

The Entrepreneur Experience, running from Mar 22-23, will provide access to some of Ireland's most successful business leaders. In advance of the conference, **John Daly** speaks to participants about how the experience helped them. This week it's **David McCarthy**

## It's all about having a 'get it done at any cost' attitude

**D**avid McCarthy, founder and CEO of IncidentControlRoom.com, has no doubts about the benefits of his 24 hours spent at last year's Entrepreneur Experience.

"Never more than now do we need these esteemed entrepreneurs in one room, talking, working things out, celebrating each other and setting goals," he said. "Never more than now do we need the Entrepreneur Experience."

The event, organised by CorkBIC and which takes place in the Trident Hotel, Kinsale, offers an opportunity for emerging entrepreneurs to gain access to some of Ireland's most successful business leaders.

IncidentControlRoom is a cloud- and mobile-based software application, designed to aid large organisations in the initial response, escalation, and communication of incidents in the event of an emergency.

The technology provides clients with customisable mobile applications, and access to emergency management information from anywhere in the world.

"A measure of how important the Entrepreneur Experience was to me is the fact that my mentor at the event, Anne O'Leary, has now become the company's chairman [Vodafone]," said Mr McCarthy. "Her knowledge and experience have been a hugely important factor in helping IncidentControlRoom come so far in such a short time."

Having raised a round of investment in conjunction with Enterprise Ireland, and with new partnerships being established regularly since its inception in Jan 2011, the company is

looking at a busy 2013, in part due its recent launch in Pennsylvania with new partner and distributor Zenith Technologies.

"The opportunities in the US are incredible, and particularly for customers in the pharmaceutical, manufacturing, and medical device sectors, where incident costs are significant, and poor management of incidents are even costlier," said Mr McCarthy. IncidentControlRoom has signed distribution partners "pretty much from Singapore to San Francisco", he added.

The company's profile has been further heightened by being chosen to prepare Dublin Castle for any possible emergency during the Irish presidency of the EU.

"Our crisis management tool is designed to reduce the damage and inevitable cost of a crisis by enabling better decision-making," said Mr McCarthy. "This is underpinned by the key principles of access to information, and seamless com-

munication across an organisation using mobile applications.

"We're delighted to play a part in this important process of the Irish presidency."

Having been made redundant in 2009 from an environmental health and safety role, Mr McCarthy was presented with a dilemma that led him to his current entrepreneurial path: "I needed to start a job or start a business, and the lack of any jobs at that high point of the downturn turned out to be a blessing as it forced me to invest in myself and the idea that eventually became IncidentControlRoom."

Despite the continuing challenges within the economy, Mr McCarthy is upbeat about future prospects. "There is a mini renaissance out there within Cork and Ireland at the moment," he said. "Entrepreneurs are coming forth out of necessity and inspiration, but all of them, like myself, have a willingness to work hard to

get their ideas over the line.

"And certainly that was one of the most inspiring things I took from last year's Entrepreneur Experience — leaders and peers telling me that it could be done.

"It's all about having a 'get it done at any cost' attitude. The Irish have many natural advantages over other countries — not least of which are English as a first language, a natural ability to mix easily and, most importantly, the fact we have never invaded another country."

To budding entrepreneurs in possession of an idea who are considering a leap into the commercial unknown, Mr McCarthy has succinct advice: "If I had to condense my experience so far, it would be to follow your instinct, your gut, to whatever end that may take you.

"Be sure you've given it your all. And be aware of the wealth of advice and assistance that is out there and ready to assist you."



**David McCarthy, IncidentControlroom.com, right, with Michael O'Connor, CorkBIC, and Michael O'Leary, Transact Carbon, at last year's event.**

Picture: Miki Barlok