

Spend 24 hours  
with  
Ireland's Leading  
Entrepreneurs

the  
Entrepreneur  
experience

*A unique opportunity for Ireland's emerging Entrepreneurs to gain exclusive access to some of Ireland's most successful Business Leaders*

**Garryvoe Hotel,  
Garryvoe,  
Co. Cork**

**Friday 8<sup>th</sup> - Saturday 9<sup>th</sup> April 2011**



This is a unique opportunity for

- Entrepreneurs with a new idea,
- Entrepreneurs with an investor ready proposition, or
- Entrepreneurs with an established business that is seeking to scale

to gain advice and mentoring from some of Ireland's most successful Entrepreneurs. This 24 hour experience includes networking, workshops and presentations. *Be prepared - this is not for the faint hearted!*

**Learn**

**Practice**

## Entrepreneur Experience 2011

**Plan**

**Get Advice**

*"In these uncertain times, its events like these that will give emerging Entrepreneurs an edge in their business propositions and road maps." – Michael Carey, Jacob Fruitfield Food Group*

*"Be fully committed to your idea and enjoy the thrill of battle. Engage with the market and see what opportunities can be created. There has never been a greater need for the Entrepreneur in Ireland." - Jim Breen, PulseLearning*

## We invite 21 Emerging Entrepreneurs

### **Group One – The Ideas Group:**

Seven New project Entrepreneurs who have an idea or action plan - **get a sanity check**. For this category there will be **two group sessions** and **two one-to-one sessions** with a seasoned Entrepreneur.

### **Group Two – The Investor Ready Group:**

Seven Entrepreneurs with a plan or business proposition that is 'Investor Ready' - **get a critical review**. This group will have an opportunity to pitch for investment to an audience of Angel Investors with **three group sessions** and **two one-to-one sessions** with a seasoned Entrepreneur/investor.

### **Group Three – The Scaling Group:**

Seven Entrepreneurs running established businesses who want to scale and grow – **find out how to create, access and capture new opportunities**. This category will have **one group session** and **three one-to-one sessions** with an experienced Entrepreneur.

*Please note in each of the above categories the invitation is solely for the Entrepreneur who founded, or is starting, the business.*

*There will only be one participant per company.*

*All in package of €350 per participant. (Includes all workshops and meetings; overnight accommodation 8<sup>th</sup> April; lunch both days and dinner on Friday night.)*

## Application Process

Applications must be received by Friday February 25<sup>th</sup> and all applicants must be available for interview between March 7<sup>th</sup> and March 16<sup>th</sup> 2011.

Selection in each category will be based on

- The Entrepreneur's mindset
- Business proposition
- The team and it's focus and commitment

The top 15 applicants in each category will be interviewed and the top 7 will be invited to attend.

Application forms can be downloaded from the CorkBIC website – [www.corkbic.com](http://www.corkbic.com)

*"I am excited about being involved in the Entrepreneur Experience project and meeting the latest and newest Entrepreneurs in Ireland. We need to encourage Irish Entrepreneurs as they are the businesses that will get Ireland back on track." – Liam Casey, PCH International*

For more information on applying for The Entrepreneur Experience and to get an application from please contact CorkBIC today or go to our website.

Fionnuala Wall, CorkBIC

Tel: +353 21 230 7014

Email: [fwall@corkbic.com](mailto:fwall@corkbic.com)

Web: [www.corkbic.com](http://www.corkbic.com)

(Applications close Feb 25<sup>th</sup> 2011)

## Participating Seasoned Entrepreneurs include:



**CULLEN ALLEN** (Cully) studied Fine Art and Sculpture and then went on to do the Ballymaloe Cookery Course. After a few years of travelling, cooking and doing some graphic design, I set up Cully and Sully with Colum O'Sullivan (Sully) who was interested in bringing out a range of tasty meals for the Irish supermarkets made using only kitchen cupboard ingredients. After a year of research, Cully & Sully's first products appeared on shelf in 2004. Since then we have launched two other successful product ranges: Our award winning Soups and Hotpots. Cully & Sully were the first Irish company to win a category award at the **Sial d'Or awards** in Shanghai and we then went on to the Global Sial d'Or awards in Paris, beating 248 products from 30 countries all over the world.



**JIM BARRY** is the Managing Director of Barry Group which was established by his father, James A. Barry in 1955. Under Jim's leadership and vision, Barry Group has grown from a once local business to now one of Ireland's leading wholesale distribution groups. Barry Group employs 240 people at its company headquarters in Mallow, Co. Cork. As well as operating in Ireland, Barry Group trades internationally in over 15 countries. Jim developed its first franchise, Quik Pick, in 1996, and has since expanded the exclusive franchise business by introducing Costcutter, Carry Out and most recently developing BuyLo. Jim Barry was as a finalist in the Ernst & Young, Entrepreneur of the Year Awards 2010 while they were also shortlisted for Cork Chamber's 'Cork Company of the Year' 2010 and Great Place to Work Award 2010.



**JIM BREEN** founded PulseLearning in 1999 and is the driving force behind the company's high standards of excellence and its 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.



**LIAM CASEY** is the founder and CEO of PCH International, a venture-backed supply chain management company focused on the consumer electronics, personal computer, medical device, and telecommunication industries. PCH's clients include industry-leading multinationals based in Silicon Valley and across North America. Liam founded PCH in 1996 and has grown the business to well over \$100 million in revenue and over 800 employees in PCH's operations in China, Ireland, UK, US, and South Africa. Liam is widely recognized as a business thought leader on international trade and business in China, earning him the nickname "Mr. China". In 2007, he was awarded Ernst & Young's Entrepreneur of the Year in Ireland. He is a frequent guest speaker at corporate leadership events, trade shows, and Asia and Ireland-focused business forums.



**FERGAL BRODER** is CEO of LotusWorks, having founded the company in 1989. Fergal is an instrument technician and established his own business providing instrumentation related services in Ireland. Fergal has fostered close relationships with manufacturing and process client companies and possesses both knowledge and experience, which he has utilised to ensure LotusWorks provides solutions which deliver value to best in class standard. This knowledge and experience of a wide range of sectors has enabled the company to continually grow and expanded internationally as well as diversify into new business areas and meet the specific requirements of the variety of industries LotusWorks has engaged with. Fergal was a finalist in the 2006 Ernst and Young Entrepreneur of the year awards and in 2007 LotusWorks won the Business Achievers award.



**MICHAEL CAREY** is the Executive Chairman and majority shareholder of the Jacob Fruitfield Food Group. He started his 'entrepreneurial' life just before his 40<sup>th</sup> birthday in 2002 when he established JFFG after spending nearly 20 years as an employee in a number of multinational food companies in Ireland and the UK. He has held the Managing Directors' roles at Kellogg's (UK/Ireland), Fox's Biscuits and Evian/Volvic (UK/Ireland). Michael won UCD Smurfit School 'Alumnus of the Year' in 2010. He won the Irish 'Ernst & Young' Industry Entrepreneur of the Year Award in 2005, the Bord Bia Food Entrepreneur of the Year in 2004, and the Sunday Times Management Excellence Award in 2003.



**MICHAEL DAWSON** - An entrepreneur his entire life, Michael has made an impact and left his entrepreneurial mark across a diverse range of career paths, including youth work, politics, lottery, to the business he heads up today – The Gift Voucher Shop. The Gift Voucher Shop (GVS) – best known for its One4all gift product range - offers a unique and unrivalled service that eliminates any hassles normally associated with gift giving by offering consumers and recipients ultimate choice and flexibility. Michael was one of 2007's finalists in the Ernst & Young Entrepreneur of the Year programme. Michael is a Director of the Fingal County Enterprise Board, Fingal Tourism, and represents the SFA on the European Union Policy Committee with I.B.E.C.. Michael has served on the national judging panel of both the Inter-trade Ireland All-island Seedcorn Competition and the Ulster Bank Business Achievers Awards. Michael was most recently named Fingal Business Person of the Year.



**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, Gerry 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 is about giving back some of the lessons he has learnt along the way.



**JOHN FLAHAVAN** is the current chairman of E Flahavan and Sons. He began working for the family owned company in 1972. The company currently has 50 employees. Irish hot oats are worth €20.3 million at retail, and Flahavan's currently has over 65% of the market. The company also holds a significant share of the Irish muesli market. Flahavan's first launched its brand in the UK in 2003 and is now on sale in a number of retailers including Tesco, Asda, Sainsbury's, Waitrose, and Wholefoods. Flahavan's has also begun to export its oat products to Spain and the USA. The Waterford-based company won the Irish Exporters Association's "food and drink" and overall Exporter of the Year Award 2009 and John Flahavan was a finalist in the 2009 Ernst & Young Entrepreneur Of The Year Awards Programme.



**MICHAEL FLYNN** founded FLI Environmental in Waterford in 1989. He is the CEO and Chairman of the company which has annual revenues in excess of €40M and employs 170 people. FLI Environmental is an International Environmental Services company that supplies specialised technical services in the broader environmental services market which includes: Waste Management, Mining, Contaminated Land Remediation, Energy from Waste, Wastewater Treatment, and M&E Services to the Water Industry. The FLI Group has grown both organically and by acquisition. The company currently has wholly owned subsidiaries in the UK, France and New Caledonia. Michael was a finalist in the International Category in the 2006 Ernst & Young Entrepreneur of the Year competition.



**DECLAN FOX**, Serial entrepreneur, technologist, digital marketer and business coach, co-founded Comnitel Technologies in 1999 and as CEO, grew the company from start-up, raising €30M from leading institutional investors. Comnitel later merged with a US Telco, and was acquired by IBM in 2007. Founder of Magellan Partners, a venture & advisory consultancy, with a focus of innovative technology companies across different sectors. Founded OmniVend in 2005, a revenue and service management company selling various product sets for multiple mobile operators. OmniMedia was set up in 2009 as an innovator in the new wave of Digital Media applications. Declan is also actively involved in mentoring and promoting entrepreneurship for early stage companies, innovation centres and academic institutions.



**CHARLES GARVEY** was CEO of Horizon Technology Group from 1990 to 2003. Horizon started life as a small Apple Computer reseller in Cork with 7 employees and grew to become Sun Microsystems' largest partner in Europe, Cisco's largest training partner in Europe, and developed significant commercial relationships with HP, IBM, Oracle and SAP. The company completed 13 acquisitions and disposals and in 1999 was listed on the main board of the London and Dublin stock exchange, Horizon was eventually sold to Avnet Inc in 2009. At its peak the group was worth over €1b and employed 720 people in 5 countries through 13 separate companies. Currently Charles is CEO of NitroSell, an eCommerce company focussed on web enabling bricks and mortar retailers. NitroSell's online retailers offer 1.6m products for sale and have over 6.3m registered customers between them.



**PAUL HANDS** is a successful business graduate and serial entrepreneur with more than 30 years experience in the technology and business sector. Paul has successfully completed funding rounds over the past fifteen years with numerous national and international investment companies and organizations. Paul has 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. 2011 sees Paul as 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.



**FRED KARLSSON** realised he had an entrepreneurial streak early on when he began designing and selling video games at the age of 15 in his native Sweden. After completing a degree in computer science at Lund University, he worked for several well-known organisations including Dretech, Sony Ericsson, Sun Microsystems and IBM. He and his Irish wife, Geraldine, moved to Ireland in 2004 and founded DoneDeal.ie the following year. The company provides an online marketplace for people to buy or sell items. In December 2005, five months after the website was launched, it carried more than 2,000 advertisements. Now the site facilitates the advertisement of over 60,000 new items a month, and more than 250,000 Irish people visit the web site every day. The company is now Ireland's biggest classified website.



**AIDEN LEE** founded Eolas International Research in 2002, which has become a leading global research company with its headquarters in Cork. The company has successfully grown from 1 multinational client to 4 multinational clients today and over 20 Irish based clients. Turnover has grown double digit year on year to over 3 million EURO in 2009 with over 65% of this generated from international research projects. Our Irish based employee numbers have grown from 2 in 2002, to 50 in 2010. We also have international researchers in over 100 countries, many of whom are Irish, performing regular research projects on behalf of our clients. Aiden was a finalist in the 2010 Ernst & Young Entrepreneur Of The Year Awards Programme.



**PAT LYNCH** is a Cork based Entrepreneur and business owner. Pat founded Microtech Cleanroom Services in 1998. He previously worked as finance director / controller for the Irish operations of US multinationals Seagate Technology and Summit Technology. He is currently Director of Compliance & Risks and Omnivend. He also holds the roles of Chairman and CEO of Cork based YouGetitBack Ltd and Founder and CEO of Stock Market Training Ltd.



**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.



**ENDA O'COINEEN** is an adventurer, entrepreneur and philanthropist, he has crossed the Atlantic several times (once single-handed in a fifteen and a half foot inflatable dinghy) and has raced and voyaged in many locations all over the world. He is the founding Chairman of Let's Do It Global Ltd, the non-profit body that brought the Volvo Ocean Race to Ireland in May 2009. Having set up his first businesses during the recession of the 1980s, Enda later sold his business to coordinate Ireland's first entry in the 1989-90 Whitbread round-the-world race, the forerunner of today's Volvo Ocean Race, before participating in the BOC single-handed round-the-world race. In the 1990s he re-entered the business world, this time in Central Europe and set up Kilcullen Kapital, the investment management firm, that has a broad number of interests in the renewable energy, manufacturing, finance and service sectors.



**PAT O'FLYNN**, CEO of Solvotrin, is an entrepreneur with over fifteen years experience ranging from operational management to strategic leadership roles. He has successfully built businesses from inception and has a proven track record in the Pharmachem and related industries. He has managed successful joint-ventures most notably with Dutch Utility Company AVR (2001) to form AVR-Safeway Ltd and subsequently sold it to International Utility Company Veolia (2008). Pat was a finalist in the 2008 Ernst and Young Entrepreneur of the Year Award and a principal in the OFactum Group and is CEO of Solvotrin Therapeutics Ltd. Pat holds academic qualifications in engineering, business management and corporate finance. His latest venture is Solvotrin Therapeutics Ltd is a privately held pharmaceutical company with a platform technology for making successful drugs better and protecting them with Chemical IP.



**ANNE O'LEARY** started CADCO Ltd in 1990. CADCO became Autodesk Distributor for Ireland in Sept. 1990 and N.Ireland in 1993. In 1995 Anne added Documentum to CADCO's portfolio of products and services, achieving Signature Partner Status in 1996. CADCO continued to develop with 3 office locations Cork, Manchester and Belfast and 52 employees. CADCO received the Cork Chamber of Commerce Company of the year award (SME) in 2003. CADCO's business was sold in 2009 to Computer2000 part of the Techdata Group which is the largest IT distributor of hardware and software products worldwide. Anne became Executive Chairman of Kinematik in Jan 2010. a software development company based in New Jersey USA and Cork, which specialised in engineering software solutions in heavily regulated industries e.g. Life Sciences, Pharmaceuticals, R&D and government. Anne is a chartered Civil Engineer.



**KEVIN 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. He established the company's presence in the United States in 1997 and now serves as the company's chief executive officer. Having originally majored in computer science, Kevin pursued further studies in industrial management and now works closely with regulators and industry organizations to ensure that QUMAS solutions meet the compliance needs of regulated companies. In 2006, Qumas was named Company of the Year by the Irish Software Association and Kevin was a finalist for the Ernst & Young Entrepreneur of the Year 2009 Award.



**COLUM O'SULLIVAN** (Sully) completed a BSc degree in Food Business in UCC in 1999. Having spent 4 years working with Musgrave Group in their Operations department, he left to set up Cully & Sully in September 2004 with Cullen Allen from Ballymaloe House. Cully & Sully supply over 1,500 shops nationwide, and has begun exporting to both France and the UK. All Cully and Sully recipes originate from Ballymaloe House and all of the food is produced in Ireland using all Irish beef, lamb & chicken. Cully & Sully were finalists in the Ernst & Young Entrepreneur of the Year awards and the Shell Livewire awards. Cully & Sully won the Meteor Best Local Producer awards. Cully & Sully were the first Irish company to win a category award at the Sial d'Or awards in Shanghai and we then went on to the Global Sial d'Or awards in Paris, beating 248 products from 30 countries all over the world.



**DAVE RONAYNE** is Chief Executive of Irish Mainport Holdings. The Mainport Group is an integrated marine services company providing global shipping services to offshore oil & gas exploration companies and international seismic operators. Mainport has offices in Ireland, Scotland, South Africa, Norway, and the Caspian Sea area. Dave holds a Bachelor of Commerce and is a Chartered Accountant and is a past member of Cork Harbour Commissioners, while he is currently a member of the IBEC Regional Council. Dave was a finalist in the 2007 Ernst & Young Entrepreneur Of The Year Awards Programme.



**COLETTE TWOMEY** and her husband Edward bought a butcher shop in Clonakilty in 1977. Included with the deeds of the shop was the recipe for black pudding. Making black pudding was a labour-intensive, time-consuming job, but customers adored it and it soon became apparent that the success of the butcher shop depended on this product. In the early years of the business, Colette set off with a van of produce, meeting shopkeepers and expanding the customer base as she went. The business expanded significantly after 1980 when Colette attended the Department of Food Sciences at UCC. Most of the marketing took place at agricultural shows, at Bord Bia tastings and at community events nationwide. The production plant was relocated incorporating access to ports for the expanding export markets. Colette Twomey was a finalist in the 2010 Ernst & Young Entrepreneur Of The Year Awards Programme.



**DR ANDREW WALSH** has worked as a marine chemist at the Marine Institute, as an environmental consultant with UCC and most recently as Managing Director of Celtic BioEnergy Ltd. As Managing Director of CBE Andrew has been the lead project manager in the development of 15 compost and biogas facilities in Ireland, the UK and Iceland since 2001. CBE has developed links with leading bio-energy technology providers in the USA and Germany and has recently set up a joint venture with Jones Engineering group for the development of large scale bio-energy projects across Europe. Andrew was shortlisted in the Ernst and Young Entrepreneur of the Year programme in 2005. Andrew's qualifications include an honours degree in Marine Science and Technology and a PhD in Environmental Toxicology and Chemistry.



**FRANKIE WHELEHAN** was a Student of Shannon College of Hotel Management. In 1996, Frankie, with Partners, purchased Morrison's Island Hotel in Cork. In 1998, Frankie secured the Choice Hotel franchise for Ireland and developed the 4 Star Clarion Hotel Group, the 3 Star Quality Hotel Group and the budget Comfort Inn Group. Within 8 years, Choice Hotels Ireland grew to become the largest 3 Star and 4 Star Hotel Group in Ireland. In 2007 Choice Hotels Ireland successfully sold both the Quality Hotel Group and the Comfort Inn Groups. Choice Hotels Ireland now focus's its attention on the development of its Clarion Hotel Group here in Ireland and abroad having secured the rights to the Clarion Hotel Group Brand in the UK, Germany and Russia. This expansion has already commenced with the opening of a 212 bed roomed Hotel in Croydon, London. Frankie was a finalist in the Ernst & Young Entrepreneur of the Year 2005 Award.