

# Spend 24 hours with Ireland's Leading Entrepreneurs the Entrepreneur experience®

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



**Trident Hotel, Kinsale, Co. Cork**

**Friday 22<sup>nd</sup> - Saturday 23<sup>rd</sup> March 2013**

  
**CORKBIC**  
Driving the creation, growth and financing of  
innovative businesses in the south and mid-west of Ireland

**Our Partners**



 **ERNST & YOUNG**  
Quality In Everything We Do

**Media Partner**

**Irish Examiner**

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!*

**Some comments from participants at the 2011 and 2012 Entrepreneur Experience®:**

***This event was as good as it gets, the future of Ireland is in the entrepreneurial small companies*** – Frank Madden, Crest Solutions

*There is real optimism here today. **You will never fatten a pig by weighing it!*** – Liam Casey, PCH International

**Life changing and game changing event** - Fred Karlsson, Donedeal

*Inspirational and Energetic, **it was like drinking Red Bull for 24 hours!*** - Kevin O'Leary, Qumas

***Rehab for the Recession** - An incredibly uplifting can-do event with incredible honesty by business superstars* - Paul Prendergast, Yougetitback.

**Angel dust for start-ups!** - Eugene Murphy, Tweekaboo

*This is a room full of believers; **passion is oozing out of everybody*** - Robert Leslie, GBR

***Refreshing to be with so many 'can-do' positive people, you just cannot put a price on it*** - Ciaran Fitzgearld, Blue Haven Food Company

*This event will have the **same effect on my business as deep heat has on an athlete!*** - Grainne Kelly, Bubblebum

*What a 24 Hour Session, I can't begin to imagine how it will shape my career as an entrepreneur. Never more than now do we need these esteemed entrepreneurs, in one room, talking, working things out, celebrating each other and setting goals. Never more than now, do we need the Entrepreneur Experience, in all its guises in every country in the world. **David McCarthy, IncidentControlRoom***

*I loved the Entrepreneur Experience. It reaffirms the things all successful entrepreneurs know: leadership drives success, and leadership comes through relationships and team development. The Entrepreneur Experience gives entrepreneurs a leg-up on living a more vital life - **Sean O'Sullivan of SOSventures & Dragons Den***

## We invite 24 Emerging Entrepreneurs

### Group One – The Ideas Group:

Eight 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:

Eight 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 **two group sessions** and **two one-to-one sessions** with a seasoned Entrepreneur/investor

### Group Three – The Scaling Group:

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

*“In these uncertain times, it’s events like these that will give emerging Entrepreneurs an edge in their business propositions and road maps.” –*

**Michael Carey, Jacob Fruitfield Food Group**

# We invite 24 Seasoned Entrepreneurs



**JIM BARRY** is 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 a finalist in the Ernst & Young, Entrepreneur of the Year Award 2010 while they were also shortlisted for Cork Chamber's 'Cork Company of the Year' 2010 and Great Place to Work Award 2010.



**LARRY BASS**, CEO of Screentime ShinAwil established ShinAwil Productions Ltd in 1999 before forming a joint venture with Screentime Australia in 2003, and forming Screentime ShinAwil, now one of the largest independent production companies in Ireland. In 2009 Screentime ShinAwil Ltd. opened its first UK office in Northern Ireland and 2012 saw its first BBC NI commission, Undercover NI. Larry has executive produced the Irish versions of the multi award winning series', The Apprentice that won 2 Irish Film and Television Awards, Dragons Den, MasterChef Ireland and most recently the hugely successful The Voice of Ireland. Larry is keen to grow the business of creative content in Ireland as a pillar of our economy. Larry is an International Ambassador of the International Rose d'Or, an advisory board member of FÁS Screen Training Ireland and Entertainment Masterclass. Larry has guest lectured at DIT Dublin, IADT Dublin, MIPCOM, SPAA Australia and Entertainment Masterclass. In 2010 Larry was appointed to the Board of the Broadcasting Authority of Ireland by the Irish government.



**JIM BREEN** founded PulseLearning in 1999 and is the driving force behind the company's high standards of excellence and rapid progression as a globally dominant eLearning organization. Providing strategic direction and motivation for PulseLearning's future development, Jim keeps employees, investors, and business partners focused on exceeding customers' goals. Deloitte ranked PulseLearning as the fastest growing technology company on the island of Ireland and Jim was shortlisted for the Ernst & Young Entrepreneur of the Year award. He graduated from the Executive Development program at Stanford University in California. In 2010, Jim joined the board of CorkBIC and also founded TriGrandPrix an international triathlon events company in the same year. In 2012, he established the Cycle Against Suicide, a charity focused on reducing the number of lives lost to suicide in Ireland.



**JULIAN COSTLEY** is a partner of Heaton Camillo, the investment and advisory firm that brings angel investors together with entrepreneurs. He was a Country Manager at Reuters, then created his own TV channel on BSB (later BSkyB), then founding CEO of France Telecom's Globecast satellite company. He met venture capitalist Hermann Hauser in 1998 and together they created E\*TRADE UK the UK's first all-Internet stockbroking firm and effected a trade sale at the height of the dotcom boom. Since then he invested in 13 companies and became chairman/NED or adviser to many more focusing on the financial services, media, telecoms and internet markets in UK, Netherlands, Scandinavia, France, Canada and China. He is a lecturer/MBA course judge at London Business School, Oxford University and Skema Business School in Sophia.



**PETER CROWLEY**, founded Crowley Services and started Dyno Rod in Cork in 1975. Between 1978 and 1985 Dyno Rod expanded into the rest of Ireland and in 1990 Peter started BioFlow, a fats oil and grease (FOGs) management service to food serving establishments (FSEs) and are now the Industry leaders. In 1996 he set up Communicate 2000 with John O Mahony to provide mobile communication solutions to Irish business which he successfully operated, grew and sold in 1999. Is currently involved with a variety of projects and start-up companies both as a mentor and investor invested in many start-up companies. 2006 saw the start of LowFlo, a water management and leak detection service for industrial, local authority and domestic markets and which is being used nationwide in Ireland and in the Middle East. Peter is currently working with CIT and Nimbus on two separate projects to develop new technologies in FOG's management and control and the pipe and drain cleaning and maintenance area.





**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.



**EDWARD DUNNE** is a social and commercial entrepreneur with over 18 year's experience in the health & social care sector. He founded the Nua Healthcare Group in 2004 to provide specialist residential care solutions for individuals with complex support requirements. Since inception, Nua has expanded significantly and now provides specialist homecare services, operations management and clinical assessment services. Nua is currently the largest private provider in its space in the country and employs over 250 people across Ireland. The organisation has just expanded into the UK with a base of operations in South England. Edward has also been heavily involved in the formation and operations stages of a number of start-up companies and charitable ventures in the mental health & general healthcare sector.



**JOHN FLAHERTY**, CEO and founder of C&F Tooling started his tool making business in 1989 and has built the business to a global success consisting of 7 sites worldwide while supplying most of the Fortune 500 companies like IBM, EMC, APC, BMW, Volvo and Mercedes. In 2008 John was named the 2008 Ernst & Young Entrepreneur of the Year for Ireland and went on to represent Ireland in the 2009 Ernst & Young Entrepreneur World competition. The 2008 award gave John the confidence to become a global player. Due to the global retraction in 2008 John Flaherty took the huge step to invest in the wind industry. The wind investment has cost the company €17m and John owes a lot of his success to his hard working employees. In 2012 the C&F wind turbines achieved global certification, which has opened up the world market. C&F has 100% of the UK wind turbine market up to 20kW confirming John's statement that 'Manufacturing creates Wealth'.



**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 & entrepreneurial advisory consultancy, with a focus on innovative technology companies across different sectors. Co-Founder and Director of OmniVend since 2005, a successful network, revenue and service management company – currently managing a self-service kiosk based network selling various 'virtual' product sets for multiple mobile operators amongst others. OmniMedia was also established in 2009 as an innovator in the new wave of Digital Media applications.



**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 and Cisco's largest training partner in Europe. The company completed 13 acquisitions and disposals and in 1999 was listed on the main board of the London and Dublin stock exchanges and was 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 serial entrepreneur with more than 30 year's 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 Cork Entrepreneurship Steering Group.



**DR. EDMOND HARTY** is the Technical Director of Kerry-based Dairymaster, a world leader in the development and manufacture of dairy farm equipment. A Mechanical Engineer by profession, Edmond joined the family business in 1998, whilst studying for a PhD in UCD where he focused on the area of milking performance. This focus on in-house R&D, manufacturing and the application of advancements in engineering technology has remained core to the business' international success, and has enabled the company to be at the cutting-edge of product innovation while retaining jobs locally - a factor that is very important to Harty. Dairymaster's innovative product range encompasses five key areas: Milking Equipment; Automated Feeding Systems; Hydraulic Manure Scrapers; Cow Fertility Monitors; and Milk Cooling Tanks. Headquartered in Causeway, County Kerry, the company also has operations in the UK and the US, and employs 220 people internationally. Ed won the 2012 Irish Ernst & Young Entrepreneur of the Year.



**GRAINNE KELLY** is CEO and inventor of BubbleBum UK Ltd, manufacturer of the world's first inflatable car booster seat. BubbleBum was founded in December 2009 and has rocketed to success, winning major worldwide product awards. The product is now for sale in 21 countries globally with major stores such as Halfords, ToysRUs, Migros, Naurauto and Aubert and airlines such as BMI and Emirates. Without the aid of a PR company, BubbleBum graced the front page of the USA Today in October 2012 and was featured on major US National television broadcasts including CBS News, Fox as well as Wall Street Journal Radio. Grainne was named Belfast Telegraph Business Woman of the Year in 2010 and was also a finalist in the Ernst & Young Entrepreneur of the Year in 2011.



**PEACHES KEMP** co-founded Itsa Bagel with her sister Domini in 1999. Leading the way in gourmet and healthy lunchtime fare, the Kemps now have 12 varied food branches in their company: 6 itsa bagel shops in the greater Dublin area, 3 cafes located in Dublin Castle, Imma and the Hugh Lane Gallery, as well as Table restaurant in Brown Thomas Cork and The Restaurant by Domini and Peaches Kemp, Brown Thomas, Dublin. Many of these outlets regularly feature in The Bridgestone Guide and The Dubliner's 100 Best. In 2010, Feast Catering, another branch of Itsa, was appointed resident caterer for weddings in the beautiful and prestigious Powerscourt House, Enniskerry, Co Wicklow. The company is director owned and run, has an annual turnover of €6 million and employs 105 people. Peaches is a qualified chef, has a post graduate degree in PR, and holds an advanced diploma in wine from the Wine and Spirit Education Trust (UK). She was a finalist in the E&Y Entrepreneur of the year programme in 2011, and for the last two years, has successfully mentored Transition Year students in entrepreneurship.



**JAMES J. KETT** is Chief Executive of VoiceSage, a leading global provider of Enterprise driven customer communications, hosted in the cloud. VoiceSage has won an Innovation Award from Telco 2.0 and two awards from Frost & Sullivan in 2011. JJ Kett was a founder of KineMatik (a research management software platform), Agrilink (North South agri/food body), the Cork Cancer Research Centre and Cork University Foundation. He is a former President of the Agricultural Science Association, and founding Chairman of the Directors of Development in all Irish Universities. He is the founder of the University College Cork Entrepreneurship Programme and former Director General of the Cork University Foundation (raised IR£65m for the university in Ireland and the US).



**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 co-founded CoderDojo, a 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.





**PÁDRAIG Ó CÉIDIGH**, a fluent Irish speaker had careers in accountancy, teaching and as a solicitor. He is also a Harvard University Alumni. In 1994, he saw an opportunity to develop a struggling business in the local community when he became part owner of Aer Arann, then serving the three Aran Islands. Ó Céidigh went on to develop Aer Arann into one of the fastest growing regional airlines in the world. Passenger numbers rose to over 1.1 million in 2007 and Aer Arann has won several awards (including the Palme d'Or for Airline of the Year in 2006). It now operates several regional European and domestic routes, including a successful franchise arrangement with Aer Lingus. Pádraig was named Ernst & Young Irish Entrepreneur of the Year in 2002. Subsequently he was a member of the 2004 and 2005 World Entrepreneur of the Year judging panels and he continues his association as Chair of the judging panel for the Irish awards. Pádraig is Adjunct Professor of Entrepreneurship and Business in NUIG and Chairman of Fáilte Ireland West.



**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.



**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 is 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 2007 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 win the Global Sial d'Or awards in Paris, beating 248 products from 30 countries all over the world.



**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 & Young Entrepreneur of the Year Award, is a principal in the OFactum Group and is CEO of Solvotrin Therapeutics. Pat holds academic qualifications in engineering, business management and corporate finance. His latest venture Solvotrin Therapeutics Ltd is a privately held pharmaceutical company with a platform technology for making successful drugs better and protecting them with Chemical IP.



**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.



**GER O'MAHONY** is an entrepreneur who has accumulated significant experience mainly in technology but also in other industry sectors. He 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 NorthgateArinso (a FTSE 250 company) and also being the co-founder of the networking systems integrator Bridgecom Group and its subsequent sale to Denis O'Brien's Esat Telecom. He has completed funding rounds, identified and successfully completed and integrated company acquisitions and negotiated company disposals during this period. Recently Ger has focused on helping established technology companies to scale and grow both in Irish and International markets. These include the high growth businesses Action Point Technology Group and Voxpro Communications both of which have achieved revenue growth in excess of 50% year on year over the past two years.



**COLM PIERCY** is CEO of the Digiweb Group which he founded in 1997. Digiweb developed from an initial focus on web-hosting to become a major, independent telecoms player offering a full service portfolio including data, voice, hosting and broadband. A number of strategic acquisitions have been key to this development including the purchase of TalkTalk, Smart Telecom, Internet Ireland and Novara. Next Generation IP services such as Broadband, IAAS, MPLS/VPN Networks and Managed Cloud are key strands to the business, with Digiweb also being the largest independent Irish network infrastructure operator servicing business clients and consumers nationwide. Currently employing 160 people between Dublin, Dundalk, and London, the company prides itself on its flexible, progressive and fun environment. Turnover at the Group was c. 40 million for 2012, with operating profits of 8 million. Colm won the Industry Category at the 2012 Ernst & Young Entrepreneur of the Year.



**SEAN RYAN** is founder and CEO of Aspen Grove. In 2008 Sean and his business partner took 100% control of the company and since then the company has grown rapidly. Since 1995 Sean has been working on Internet-based business-service solutions and has successfully put the Internet to work as a business-to-business service medium in many industries including insurance, legal, education, construction, energy, and property management. Sean has vast experience of enterprise solution implementation and integration and is now focused on growing Aspen Grove into a significant industry solution provider in real estate and property management. Sean was a finalist in the 2012 Ernst & Young Entrepreneur of the Year.



**ASIER RUFINO** is working as Deputy Director of Tecnia Ventures, previously worked as a management consultant for Accenture, BNP Paribas and The Parthenon Group. More recently Asier has focused on entrepreneurship and innovation by providing business development, strategy and coaching services to start-ups and SMEs. Asier worked for the Basque Institute of Competitiveness (Orkestra) in projects such as the launch of Business Angels Crecer+, the most successful business angel network in the Basque Country. Asier is the co-founder and member of the investment committee of Microwave Ventures, a seed capital fund focusing on software and internet investments. 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.



**PETE SMYTH** founded Broadlake Capital in early 2009 with a view to providing capital and support to growing companies. Despite being established during one of the worst global recessions in decades, the Senior Management Team believe that sustainable businesses with strong management teams will be well placed to prosper when global economic conditions improve. Previously, Pete was Chief Executive of Noonan Services Group, which was sold in 2008, at the time the company had an annual turnover of €120m and employed 5,500 staff. Pete was also an Associate at Lehman Brothers and an Analyst at Allen McGuire & Partners. For Broadlake the key has been the team's ability to develop successful partnerships with the management teams they work with. They seek to complement the experiences and strengths of management teams and only get involved in areas where they can add value and bring something to the table. Broadlake Capital has €100m under management and has made five investments in the last three years.





**JENNI TIMONY**, an entrepreneur with a broad range of experience in commercial and social entrepreneurship projects, founded and grew Doolittles, a nationwide sandwich manufacturing and distribution business from the genesis of her Donegal town cafe of the same name. Doolittles became the sole sandwich supplier to the largest nationwide retail fuel suppliers, Topaz Energy and listed Aer Arann, Aldi Ireland and Spar BWS as key clients. Due to the economic recession, Doolittles went into voluntary liquidation in 2009. Jenni was a finalist in the Ernst & Young Entrepreneur of the Year Awards in 2007 and is a director of the Soul of Haiti Foundation. Jenni has recently launched [www.foodphotography.ie](http://www.foodphotography.ie), which aims to assist food companies market themselves more effectively with stunning, high quality food images for use on websites, menus, brochures etc. Jenni lectures in Innovation and Leadership and Digital Marketing to Masters students in Letterkenny Institute of Technology.



**DR JOHNNY 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 dive into accelerating technological change in an intimate forum with world experts and leading thinkers from across the technology tracks. In November 2012 Johnny supported an MBO of Centric Health and successfully exited the business. Johnny launched his new project Health Founders in November 2012 as an international Foundry for innovative exponential "personalised, digital, mobile" technologies focussed on positively disrupting Healthcare. Johnny returned to Singularity University for the FutureMed 2013 Program in Feb 2013. Johnny is a Director and Mentor on The HealthXL Accelerator Program which launched in Dublin in February 2013.



**FRANKIE WHELEHAN** was a graduate 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 focuses its attention on the development of the Clarion Group here 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 2005 Ernst & Young Entrepreneur of the Year Award.

Agenda\* for the Entrepreneur Experience® 2013  
Friday 22<sup>nd</sup> and Saturday 23<sup>rd</sup> March; Trident Hotel, Kinsale, Co. Cork

<i>Friday 22<sup>nd</sup> March</i>		
<i>Time</i>	<i>Event</i>	<i>Venue</i>
<b>Pre- Experience Briefings</b>		
11:30	Briefing for Emerging Entrepreneurs Chair: <b>Jim Breen, PulseLearning</b>	Harpoon Room
12:30	Briefing for Seasoned Entrepreneurs Chair: <b>Jim Breen, PulseLearning</b>	Harpoon Room
<b>The Entrepreneur Experience®</b>		
13:30	Meet & Greet over Lunch	Harpoon Room
14:00	<b>Welcome - Michael O'Connor, CorkBIC</b>	Harpoon Room
14:10	<b>Launching the Entrepreneur Experience® – Jim Breen, PulseLearning</b>	Harpoon Room
14:20	<b><i>Making SHIT Happen – Frankie Whelehan, Choice Hotels</i></b>	Harpoon Room
14:40	Three minute intro pitches by Emerging Entrepreneurs	Harpoon Room
15:00	<b><i>The Journey - Dr. Johnny Walker, Health Founders</i></b>	Harpoon Room
15:20	Three minute intro pitches by Emerging Entrepreneurs	Harpoon Room
15:30	<b><i>Making it Scalable – Jim Barry, The Barry Group</i></b>	Harpoon Room
15:50	Three minute intro pitches by Emerging Entrepreneurs	Harpoon Room
16:05	First round of <b>Group Coaching Sessions</b> facilitated by three leading Entrepreneurs: <ul style="list-style-type: none"> <li>➤ <b>Group 1, The Ideas Group – Chair: Paul Hands, Open Innovation Partners</b></li> <li>➤ <b>Group 2, The Investor Ready Group - Chair: Pete Smyth, Broadlake Capital</b></li> <li>➤ <b>Group 3, The Scaling Group - Chair: Kevin O'Leary, Qumas</b></li> </ul>	Chart Room Fastnet Room Mizen Room
17:30	First round of <b>One-on-One Coaching Sessions</b> between Seasoned Entrepreneurs and Emerging Entrepreneurs.  <b>Output - Identify personal assignments</b>	Chart Room Fastnet Room Mizen Room & throughout the hotel
18:30	Shower & Gym or a walk	
19:30	<b>Drinks Reception</b>	Chart Room
20:00	<b>Dinner –Black Tie</b>	Harpoon Room
20:10	Three minute intro pitches by Emerging Entrepreneurs	Harpoon Room
20:25	Entrepreneurs' thinking: <b>Pat O'Flynn, Solvotrin</b> <b>Grainne Kelly, BubbleBum</b> <b>Johnny Flaherty, C and F Group</b>	Harpoon Room
20:50	Three minute intro pitches by Emerging Entrepreneurs	Harpoon Room
22:00	<b>Mick O' Driscoll, Former Munster and Ireland Rugby Player in conversation with Jim Breen</b>	Harpoon Room
22:20	<b>Presentation of the Entrepreneur Hall of Fame® Award</b>	Harpoon Room
22:45	Assignments and networking	

<b>Saturday 23<sup>rd</sup> March</b>		
<b>Time</b>	<b>Event</b>	<b>Venue</b>
<b>07:00</b>	Breakfast and one-on-one meetings	
<b>08:00</b>	Second Round of <b>Group Coaching Session</b> facilitated by three leading Entrepreneurs <ul style="list-style-type: none"> <li>➤ <b>Group 1, The Ideas Group – Chair: Paul Hands, Open Innovation Partners</b></li> <li>➤ <b>Group 2, The Investor Ready Group - Chair: Pete Smyth, Broadlake Capital</b></li> <li>➤ <b>Group 3, The Scaling Group - Chair: Kevin O’Leary, Qumas</b></li> </ul>	Chart Room Fastnet Room Mizen Room
<b>09:30</b>	Second round of <b>One-on-One Coaching Sessions</b> between Seasoned Entrepreneurs and Emerging Entrepreneurs <ul style="list-style-type: none"> <li>➤ Output Group 1, The Ideas group – Finalise Value Proposition</li> <li>➤ Output Group 2, The Investor Ready group – Finalise presentation for Venture Academy <i>Presentations need to be submitted by 10am</i></li> <li>➤ Output Group 3, The Scaling Group – Finalise action plan for scaling</li> </ul>	Chart Room Fastnet Room Mizen Room & throughout the Hotel
<b>10:30</b>	<b>Venture Academy for Group 2, The Investor Ready Group</b> Chairs: <b>Declan Fox, OmniVend and Colm Piercy, Digiweb</b>	Harpoon Room
<b>11:30</b>	<b>Skyfall – Liam Casey, PCH International</b>	Harpoon Room
<b>11:50</b>	<b>Report back on the Experience</b> <ul style="list-style-type: none"> <li>➤ Group 1, The Ideas Group - Colm O’Sullivan, Cully &amp; Sully</li> <li>➤ Group 2, The Investor Ready Group - Asier Rufion, Tecnalia</li> <li>➤ Group 3, The Scaling Group - Sean Ryan, Aspen Connect</li> </ul>	Harpoon Room
<b>12:30</b>	<b>Minister for Agriculture, Food and the Marine, Simon Coveney, TD</b>	Harpoon Room
<b>12:50</b>	<b>Now What? - Pádraig Ó Céidigh</b>	Harpoon Room
<b>13:15</b>	<b>The Entrepreneur Experience® Awards</b> Chair: <b>Gerry Donovan, CorkBIC</b>	Harpoon Room
<b>13:45</b>	Closing Comments <b>Jim Breen, PulseLearning</b>	Harpoon Room
<b>13:50 – 14.00</b>	Parting sandwich and “Kiss & Fly”	Harpoon Room

*\*Agenda is subject to changes*



## About CorkBIC

CorkBIC is a private-sector led organisation, in its 24<sup>th</sup> year, 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 several higher 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 24 years CorkBIC has worked with over 300 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.

CorkBIC manages **The Business Angel Partnership (BAP)** in the Midwest and Southwest region of Ireland. The 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.

Since inception, in 2007, the BAP has continued to grow, raising over €40million in investment for Entrepreneurs across all sectors with a rapidly increasing component of cross border and international business angel seed capital investment. Of this €19m was sourced from private equity business angels registered with the Irish BICs. The deal sizes ranged from €30k to €1.2m and the average angel investment was €400,000 per deal. In 2012 the Irish BICs plan to complete around 30 deals raising €12m seed capital equity investment in Irish Start-ups. Most recently the Irish Business and Innovation Centres (BICs) announced the conclusion of their 100th business angel investment with Endeco Technologies.

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