Entrepreneur experience The Sunday Business Post Entrepreneur experience 9

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 Compliance and Entrepreneur Experience. Below, we meet some of those taking part, write Colette Sexton and Leanna Byrne

o you ever find In contrast, Lt-AD produces negligiask someone who for reuse, allowing the biogas to become intelligence what the Entrepreneur Experience gestion, as low strength wastewater create a cleaner, safer and better world. are each at one of three levels – the systems to traditional high tempera— an array of clients in over 120 coun idea stage, investor ready, or prepartures (greater than 35 degrees celsius), a tries, including blue chip companies, ing to scale - will get a chance to pick requirement of the anaerobic digestion to manage their global environmental, the brains of seasoned entrepreneurs technologies currently on the market. corporate social responsibility and susduring the 24-hour event in Ballymaloe,

The Sunday Business Post is the media velopment at NUIG. partner of the event, which is now in Last week, The Sunday Post profiled 12 Oryzone Ltd

of the 24 emerging companies that will (trading as be taking part in this year's Entrepreneur Experience. This week, we profile Spaam the remaining dozen.

Cortechs

Citywest, Dublin 24 Group: investor ready

Cortechs combines brainwave sensing the world by offering the highest technology with fun, healthy gaming to create games for children to improve standards of product selection. It is a niche speciality B2B2C for the sale of Platform Avenue the core symptoms of ADHD so that exclusive apparel and accessories that Adelaide St, Cork they become more focused and relaxed. gives brands access to target customer Group: Ideas About 7 per cent of children globally groups, marketing resources and a shop Founded by Patrick Dineen, Platform However, Normoyle said his latest prodactivity disorder). As a result, these Co-founded by Luciano Mammino, management software to a wide variety children find it a constant challenge Sbaam blends the fashion media read- of organisations.

to stay focused on any ask. solution currently, but many parents destination where they can go on a daily talent with the tools to reach, rank and work as a lifeguard to help develop his are seeking scientifically backed drug-basis to be informed about trends and interview passive and active applicants. prototype free alternatives, according to Cortechs. to find products. Founded by Aine Behan, Cortechs makes neurofeedback therapy mobile a large network of brands, especially

It provides customers with tools that brands so that it can offer its consumers like applicants to answer. measure, monitor and improve your products with a distinctive style and a This gives applicants the opportunity Neilus Murphy set-up Grazemate to brain activity; these are necessary to unique appeal. maintain strong, healthy and produc-

It allows children to engage with games to train their brains to focus Douglas, Co Cork better; a child will learn to regulate Group: Ideas his or her attention when it comes to

Jumble is an email encryption product

personnel to really get to know the

personnel to really get to know the

The second is a spring leaded cassette. managing everyday tasks. According that integrates with the existing email person, their skillset and personality. The second is a spring-loaded cassette, to Cortechs, its solution does not have accounts of businesses that need to proside effects and its team has domain tect their email data. It provides simple looking for students to fill summer jobs tape, called Eazi Fence.

NVP Energy Limited

Mullingar, Co Westmeath

Group: investor ready

registered users can decrypt an email Its energy-positive and carbon-neubehind the security of its"three lines tral low temperature anaerobic diges- of defence" tion (Lt-AD) technology is aimed at According to Jumble's founders, it **University of Limerick, Limerick** low-strength wastewater producers in saves time and money, while providing Group: Ideas

ipal wastewater. in the event of data breach. The majority of these markets use the
Jumble's users are typically regumia in survival situations. 100-year old energy-intensive activat- lated and/or required to comply with ed sludge process. According to NVP data protection laws. Others are simply 30 minutes of exposure can result in a largest farm machinery, equipment and for as little as €5 per hour or 40 cent milks Energy, this is no longer a sustainable being careful, and are using Jumble to drop in core body temperature to below agricultural services show and at the per kilometre. form of treatment due to its high energy upgrade their defence infrastructure to 35 degrees celsius. and fossil fuel usage, carbon emissions protect their business against the risk and excess sludge production. of a cyber attack.

Every business is different.

That's why our funding

solutions are flexible.

tographic kevs.

Compliance and Risks works with its

has seen it all be- a revenue generator for the end user. It transforms how organisations re-

tries, from aerospace to toys. Its C2P product gives its clients up to date compliance alerts and access to a

McGovern, an Irish barrister who formerly worked for Deloitte in Brussels Sbaam is a curated fashion marketplace The company is headquartered in Cork that connects independent designers with offices in Brussels, London, New Award, out of 650 entries worldwide.

Avenue provides talent acquisition and uct is focused on curbing hypothermia.

er experience with a bespoke buyer Its SaaS cloud-based solution pro-The use of medication is the main experience, giving the user an online vides companies that are searching for Irish Army Reserve Defence Force and The platform gives hiring organisations It has existing domain expertise and an easy to use and affordable solution.

in Italy. It said that it selects the best form and add questions they would Fermoy, Co Cork

to take the interview regardless of time meet the demands of the modern dairy differences and geographical location. farmer. In addition the hiring company can ask Its customers range from coffee shops with 10 metres of retractable electrified **Birr, Co Offaly** expertise in neuroscience and gaming. and fast end-to-end encryption to all to large organisations seeking to hire

email accounts resulting in complete graduates Jumble's one-click email encryp- growth in the casting application protion product simplifies the process of cess for US, British and Irish television time-consuming chore by controlling owners and cut costs for users. encryption by managing the cryp- reality shows.

Platform Avenue software is now or using a timed clock. On desktop, it works as an extension used in the casting process in shows that turns wastewater into a revenue mobile it works as a mail client. Un- Don't Tell The Bride.

Deviate Aspire

food and drink wastewater and munic- peace of mind that their data is secure Deviate Aspire develops technology that mitigates the effects of hypother-

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

clients to ensure they know and comply with current regulations. It provides information and insights on regulatory yourself stuck at ble sludge, requires no aeration or heat and strategic business requirements wishing you could biogas which is 100 per cent available timely and accurate global regulatory

fore for advice? The company said that this is a new ceive and consume information, and That is exactly market for high-rate anaerobic di- empower meaningful action helping to The emerging entrepreneurs, who duction capabilities required to heat the regulatory management, it works with NVP Energy was founded in 2013 tainability requirements and standards. following 15 years of research and de- Its clients work in a variety of indus-

> knowledge management platform, to Patrick Dineen of Platform Avenue help them to better understand and manage the impact of regulations on vital organs their products and organisation. It was founded in 2000 by Damien

with discerning consumers around York and San Francisco

Its customers create an application

While in a cold environment, 20 to



BIBBY

Founder and chief executive, Kieran Normoyle, is something of a pioneer in product design. In 2013 the Fanningstown, Limerick, native was among the top 20 finalists for the 2013 James Dyson

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

Normoyle began working on his product full-time in October last year.

Group: Ideas

The company was established in 2012 shown by distributors from New Zeaapplication, a feature that allows HR ready. Its first product is the Grazemate <u>sales domestically and internationally.</u>

With present grazing systems, farm- MoVer is a peer-to-peer car share comers are required to visit the paddock four pany. Its technology allows car owners The company has seen massive times a day during the grazing season. to rent their vehicles to neighbours and Grazemate Drover eliminates this friends. This can generate income for the electrified barrier by calling, texting

The value it wants to bring to the mar
Group: Ideas

for other duties

A global market for Drover was iden- of euro every year. tified after a feasibility study in 2012. At that year's Irish National Plough- in-car telematics.



Aine Behan, founder of Dublin-based Cortechs

It will also increase security for ownapplicants to add documents, videos and to date two unique products have land and Britain highlights the potential ers and insurers through its "key-free" and streamed links to enhance their been developed and are both market of the business to generate significant telematics and GPS location tracking.

Group: Ideas

ket is the utilisation of cars that spend Ekte Dairy Free is Ireland's first dairy-This cuts down on daily visits to the 96 per cent of their time "parked". NVP Energy is a clean-tech company to existing email accounts while on such as The Great Irish Bake-Off and paddock by half, saving valuable time According to MoVer, unused cars lose The company was founded by David value and cost their owners thousands Cleary when he noticed there was an Currently, MoVer is assembling the in the US. Cleary is a nephew of Vincent

tested on farms and a prototype was
It expects to provide the technology dairy firm Glenisk. online, on smartphones and through

FC Manufacturing awards, both in 2014. It says owners could earn up to €650 sumer with an alternative to dairy milk Deviate Aspire's technology reduces According to Murphy, the response per month and could save drivers €325 without using soy or lactose. this core heat loss and transfers heat to from the Irish market and interest per month.

city and has now moved to Co Offaly. Ekte Dairy Free

(Rockridge

Tullamore, Co Offaly

free milk producer based in Co Offaly increase in demand for dairy-free milks The following year, the product was technology, financing and marketing. Cleary, who runs the successful Offaly

From Cleary's time working in the beverage industry in California, he ing Championships, the product won MoVer plans to enroll over 100 cars realised there has been a notable shift the overall Innovation Award. It also and 1,000 drivers from September this away from both dairy- and soy-based picked up awards at Lamma, Britain's year. Rental costs are expected to be milk alternatives to nut and seed based

Ekte Dairy Free provides the con-The product is produced from a high

Moving business forward







David Cleary, Ekte Dairy-Free nut content (up to five times higher than leading brands, according to the **Group: Ideas** company), its use of high-pressure proand nutrition of the raw product.

Ekte Dairy Free was awarded funding cost. through Enterprise Ireland's Competitive Start Fund in September 2014. It has ing app in August 2014. In five months 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 vear 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



Michael Murray, NVP Energy

This in turn creates a financial incentive for drivers to drive safely Research carried out by the compa ny shows that more than 75 per cent

of Rwandans would pay more for a safer driver. To make trips safer, SafeMotos gathers accelerometer, GPS and gyroscope data from drivers equipped with smart-

This technology can show drivers acceleration speeds, if drivers are speeding at rush hour, or if the driver has een on the road for 12 hours straight.

Yebame

Santiago, Chile and Cork

cessing and cold pasteurisation tech- ride-sharing platform in Latin Amernique. This type of processing allows ica focusing on scheduled trips such for an extended refrigerated shelf-life as events or long-distance journeys. It while maintaining the flavour, aroma connects people heading in the same direction and allows them to share the

> Yebame was launched as a ride hailthe company has had more than 2,500 users and over 200 drivers subscribe to its system

> One Friday in November 2014, everything changed for the company. The subway transportation system of Santiago in Chile was paralysed. In less than 24 hours over 450 people joined Yebame. The company realised that ride hailing was not the real solution to the changes in transportation trends. Instead, it opened a real carpooling platform for everyone

Yebame launched as a carpooling platform for long trips and events this

It has received seed funding from Sean O'Sullivan's fund SOS Ventures and moved to Cork to join its carpooling accelerator Carma Axlr8r.

After a month in the market, Yebame had more than 10,000 unique page views, 600 validated register users and more than 60 trips have been published through the platform. It launched its first event version for

the Lollapalooza Music Festival of Chile, called #yebapalooza, this month and has become a popular mode of transport to the event.

Enterprising individuals

neurs 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.

of Barry Group, one of Ireland's most respected wholegrown the company from a wholesale distribution company that trades nationally and internationally and supplies over 1,000 customers.

Larry Bass

In 2009 Fox set up Cupprint, Bass is the chief executive of Screentime ShinAwil, one cups to order, with a short **Peaches Kemp** of the largest independent land. Bass is an international tional Rose d'Or, an advisory produce eight million cups now have 17 outlets. They board member of FÁS Screen per month and sales have also run Table Restaurant in O'Mahony has been in Training Ireland and Entertainment Masterclass.

Gilles Bouchard

Serial entrepreneur Bouchard is the chief executive of the Executive Business Acceler-Internet Media Telecom starteral at Groupama Gan. Gilles is vice president of Harvard Business Angels France, based

Jim Breen

The founder of e-learning organisation PulseLearning, Breen provides strategic dimatological skincare brands of Aer Arann, then serving the rection and motivation for Ovelle and Elave building on three Aran Islands in 1994. He vices, web and publishing PulseLearning's future development. He is a member ingup new markets in Britain, into one of the fastest growing. Technology has a global cli-

Peter Crowley

founded Crowley Services 2468 (previously called Wild Fáilte Ireland West. and started Dyno Rod in 1975, BioFlow in 1990 and Com- Irish water cooler market. The Colum O'Sullivan municate 2000 in 1996. He business has grown rapidly in **(Sully)** is currently working with CIT recent years both in terms of O'Sullivan set up Cully & Suland Nimbus on two separate turnover and product range. ly in September 2004 with He was an early internet enprojects to develop new tech- Employing 90 people, the Cullen Allen from Ballymaloe thusiast, having launched (Cork). nologies in fat, oil and grease company is headquartered management, and the pipe in Ireland with 80 per cent and drain cleaning and main- of its sales in Britain. tenance area.

Former Irish boxing interna-

tional Crowlev is chief execu- an innovative medical diagtive of The TTM Group, one of nostics company developing Ireland's largest recruitment technologies for the early companies, TTM Healthcare, detection of a woman's risk and also its service delivery of complications during her subsidiary Resilience Healthcare, one of Ireland's largest he was chief executive of providers of complex home Horizon Technology Group care. Employing 200 permanent staff and over 800 Apple reseller in Cork and contractors, TTM Group are grew into a large pan-Europrojected to generate reve- pean IT group, listed on the nues in excess of €50 million

in 2015.

Shemas Eivers Co-founder and managing

Brian Crowley

Paul Hands partner of Avnet Client Solutions, Eivers is now in his 20th Hands founded a number year leading the team in Avnet of technology companies Client Solutions and has rein Ireland, including QCL cently been working with (acquired by Calyx in 2003) Ascendant EMEA to merge and QUMAS, a global leader the best traits of both organisations. He is also co-founder pliance solutions (acquired by and chairman of the Nation- Accelrys in 2014). He is cural Software Centre in Ireland rently the business promoter (birthplace of the Coder Dojo of a number of high potential movement) and a co-founder early stage companies in the of IT@Cork. diagnostic space having li-

Karl Flannery

As recent chair of the Irish in the US. Software Association, Flannery is firmly committed to Patrick Iordan advancing the profile and Jordan owned Easy Access needs of the Irish software Ltd which was set up in 1992, and digital technology sector and was sold to Sitesery in in the national and interna-2006. The business employed tional arena. He is currently 78 people in 2006. After the chair of the Industry Advisory sale, Patrick worked as chief Board for Knowledge Trans- operating officer for the Sifer Ireland and chairing one teserv group until 2012. He is of the delivery teams for the a minority investor in a numgovernment's ICT action plan ber of companies since 2012, for jobs.

Declan Fox

Fox co-founded Comnitel of livestock, and Caramagic Technologies in 1999 and which has developed experas chief executive grew the tise in the area of streaming

ing €30 million from leading 3D character development. institutional investors. Com nitel later merged with a US Grainne Kelly telecoms firm, and was ac- Kelly is the chief executive duced in Ireland using Irish including insurance, legal, quired by IBM in 2007. He is and inventor of BubbleBum beef, lamb and chicken. the co-founder and director UK Ltd, manufacturer of the of OmniVend since 2005, a world's first inflatable car Kevin O'Leary network, revenue and service booster seat for kids. The O'Leary has been with QUmanagement company.

Terry Fox

and sales offices in Germany

which makes bespoke paper turnaround time. Cupprint's

Kemp co-founded Itsa with lowed by Germany and then Having started with one bagel compliance solutions. Ireland. Cupprint currently shop 16 years ago, the Kemps grown every year since 2009. Brown Thomas Cork and the volved in a number of suc-It now employs more than 66 Gallery Café in the National cessful technology start-ups people at its plant in Ireland Gallery of Ireland.

Walmart, Target and Tesco.

Eleanor McEvoy Ioanna Gardiner Now chief executive of Bud-Gardiner is the managing diget Energy Ltd, McEvoy has NorthgateArinso (a FTSE

her grandfather in 1934. She Distributors Ltd and Phonesignificant period of interna- Energy entered the Northern to Denis O'Brien's Esat Teletional growth since 2011. Tak-Ireland electricity market in com. ing on new investment and June 2011 and has grown a implementing new sales and customer base of over 60,000. research and development strategies. This resulted in the **Pádraig Ó Céidigh** company's innovative der- Ó Céidigh became part owner serial entrepreneur and has experts and leading thinkers

Europe, China and the US.

Charles Garvey

Garvey is chief executive of

pregnancy. From 1990 to 2003

which started life as a small

Dublin and London stock ex-

changes and completing 13

along the way.

acquisitions and disposals

censed technology from UCC

in Cork and the Mayo clinic

namely Alanya Ltd, which

has developed technology to

remotely monitor the health

Metabolomic Diagnostics,

trepreneurship and business In 2003 Garrihy co-founded in NUIG, and chairman of About Water) to serve the

business-service solutions company from start-up, rais- voice changer technology and House. Cully & Sully supply over 1,500 shops nationwide, and is exporting to France and business-to-business service

the UK. All of the food is pro-

Pete Smyth product is now on sale in 26 MAS since its inception and Smyth is the founder and countries globally includ- was responsible for the origchief executive of Broadlake, a ing in major stores such as inal design and development uct release. Kevin has worked in established and growing within regulated industries SMEs. Pre Broadlake he was largest market is Britain folher sister Domini in 1999. knowledge of regulatory Services Group where he led the group through a period of high growth, culminating in

Dr Johnny Walker

as far back as 1995.

Rufino is chief executive

ing previously worked as a management consultan

for Accenture, BNP Paribas

and The Parthenon Group. More recently Asier has fo-

and innovation by providing business development, strat-

egy and coaching services to

start-ups and SMEs and is a

board member of a number

Ryan is founder and chief

executive of Aspen Grove

medium in many industries

education, construction and

of start-ups.

Sean Ryan

of Tecnalia Ventures, hav

Asier Rufino

including being the found- nostics in 2002 and in 2007 er of the software business Engage Technologies Group - the Irish market through an and its subsequent sale to alliance with Centric Health, ator. He has been a founder at rector of Ovelle Pharmaceu- successfully built and sold 250 company) and being the range of innovative and acticals, which was set up by two companies; Pembroke co-founder of the networking cessible primary care services systems integrator Bridgecom led the company through a card Warehouse Ltd. Budget Group and its subsequent sale ple out of hospital. In October 2012 Johnny was invited to Executive Program at NASA, Paul Prendergast an intense dive into acceler-Chief executive of Inhance ating technological change in Technology, Prendergast is a an intimate forum with world

from across the technology

their success in Ireland open— went on to develop Aer Arann start-ups for 12 years. Inhance regional airlines in the world. ent base including Best Buy, Young is currently engaged in He is adjunct professor of en- Virgin, Orange, AIG and Car- the development of Eisergy that is focused on innova-**Anthony Quigley** tions relevant to electron-Founder of Digital Marketing ic and magnetic aspects of Institute, Quigley is consid-power conversion. Prior to ered one of the pioneers of establishing Eisergy in 2012,

digital marketing in Ireland. he managed the engineering

"The bracing manifesto of a forward-looking radical."

Andrew Hill, Financial Times

Bestselling author of *The Empty Raincoa* Charles Handy

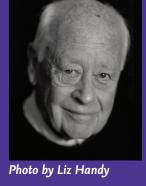
Speaking at The Third Act Conference in Dublin, 22nd April 2015

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Thoughts On

Reinventing Society

In The Second Curve, Handy builds on a life's work to glimpse into the future and see what challenges and opportunities lie ahead. He looks at current trends in capitalism and asks whether it is a sustainable system. He explores the dangers of a society built on credit. He challenges the myth that remorseless growth is essential. He even asks whether we should rethink our roles in life – as students, parents, workers and voters – and what the aims of an ideal society of the future



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