cassette, with 10 metres of retractable electrified tape, called Eazi Fence. With present grazing systems, farmers are required to visit the paddock four times a day during the grazing season. Grazemate Drover eliminates this time-consuming chore by controlling the electrified barrier by calling, texting or using a timed clock. This cuts down on daily visits to the paddock by half, saving valuable time for the farmer. A global market for Drover was identified after a feasibility study in 2012. The following year, the product was tested on farms and a prototype was launched. At that year's Irish National Ploughing Championships, the product won the overall Innovation Award. It also picked up awards at Lamma, Britain's largest farm machinery, equipment and agricultural services show and at the JFC Manufacturing awards, both in 2014. According to Murphy, the response from the Irish market and interest

It will also increase security for owners and insurers through its "key-free" telematics and GPS location tracking. The company was set up in Limerick city and has now moved to Co Offaly.

MoVer

Birr, Co Offaly Group: Ideas MoVer is a peer-to-peer car share company. Its technology allows car owners to rent their vehicles to neighbours and friends. This can generate income for owners and cut costs for users. The value it wants to bring to the market is the utilisation of cars that spend 96 per cent of their time "parked". According to MoVer, unused cars lose value and cost their owners thousands of euro every year. Currently, MoVer is assembling the technology, financing and marketing. It expects to provide the technology online, on smartphones and through in-car telematics. From Cleary's time working in the beverage industry in California, he realised there has been a notable shift away from both dairy- and soy-based milk alternatives to nut and seed based milks. Ekte Dairy Free provides the consumer with an alternative to dairy milk without using soy or lactose. The product is produced from a high

nut content (up to five times higher than leading brands, according to the company), its use of high-pressure processing and cold pasteurisation technique. This type of processing allows for an extended refrigerated shelf-life while maintaining the flavour, aroma and nutrition of the raw product. Ekte Dairy Free was awarded funding through Enterprise Ireland's Competitive Start Fund in September 2014. It has since gone on to develop and produce a range of cold-pressed nut milks using its unique methods. Its first two products - an almond milk and a cashew nut milk - are due to launch in March.

SafeMotos Ltd

Cork and Rwanda Group: Ideas SafeMotos aims to make motorcycle taxis safer in Africa and has started its efforts in Rwanda. It was founded by two Kigali residents, Barrett Nash and Peter Kariuki, who have been exposed to risks associated with taxi motor rides and wanted to improve the quality of the drivers. More motorcycles are built every year than cars. In Africa, motorcycle taxis are a key cause of road deaths. According to SafeMotos, every 12 days more than 9,000 people die across Africa from road deaths. It also says Rwandan police blame motorcycle taxis for 80 per cent of road accidents in Rwanda. To address this problem, SafeMotos is using a GPS smartphone app which allows customers to choose a safe driver.

Enterprising individuals

BY COLETTE SEXTON

Seasoned entrepreneurs have volunteered their time to advise the next generation at the Entrepreneur Experience next weekend. They come from a wide variety of industries, from TV to technology, and together they have hundreds of years of experience.

Paulo Andrez Andrez is an angel investor in several companies. He is a board member of Entrepreneurship Agency DNA Cascais and of FNABA (Portuguese Business Angel Federation). Since 2012, he has been advising several European governments on early-stage investment policy.

Jim Barry Barry is the managing director of Barry Group, one of Ireland's most respected wholesale distribution firms. He has grown the company from a local business to a leading wholesale distribution company that trades nationally and internationally and supplies over 1,000 customers.

Larry Bass Bass is the chief executive of ScreenTime ShinAwil, one of the largest independent production companies in Ireland. Bass is an international ambassador of the International Rose of Oran advisory board member of FAS Screen Training Ireland and Entertainment Masterclass.

Gilles Bouchard Serial entrepreneur Bouchard is the chief executive of the Executive Artists' Association. He has been a founder at Internet Media Telecom startups and group secretary general at Groupama Gan. Gilles is vice president of Harvard Business Angels France, based in Paris.

Jim Breen The founder of e-learning organisation Pulse Learning, Breen provides strategic direction and motivation for Pulse Learning's future development. He is a member of the Cork BIC board.

Peter Crowley Serial entrepreneur Crowley founded Crowley Services and started Dyno Rod in 1975, BioFlow in 1999 and Com-Com in 2000 in 1996. He is currently working with CIT and Nimbus on two separate projects to develop new technologies in fat, oil and grease management, and the pipe and drain cleaning and maintenance area.

Brian Crowley Former Irish boxing international Crowley is chief executive of The TTM Group, one of Ireland's largest recruitment companies. TTM Healthcare, active in the health care subsidiary Resilience Healthcare, one of Ireland's largest providers of complex home care. Employing 200 permanent staff and over 800 contractors, TTM Group are projected to generate revenues in excess of €50 million in 2015.

Shemas Eivers Co-founder and managing partner of Avnet Client Solutions, Eivers is now in his 20th year leading the team in Avnet Client Solutions and has recently been working with Ascendant EMEA to merge the best traits of both organisations. He is also co-founder and chairman of the National Software Centre in Ireland (birthplace of the Code Dojo movement) and a co-founder of IT@Cork.

Karl Flannery As recent chair of the Irish Software Association, Flannery is firmly committed to advancing the profile and needs of the Irish software and digital technology sector in the national and international arena. He is currently chair of the Industry Advisory Board for Knowledge Transfer Ireland and chairing of the Lollapalooza Music Festival of Chile, called »yebalooza, this month and has become a popular mode of transport to the event.

Declan Fox Fox co-founded Comitel Technologies in 1999 and as chief executive grew the



Joanna Gardiner, managing director of Ovelle Pharmaceuticals

company from start-up, raising over 1,500 shops nationwide, and is exporting to France and the UK. All of the food is produced in Ireland using Irish beef, lamb and chicken.

Kevin O'Leary O'Leary has been with QUMAS since its inception and was responsible for the original design and development of the company's first product release. Kevin has worked within regulated industries since 1987 and has extensive knowledge of regulatory compliance solutions.

Ger O'Mahoney O'Mahoney has been involved in a number of successful technology start-ups including being the founder of the software business Engage Technologies Group and its subsequent sale to Northgate Arisno (a FTSE 250 company) and being the co-founder of the networking systems integrator Bridgecom Group and its subsequent sale to Denis O'Brien's Esat Telecom.

Paul Prendergast Chief executive of Inhance Technology, Prendergast is a serial entrepreneur and has been involved in retail, services, web and publishing start-ups for 12 years. Inhance Technology has a global client base including Best Buy, Virgin, Orange, Alig and Carphone Warehouse.

Anthony Quigley Founder of Digital Marketing Institute, Quigley is considered one of the pioneers of digital marketing in Ireland. He was an early internet enthusiast, having launched

voice changer technology and 3D character development.

Grainne Kelly Kelly is the chief executive and inventor of BubbleBum UK Ltd, manufacturer of the world's first inflatable car booster seat for kids. The product is now on sale in 26 countries globally including Walmart, Target and Tesco.

Peaches Kemp Kemp co-founded Ita with her sister Domini in 1999. Having started with one bagel shop 16 years ago, the Kemps now have 17 outlets. They also run Table Restaurant in Brown Thomas Cork and the Gallery Café in the National Gallery of Ireland.

Eleanor McEvoy Now chief executive of Budget Energy Ltd, McEvoy has successfully built and sold two companies; Pembroke Distributors Ltd and Phone-card Warehouse Ltd. Budget Energy entered the Northern Ireland electricity market in June 2011 and has grown a customer base of over 60,000.

Pádraig Ó Céidigh Ó Céidigh became part owner of Aer Arann, then serving the North Aran Islands in 1994. He went on to develop Aer Arann into one of the fastest growing regional airlines in the world. He is adjunct professor of entrepreneurship and business in NUIG, and chairman of Fáilte Ireland West.

Colm O'Sullivan (Sully) O'Sullivan set up Cully & Sully in September 2004 with Cullen Allen from Ballymaloe

House, Cully & Sully supply over 1,500 shops nationwide, and is exporting to France and the UK. All of the food is produced in Ireland using Irish beef, lamb and chicken.

Pete Smyth Smyth is the founder and chief executive of Broadlake, a private investment company that is focused on investing in established and growing SMEs. Pre Broadlake he was chief executive of Noonan Services Group where he led the group through a period of high growth, culminating in its sale in 2008.

Dr Johnny Walker Walker founded Global Diagnostics in 2002 and in 2007, Global Diagnostics entered the Irish market through an alliance with Centric Health, a company that provided a range of innovative and accessible primary care services with the aim of keeping people out of hospital. In October 2012 Johnny was invited to join the Singularity University Executive Program at NASA, an intense drive into accelerating technological change in an intimate forum with world experts and leading thinkers from across the technology tracks.

George Young Young is currently engaged in the development of Esiery Ltd, an early-stage business that is focused on innovations relevant to electronic and magnetic aspects of power conversion. Prior to establishing Esiery in 2012, he managed the engineering activities at Texas Instruments (Cork).

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Bestselling author of *The Empty Raincoat*

Charles Handy

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Photo by Liz Handy

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