

# Going International..Conference

## Building a High Growth Company with Smart Investment

Optimising Returns for Investors and Entrepreneurs

Case Studies from proven Entrepreneurs

Investing to create Global Success

Business without Boundaries

SMART ways of raising Finance

The Venture Academy®

### Keynote Speakers include:

- Phil O'Donovan
- Jack Lang
- Gilles Bouchard
- Johnny Walker

Thursday 11<sup>th</sup> October 2012

The Grain Store at Ballymaloe  
Shanagarry, Co. Cork, Ireland



Media Partner:

**Irish Examiner**

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Cork  
County Council  
Comhairle Contae Chorcaí



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SOLICITORS  
CORK &  
GALWAY

## Building a High Growth Company with Smart Investment

Thursday 11<sup>th</sup> October 2012

09:00 – 17:30

The Grain Store, Ballymaloe, Co. Cork, Ireland

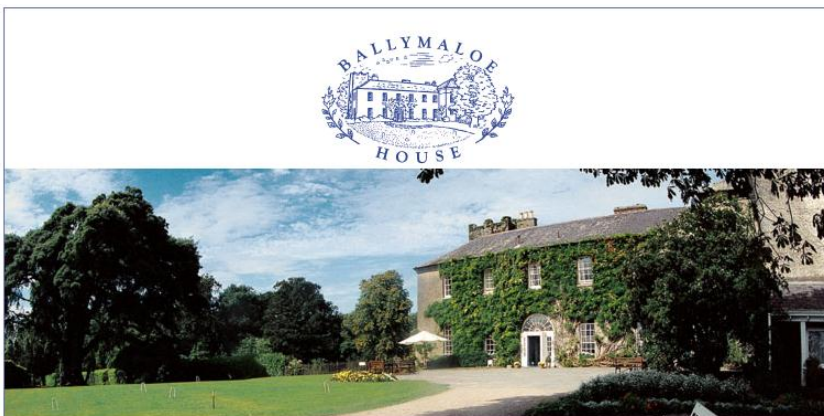
CorkBIC presents the second annual **Going International Conference** on *Building a High Growth Company with Smart Investment* featuring:

- *Smart and Creative ways of Raising Finance*
- *Optimising returns for entrepreneurs and investors through global reach*
- *Entrepreneurs' Experiences from across the globe*
- *Participate in Round Table discussions*
- *Preparing for Exits – grooming, processes, orchestration and closure*
- *Investing to Create Global Success – Not just for Start-ups!*
- *The Venture Academy® – Listen to presentations from some of Ireland's hottest and newest Entrepreneurs – and have your chance to vote on their proposition!*

## The Venue

### The Grain Store at Ballymaloe House, Shanagarry, Co. Cork, Ireland ([www.ballymaloe.ie](http://www.ballymaloe.ie))

Ballymaloe, the renowned Irish country house hotel and restaurant, has been owned and run by the Allen family for over 40 years. Nestled in a 400 acre estate in rural East Cork, Ballymaloe House is 30-35 minutes from Cork International Airport, and minutes from the beach and breathtaking south east coast. Ballymaloe is famous for its outstanding food and accommodation. The Grain Store is the newest addition to Ballymaloe House. It is a 17th century farmyard building that was sensitively converted into an elegant conference venue.



## Programme Agenda

08:30 Registration

### SESSION 1 INVESTING TO CREATE GLOBAL SUCCESS

09:00 –  
11:00 Session Chair: **Michael O'Connor**, CorkBIC

09:00 Opening of the Conference – **Michael O'Connor**, CorkBIC

09:15 Welcome Address - **Dr Johnny Walker**, Global Diagnostics

09:40 Early Stage Investing – **Dr Phil O'Donovan**, Co-founder CSR, Entrepreneur in Residence and Chairman, Twelve Winds

10:05 *Panel Discussion - How to Internationalise and Build Scale with a mix of VC and Private Equity*

*Panellists:*

*Dr Phil O'Donovan*, Co-founder CSR, Entrepreneur in Residence and Chairman, Twelve Winds

*Joe Moore*, Socowave

*Conor Ryan*, Betapond

10:50 Life in the Fast Lane – **Brendan O'Driscoll**, Soundwave

11:00 Coffee and networking

### SESSION 2 BUSINESS WITHOUT BOUNDARIES – RAISING FINANCE

11:15 –  
12:35 Session Chair: **Paul Hands**, Open Innovation Partners

11:15 **Gilles Bouchard**, Vice President, Harvard Business Angels France

11:40 *Panel Discussion - Angel Financing Across Countries*

*Panellists:*

**Gilles Bouchard**, Vice President, Harvard Business Angels France

**Dr Johnny Walker**, Global Diagnostics

**Asier Rufino**, Director, Business Angels Crecer+, Spain

**Mike Ryan**, Irrus Investments

12:20 Creating an Impact – An update from the **Coder Dojo Team**

12:35 Lunch and networking

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### SESSION 3 BUSINESS WITHOUT BOUNDARIES - MAXIMISING RETURNS ON EXITS

14:00 –

*Session Chair: Bill Liao, Serial Entrepreneur, Philanthropist & European Partner with SOS Ventures*

15:30

14:00

Keynote Speaker - **Jack Lang**, Serial entrepreneur, Entrepreneur in Residence, Fellow and Lecturer, Judge Business School, University of Cambridge

14:25

*Panel Discussion – Maximising Returns on Exits*

*Panellists:*

**Jack Lang**, Serial Entrepreneur, Business Angel, Entrepreneur in Residence

**Adrian Wall**, Ronan Daly Jermyn

**Aidan O' Driscoll**, CorkBIC Business Angel Partnership

### SESSION 4 The Venture Academy®

15:30 –

*During the Venture Academy® 5 Entrepreneurs present their Investment proposal to the audience; a panel of judges will comment on the proposal with some audience participation; then everybody gets to vote for the most investible proposition and team*

17:00

Session Chair: **Jim Breen**, PulseLearning

15:30

5 Emerging Entrepreneurs to present at 10 minute intervals  
Names of the Entrepreneurs will be in a separate Venture Academy® brochure

17:00

Judges Review and Reception

17:30

**The Venture Academy® Awards**

**Gerry Donovan**, Chairman, CorkBIC

18:00

Finish and time for one-to-one meetings

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### Background to the Conference and other CorkBIC events

**Going International Conference – Building a High Growth Company with Smart Investment** (Ballymaloe, Cork, Oct 2011) – In 2011 this event welcomed keynote speakers from across the globe and 130 delegates for a day of exploration, discussion, networking, discovery, insights and experiences.

**The Investor Day** (Cork, July 2011) – This event gave companies and entrepreneurs an opportunity to receive coaching on investor readiness from International Business Angels and Industry Experts.

**The Entrepreneur Experience®** (Mar 2012 & Apr 2011) – These events were a unique opportunity for Emerging Entrepreneurs to gain exclusive access and coaching from some of Ireland's most successful Entrepreneurs over 24 hours. Interviews were broadcast live on national radio (George Lee – The Business, RTE Radio1).

**The Venture Academy®** (Cork, Nov 2010) – This event, organised with the Business Angel Partnership in the South West, gave companies and entrepreneurs an opportunity to receive coaching on investor readiness from International Business Angels and Industry Experts.



*Pictured at the CorkBIC Going International Conference Oct 2011: Keith Willey, London Business School; Candace Johnson, Sophia Business Angels, France; Julian King, British Ambassador and Michael O'Connor, CorkBIC*

### About CorkBIC

CorkBIC is a private-sector led organisation, specifically set up to identify and build knowledge intensive companies based on promising technology and capable innovative people. It plays a hands-on role helping entrepreneurs navigate the minefield of raising finance, sorting out business propositions, arranging agreements with shareholders and investors, and, perhaps most important of all, finding customers.

Every year, CorkBIC identifies, selects and develops 12 - 15 high potential start-ups or expansions. At any one time, there are 40 or 50 projects in the pipeline. 85% of start-ups engaging in this integrated process survive after five years, far outstripping the international survival average of 50%. Over the past 20+ years CorkBIC has worked with over 250 start-ups, many of whom come back and re-engage.

CorkBIC is part of a network of 200+ BICs throughout Europe, The European Business & Innovation Centre Network (EBN). EBN has implemented a rigorous EC approved certification and quality system enabling the development of a network of excellence.



*Pictured at the Launch of the Entrepreneur Hall of Fame® Frank Ryan, Enterprise Ireland; Michael O'Connor, CorkBIC and Paul Hands Raman Diagnostics*

### The Business Angel Partnership

**The Business Angel Partnership** (BAP) is a joint initiative between Enterprise Ireland, InterTrade Ireland and the Irish Business Innovation Centres (BICs). The BAP operates on a regional basis, providing a matching service for private investors (Business Angels) and pre-screened investment opportunities in start-up, early stage and developing businesses. CorkBIC manages the BAP in the Midwest and Southwest region of Ireland.

Since its inception, in 2007, the BAP has continued to grow, raising over **€36million in investment for Entrepreneurs** across all sectors with a rapidly increasing component of cross border and international business angel seed capital investment. €16m was sourced from private equity business angels registered with the BAP. **The deal sizes ranged from €30k to €1.2m and the average angel investment was €200,000 per deal.** In 2012 the Irish BICs plan to complete around 30 deals raising €12m seed capital equity investment in Irish Start-ups.

### Key participants include:



**GILLES BOUCHARD**, Vice President, Harvard Business Angels France is a Serial entrepreneur and investor with a successful investment track record. He has been a founder and CEO at Internet Media Telecom start-ups and Group Secretary General at Groupama Gan. Other titles include Secretary General at FFSAM (Fédération Française des Sociétés d'Assurances Mutuelles), Advisor to the President at CNJA, Auditor at UE - Centre Français de Promotion Industrielle and Founder Associate at NHP - Patents development. Gilles is Vice President of Harvard Business Angels France, based in Paris. Internationally, HBS Alumni Angels members have invested in over 35 companies since 2007. Among them are ShopItToMe, RepairPal, STwo, and Grouply (acquired by Oodle). Gilles is a graduate of Harvard Business School, Ecole d'Application du Génie Militaire and Institut d'Etudes Politiques de Paris. He spent 14 years abroad in Europe, Africa & USA. His areas of special expertise include – launching of start-ups, business units turnarounds, M&As and IPOs.



**JACK LANG**, serial entrepreneur and business angel with high-tech and internet companies based in Cambridge, is an Entrepreneur in Residence, Fellow and affiliated lecturer at the Judge Business School, University of Cambridge, an affiliated Lecturer at the Computer Lab and a by-fellow of and Director of Studies in Management at Emmanuel College. Recent ventures include [www.raspberrypi.org](http://www.raspberrypi.org) an ultra-low cost computer and Moviestorm which makes 3d Animation, and co-Founder of Artimi, (now vbeam) making the next generation of wireless chips. Previously he was founder and later Chief Technologist of Netchannel Ltd, an early Interactive TV company which was acquired by ntl. Before that he was founder of Electronic Share Information Ltd, one of the first online brokerages, acquired by E\*Trade Inc. Author of "The High Tech Entrepreneurs Handbook" he has interests in molecular gastronomy and fireworks.



**DR PHIL O'DONOVAN**, Chairman of Twelve Winds is a co-founder of CSR plc, Europe's largest fabless semiconductor company. Phil helped grow CSR, as founding Managing Director, from a start-up of nine in 1999 into a highly successful company which listed on the London Stock Exchange in March 2004, became a FTSE 250 company in July of the same year, with \$705m in revenue and \$154m in pre-tax profit in 2006 when he left to become an angel investor. At Twelve Winds, Phil works with the founders, boards and management of emerging companies as well as Universities and other organisations wishing to exploit their intellectual property. His focus is technology-intensive companies in both England and Ireland and he currently holds several non-executive directorships. Phil has worked in the communications industry for over 30 years in both very large and small companies and holds BSc, MSc and PhD degrees in electrical engineering, is a Fellow of the Institution of Engineering and Technology, a Chartered Engineer and a Royal Academy of Engineering MacRobert Gold Medal winner.



**DR JOHNNY WALKER**, a diagnostic imaging specialist, who founded Global Diagnostics in 2002, was providing a mobile ultrasound service to a small isolated Aboriginal community in late 1995, when he was confronted with a highly critical complication of pregnancy. That evening he embarked on a mission to fundamentally change the way healthcare was delivered through the design and implementation of a simple digital tele-radiology solution. 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. Global Diagnostics, now headquartered in Dublin, has since captured a number of significant contracts in the Irish market servicing all of the Vhi-Swiftcare Clinics, along with the state-of-the-art Hermitage Medical Clinic in Dublin. Global Diagnostics recorded revenues exceeding €22 million in 2009, employing 120 staff in over three countries. Johnny was a finalist in the 2010 Ernst & Young Entrepreneur of the Year Award.

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**JIM BREEN** founded PulseLearning in 1999 and is the driving force behind the company's high standards of excellence and it's rapid progression as a globally dominant organization. Providing strategic direction and motivation for PulseLearning's future development, Jim keeps employees, investors, and business partners focused on exceeding customers' goals. In 2007, Jim was shortlisted for the prestigious Ernst & Young Entrepreneur of the Year award and graduated from the Executive Development program at Stanford University in California. Jim was invited to join the board of CorkBIC in 2010.



**GERRY DONOVAN** started his own business in the distribution of wines, beers and spirits in 1984 in the West Cork area and sold West Cork Bottling in 1998. Gerry is currently Chairman of the Board of CORKBIC and a Member of the Advisory Committee of The National Maritime College of Ireland. As Chairman of CorkBIC he brings a rare blend of commitment, fervour, entrepreneurial flair and hands-on experience to this pivotal role. Gerry is passionate about helping entrepreneurs and sees his participation in this event as about giving back some of the lessons he has learnt along the way.



**PAUL HANDS** is a serial entrepreneur with more than 30 years' experience in the technology and business sectors. He has successfully completed funding rounds over the past fifteen years with numerous national and international investment companies and organisations. Paul founded a number of technology companies in Ireland, including QCL (acquired by Calyx in 2003) and QUMAS, a global leader in delivering enterprise compliance solutions to Life Science companies and financial institutions (Irish Technology Company of the Year 2006), and after serving as CEO from its foundation he assumed the position of chairman in 2006. Currently Paul is the business promoter of a number of high potential startup ventures focused on World Class University based innovation projects. He is an active board member of the Chamber of Commerce in Cork and a member of the recently established Cork Entrepreneurship Steering Group.



**BILL LIAO**, diplomat, investor, entrepreneur, business mentor, speaker, philanthropist and author, co-founded the business social network service XING and is a venture partner at SOS Ventures, a global venture capital and investment management firm. Bill is dedicated to the vision that business and enterprise, both commercial and social, conducted fairly and with respect for the environment, can and will create a better environment for work, life and the world that we all share. This vision is captured in his book: Stone Soup. He is also the founder of WeForest.org, an international not-for-profit organisation combating global warming. Along with James Whelton, Bill is also the Co-Founder of the CoderDojo movement to assist young people to learn how to program. Additionally, Bill is a regular speaker at conferences and seminars speaking on social media and networking, entrepreneurship, how to make something from nothing, global warming and sustainability and development.



**JOE MOORE**, CEO of Socowave has performed in a range of company roles from business development, general management and company director with experience of business turnaround, internationalisation and company start-ups. Joe has 17 years' experience with Motorola in Ireland and Germany and was involved in securing dominant market share in various wireless systems markets. In 2008, Joe founded a wireless technology company, having licensed IP from NUI Maynooth, secured seed capital funding and recruited a world-class R&D engineering team in Cork. The company has undertaken a 3-year applied research program to develop a new class of cellular base station and engaging with global infrastructure vendors to bring its innovations to market. Joe holds a HNC in Electrical/electronic engineering and an MBA from Smurfit Business School, UCD

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**BRENDAN O'DRISCOLL** is CEO of Soundwave, a disruptive location-based music discovery mobile app based in the Digital Hub, Dublin. In February 2012, Soundwave was selected to participate in the 5<sup>th</sup> iteration of the NDRC Launchpad accelerator programme. In May, Soundwave graduated from the NDRC Launchpad V accelerator programme, where it was ranked first and won the Lifford event. Before Soundwave, Brendan set up a Dublin-based "Rickshaw" start-up and later moved to Sweden to join Minesto, an innovative tidal energy technology company based in Gothenburg as well as completing his studies. In November 2011, Brendan founded Soundwave alongside Aidan Sliney and later Craig Watson. Brendan holds a B.Eng degree in Mechanical Engineering from UCD and an M.Sc in Innovative Sustainable Energy Engineering from KTH, Sweden.



**AIDAN O'DRISCOLL** has spent the last twenty five years in the technology sector both in an executive and consultancy role. In 2012 he was one of the founders of the Irrus Investments Syndicate Group who have gone on to make several investments in the Life Sciences and Technology sectors. He has spent the last number of years working as an independent consultant working with companies in setting and implementing their strategic direction in the area of sales, marketing, finance and strategic management. His experience includes financial controller at Intepro Systems. Transforming an engineering-led company into the world's number one supplier of power supply AT instrumentation, software and turnkey systems. In 1991 he successfully negotiated the sale of the organisation to Shaffner giving the VC investors an annual return in excess of 12% per annum. He spent 4 years with Avocent International as VP Sales EMEA from 1999 to 2002 where he expanded and grew the sales organisation into a \$35m annual turnover.



**MICHAEL O'CONNOR** is CEO of CorkBIC, a venture consultancy specialising in high technology or innovative projects usually involving international growth. Previous experience was manufacturing and sales start-ups with Raychem Corporation before co-founding Intepro, a venture capital backed Irish IT start-up. Responsible for strategy and sales and marketing in the European start-up and led the US market entry with several rounds of international venture capital before divesting to a Swiss multinational. He graduated in Engineering from Cambridge, is a Chartered Engineer and holds an MBA from London Business School specialising in strategy and in International Finance from The Wharton School, University of Pennsylvania. He is currently a Board Member of Cork Chamber and it@cork.



**ASIER RUFINO** currently working with the Basque Institute of Competitiveness (Orkestra) in their platform Crecer+ and in Tecnalia as deputy director of its Technology Transfer Office unit, Asier has previously worked as a management consultant for The Parthenon Group, Accenture and BNP Paribas. He has participated in high profile projects for both SMEs and blue chip organizations such as Thomson Reuters, the Government of Dubai and Eli Lilly. More recently Asier has focused on entrepreneurship and innovation by providing business development, strategy and coaching services to start-ups and SMEs. Asier is the Director of the Emprendedores Crecer+, program which is aimed at helping local high growth technology companies to internationalise and the Business Angels Crecer+ where he is one of the founders of the network and is part of the Executive Committee. He also coaches new ventures in the Executive MBA of the Deusto Business School. Asier holds an MBA from London Business School / Sloan MIT and has a Bachelor Degree in Business Administration from the Basque Country University in Spain.



**MIKE RYAN**, Managing Director of Sedana Medical AB, a Swedish medical device start-up company, is also a director of 6 companies. Mike had 7 year's experience working with major Irish OEMs and with the Irish Trade Board before establishing TecScan (Technology for Scandinavia) in 1990. Mike was a founding partner and major share-holder in Excal AB from '00 until '11. Excal, based in Sweden and Eastern Europe, provides calibration, test engineering and medical device manufacturing services. In 2003 Mike headed a group of investors who bought Artema Medical AB in Stockholm and was CEO from '03 to '07 when they were sold to Datascope Corp Inc. Artema are the global leaders in medical gas analysers for measuring anaesthetic gases and related accessories. More recently Mike co-founded Irrus Investments, Ireland's first angel investment syndicate. In 2011 Irrus invested €2.25 million as part of overall investment rounds of approx. €6 million in 4 early stage technology companies. Irrus plan to invest a further €2.5 million in 2012 Mike has a B.Eng. and a Masters in Industrial Engineering.



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**ADRIAN WALL** is a partner in Ronan Daly Jermyn's Corporate Department. He advises on all forms of corporate transactions and commercial agreements, as well as on company law. Adrian has extensive experience in mergers and acquisitions work. He also frequently advises on investment projects and has represented numerous companies raising investment as well as venture capital and private investors. Prior to joining RDJ, Adrian worked as a senior associate at a leading Dublin firm and also worked at Australia's largest law firm. Adrian holds a BCL Degree from University College Cork and a Certified Diploma in Accounting and Finance (CDipAF) from the ACCA. Representative work that Adrian has recently been involved includes the following; acting for Populis (Europe's leading digital media company) on its recent acquisition of Mokono (Germany's largest blog network), representing Nualight on its recent acquisition of Lumotech, a Dutch lighting technology company and the sale of Firecomms, first ever sale of an Irish high growth company to a Chinese buyer.

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