

**Emerging Entrepreneurs, Groups & Mentors
2024 Entrepreneur Experience**

Company Name	Contact Names	Group	Mentor
Blue Group Chair: Peaches Kemp			
Capisso	Pratheesh Chambeth	BLUE	Niall Norton
ConnectGreen	Conor Hall & John Kelleher	BLUE	Andrew O'Shaughnessy
Flexera	Hannah Joyce	BLUE	Áine Denn
mameon	Jason O'Mahony	BLUE	Anthony Quigley
Melissa Hayward Academy	Melissa Hayward	BLUE	Brendan Nevin
Restore Innovation	Sarah Cosgrove	BLUE	Peter Crowley
Sligo Oyster Experience	Aisling Kelly Hunter & Kevin Kelly	BLUE	Damien Kennedy
Sports Impact Technologies	Eoin Tuohy	BLUE	John Stanley
Green Group Chair: Frank Madden			
ArrayPatch	Waleed Faisal	GREEN	Patrick Ryan
Emotionise.ai	Marie Toft	GREEN	Ger O'Mahony
Forager	Feebee Foran	GREEN	Colum O'Sullivan & Declan Fox
Institute of Sustainability Studies	Niall Collins	GREEN	Julian Costley
Lia Eyecare	Breda O'Regan	GREEN	Denise Tormey
Roamr	Stephen Dooley	GREEN	James Govan
VBOX	Sam Sorensen	GREEN	Karl Flannery
Red Group Chair: Brian Crowley			
CogniTherapeutics	Ollwyn Moran	RED	Grainne Kelly
Doctrine Skincare	Tracey Ryan	RED	Stephen Nolan
Donna Reilly People & Wellness	Donna Reilly	RED	Teresa Chambers
Framespace	Declan Murtagh	RED	Dave Ronayne
Hibernia Line	Aidan Coffey	RED	Kevin Mac Sweeney
JCB Wellness (t/a OYL)	James McCormack	RED	Paul Shanahan
Pioneertown Productions	Jonathan Loughran	RED	Patrick Hickey
Revelate Fitness	Chris Kenefick	RED	David Jeffreys

ArrayPatch – Waleed Faisal	
Founder/s	Waleed Faisal
Short Biography for Founder/s	Dr Waleed Faisal is co-founder and Chief Executive Officer of ArrayPatch Ltd. Dr. Faisal led several EI Projects with a budget exceeding €1.3M, leading to the formation of ArrayPatch Ltd. He is a named inventor on the DerMap™ technology patent. Prior to this, he was Quality Assurance scientist at Xeolas Pharmaceuticals Ltd. Dr Faisal is a formulation scientist by training having earned a PhD Pharmaceuticals at UCC, and was recognized among Ireland’s top 100 healthcare achievers in 2022. To date, he has led the technology to multiple awards including Irish Pharma Awards 2022, Ideate Ireland Award 2023 and SSPC Commercial Activity of the Year 2022.
Year Founded	2024
About Your Company	<p>Array Patch Ltd (ArrayPatch) is leveraging its proprietary DerMap™ dissolving microneedle patch technology to develop new treatments across a number of therapeutic areas which are more efficacious and safer. DerMap™ is a pain free microneedle patch comprising microscopic needles which, uniquely, are made from the drug being delivered. On application of the patch, the microneedles penetrate the outer layer of skin, dissolve and release medication to the target site.</p> <p>The first DerMap™ product being developed, ITZ-DerMap™, is for the targeted treatment of onychomycosis, or nail fungal infection, where significant unmet medical need remains. The pipeline also includes applications in skin cancer, psoriasis and hormone replacement therapy. As DerMap™ products involve the delivery of proven compounds the time to market, development cost and risk is significantly reduced compared with conventional drug development.</p>
Contact Details	Website: www.array-patch.com Tel: +353 85 7223337 Email: Waleed.faisal@array-patch.com Twitter: https://x.com/Waleed_Faisal74

Questions:

What are the 3 areas of opportunity for your business that you want to concentrate on during the event?	Investment/ co-lead Manufacturing expertise US network
What is your single biggest Challenge?	Scale up the manufacturing. We are working with Kindeva one of the biggest 5 CDMOs worldwide.
What differentiates you and your business from your competitors?	ITZ-DerMap™ offers a transformative solution to nail fungal infection. It comprises a package of 12 microneedle patches each the size of a small coin for a 12-week course of treatment. These patches are applied once a week (worn overnight) on the skin just behind the nail. By doing so the drug laden microneedles uniquely penetrate the outer layer of the skin to directly address the fungus at the nail matrix/root.

	<p>Existing solutions offer partial fixes but fall short because of low efficacy, potential significant side effects, fungal recurrence and long treatment duration. This creates significant pain points for patients who are in need of an effective solution that addresses the root cause and not just the symptoms, one which provides a durable cure.</p>
<p>How big do you dream for your business?</p>	<p>My dream is to place our product DerMap in the market under our own brand with support from regional distribution agents and partners. This would involve ArrayPatch taking on most of the development risk up to approval and finding partners/ distribution agents to support with launch, marketing and distribution of the product in the various regions, likely under ArrayPatch's own brand, with the potential to retain some rights to market the product directly in some markets. This would allow ArrayPatch retain greater control over the product and capture greater revenue.</p>
<p>Do you think establishing your business in Ireland gives you a competitive advantage?</p>	<p>Yes, at early stage with Enterprise Ireland support and HPSU fund. However, we need to expand to the US market after phase 1 trials. We are working in parallel now on the FDA clinical pathway.</p>
<p>How many jobs do you hope to create in the next 5 years?</p>	<p>It is anticipated that in a 5-year time frame, ArrayPatch spin-out would create more than 12 jobs which include:</p> <ul style="list-style-type: none"> ✓ 6 jobs in General Admin. (CEO, CSO, COO, CFO, business development, and Accountant) ✓ 4 jobs R&D (2 R& D scientists, 1 clinical project Mgr and 1 Analyst) ✓ 1 Job quality systems implementation (QA scientist), ✓ 1 job sales & marketing ✓ Other jobs will be created indirectly through outsourcing to indigenous companies.

Capisso – Pratheesh Chambeth	
Founder/s	Pratheesh Chambeth
Short Biography for Founder/s	Pratheesh Chambeth is a seasoned Software Developer, Business Consultant, and AI entrepreneur, currently leading Capisso, a company revolutionizing the accounting industry with AI-powered solutions. Born and raised in Kerala, India, Pratheesh was shaped by a military upbringing that instilled resilience and adaptability. He later earned a Masters in Artificial Intelligence from the University of Westminster in London, overcoming significant challenges to become a leader in his field. Pratheesh's career is marked by innovation and impact, with a focus on automating bookkeeping tasks, enhancing financial accuracy, and providing real-time fraud detection through advanced AI and natural language processing technologies. His vision is to get Capisso into the list of Irish Unicorns and to create 1,000 sustainable, high-quality jobs globally. Beyond his professional achievements, Pratheesh is committed to social causes, supporting the Irish House Cork Cancer Support and an old age home in Kerala. He is also passionate about cooking, dance, and personal growth, bringing a well-rounded and dynamic approach to both his business and personal life.
Founded	2021
About Your Company	<p>Capisso is a forward-thinking company dedicated to transforming the accounting industry through cutting-edge AI-powered solutions. Founded in 2021, Capisso focuses on enhancing financial accuracy, automating bookkeeping tasks, and providing real-time fraud detection. By utilizing advanced natural language processing (NLP) and machine learning technologies, Capisso offers intuitive text and voice interfaces that streamline financial operations and reduce human error.</p> <p>Headquartered in Cork, Ireland, Capisso serves a diverse client base, including accountants and businesses in Ireland and the UK. With a strong commitment to innovation, Capisso continuously evolves its offerings to meet the ever-changing demands of the financial sector. The company also supports community initiatives, such as its partnership with Iris House Cork Cancer Support, reflecting its dedication to both technological excellence and social responsibility.</p>
Contact Details	www.capisso.com 0879037693 pratheesh@capisso.com

Tell us more about your Business & Your Challenges

<p>What are the 3 areas of opportunity for your business that you want to concentrate on during the event?</p>	<ol style="list-style-type: none"> 1. Securing Investment and Funding Strategies: Since the event is ideal for businesses intending to raise investment in the next 12 months, Capisso can focus on refining its pitch, understanding investor expectations, and developing a robust funding strategy. Engaging with seasoned entrepreneurs can provide insights into attracting investors and structuring deals. 2. Scaling and Market Expansion: Capisso can seek advice on strategies for rapid growth and scaling its operations. This includes exploring new markets, optimizing business processes, and leveraging technology for efficiency. Discussions can revolve around overcoming common scaling challenges and sustaining growth momentum. 3. Building Strategic Partnerships and Networking: Utilizing the networking opportunities, Capisso can aim to build relationships with other
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	<p>entrepreneurs and industry leaders. Forming strategic partnerships can open doors to new customer segments, enhance service offerings, and foster innovation through collaboration.</p>
<p>What is your single biggest Challenge?</p>	<p>Capisso’s single biggest challenge is securing the necessary investment to rapidly scale and expand its operations. While the company aims to grow quickly and make a significant impact in its industry, obtaining sufficient funding is crucial to support this growth. Engaging with seasoned entrepreneurs at the event can provide valuable insights and strategies to overcome this challenge and attract the right investors.</p>
<p>What differentiates you and your business from your competitors?</p>	<ol style="list-style-type: none"> 1. Revolutionizing the Accounting Industry with AI-Powered Solutions: Capisso’s vision is to transform accounting through innovative AI technologies, including advanced natural language processing and machine learning. This commitment to innovation allows Capisso to offer solutions that enhance financial accuracy, automate bookkeeping tasks, and provide real-time fraud detection—services that set it apart from competitors relying on traditional methods. 2. Reducing Human Error and Ensuring Regulatory Compliance: By leveraging AI to automate complex accounting processes, Capisso significantly reduces human error and ensures strict adherence to regulatory requirements. This empowers businesses to operate with greater confidence and efficiency, a crucial differentiator in an industry where precision and compliance are paramount. 3. Simplifying and Securing Financial Operations: Capisso strives to drive sustainable growth and operational excellence for its clients by simplifying and securing their financial operations. This client-centric approach focuses on making financial management more accessible and secure, enabling businesses to focus on their core activities without worrying about financial complexities. 4. Commitment to Social and Environmental Impact: Beyond technological innovation, Capisso places a strong emphasis on making a positive impact both socially and environmentally. This dedication resonates with a growing market segment that values corporate responsibility, giving Capisso a competitive edge in attracting customers and investors who prioritize sustainability.
<p>How big do you dream for your business?</p>	<p>Capisso dreams big—we aspire to become one of the first 10 Irish unicorns. Our goal is not just to achieve a billion-dollar valuation but to fundamentally transform the accounting industry on a global scale. By leveraging innovative AI-powered solutions, advanced natural language processing, and machine learning, we aim to enhance financial accuracy, automate bookkeeping tasks, and provide real-time fraud detection for businesses worldwide.</p> <p>We envision a future where financial operations are simplified and secured, reducing human error and ensuring regulatory compliance. Our ambition is to empower businesses to operate with confidence and efficiency, driving sustainable growth and operational excellence for our clients. Achieving unicorn status is a milestone that reflects our commitment to making a significant impact in the industry and underscores our dedication to innovation, excellence, and social responsibility.</p>

<p>Do you think establishing your business in Ireland gives you a competitive advantage?</p>	<ol style="list-style-type: none"> 1. Thriving Tech Ecosystem: Ireland is known for its vibrant tech scene, with a strong community of startups and established tech companies. This environment fosters innovation and provides ample opportunities for collaboration and networking. 2. Access to Talent: Ireland boasts a highly educated workforce with expertise in technology, finance, and AI—key areas for Capisso. This access to skilled professionals helps us build a strong team to drive our innovation forward. 3. Proximity to European Markets: Being in Ireland allows us easy access to the broader European market. This strategic location is advantageous for scaling our services across Europe and establishing partnerships with businesses in various countries. 4. Supportive Government Policies: The Irish government offers numerous incentives for startups and tech companies, including grants, tax benefits, and support programs. These resources help us accelerate our growth and invest more in research and development. 5. Strong Regulatory Environment: Ireland has a robust regulatory framework, especially in finance and technology. Operating in such an environment ensures that our solutions are compliant with international standards, which is crucial for gaining the trust of clients worldwide. 6. Reputation and Credibility: Ireland is home to many global tech giants and innovative startups. Being part of this esteemed community enhances our credibility in the eyes of investors, partners, and customers. 7. Networking Opportunities: Events like the Entrepreneur Experience provide unparalleled opportunities to connect with seasoned entrepreneurs and industry leaders within Ireland. These connections are invaluable for mentorship, advice, and potential collaborations. 8. Cultural Alignment: Ireland’s business culture emphasizes innovation, entrepreneurship, and a forward-thinking mindset—all of which align with Capisso’s values and vision. <p>By establishing our business in Ireland, we leverage these advantages to accelerate our growth, enhance our innovative capabilities, and expand our global reach. This strategic location is instrumental in helping us realize our vision to revolutionize the accounting industry through AI-powered solutions.</p>
<p>How many jobs do you hope to create in the next 5 years?</p>	<p>Over the next five years, Capisso hopes to create a significant number of jobs as we rapidly scale our operations and expand globally. While the exact number will depend on various factors such as market conditions and the pace of our growth, our ambition is to build a strong team that could grow to over 100 employees within 5 years.</p>

CogniTherapeutics - Ms. Ollwyn Moran M.Ed	
Founder/s	Ollwyn Moran
Short Biography for Founder/s	<p>Ollwyn Moran is the founder CogniTherapeutics and has over 28 years in the Education and Child Development field. She has just completed a Fellowship in Developmental Functional Neuroimmunology in Lincoln College in the USA. She is a trained secondary school teacher with a degree in Science and a Masters in Education from NUIM. Ollwyn has worked as a Neurological Developmental Therapist working with children with additional needs and behavioural challenges for over 25 years. She also lectures in NUIM, Trinity College Dublin and for Hibernia College. In addition to this Ollwyns most important role is that of mum to two wonderful boys, Matthew and Alex aged 19 and 17 years old. She has raised them single handedly for the past 16 years. Ollwyn first trained as a Neurological Developmental Therapist 27 years ago through The Institute of Neuro-Physiological Psychology (INPP) in Chester, UK. She has gone on to continue her training and research in this field and has also trained as a Feeding Therapist. Ollwyn is a regular on Ireland AM as their Child Development expert. She regularly writes for parenting magazines in Ireland and the UK and also takes part in podcasts discussing a variety of topics in relation to Child Development. She also is a regular contributor to radio and has previously appeared on TV & radio in the UK. She has been the go to person for media commentary in relation to screen time and the effects of screens on children and the developing brain for over 10 years, long before it became a popular topic to discuss.</p>
Founded	2019
About Your Company	<p>CogniTherapeutics Ltd - Minding Minds – Helping everyone reach their full potential through beautiful technology that builds healthy brain development ready for the modern world. At CogniTherapeutics we are focused on developing, maintaining and enhancing cognitive functions for all ages and stages. Using science, innovation and user-centric design, we create aesthetically pleasing physical and digital products engineered to support healthy brain development. Our products are beautiful, simple and easy to use, but it’s the science you can’t see that makes them special.</p> <p>The world and our environments are changing at exponential rates, so impacts are positive and some negative, with impacts on our current and future generations.</p> <p>Our technology stimulates neural skills acquisition and development in young people and also has huge benefits for other groups of people. So we’ve developed two consumer facing brands for fully inclusive products for all – Cognikids: children & CogniCares : older adults, athletes, rehab and medical use.</p> <p>Cognikids – Developing Young Minds</p> <p>CogniCares – Building Resilient Minds</p>
Contact Details	<p>Cognikids.com Cognicare.com Cognitherapeutics.com</p> <p>087 6950695</p> <p>hello@cognitherapeutics.com</p>

Tell us more about your Business & Your Challenges

<p>What are the 3 areas of opportunity for your business that you want to concentrate on during the event?</p>	<ol style="list-style-type: none"> 1) Expanding Distribution – International – specifically US 2) Our APP development 3) Strategic Team hire 4) Marketing – how to convey and highlight the issues especially in relation to child development and the impact that our modern environments have on it – one prime example is the CDC changing the milestones for development and moving them backwards – normalising delayed development! Instead of looking to get it back on a proper timeline and trajectory. What happens in childhood carries through to adult hood. There are links to poor mental health etc from early stage development. These are some of the points that we need to figure out how to communicate these with customers / everybody. The same goes for adulthood etc. Screens, poor diet, lack of movement etc etc All impact negatively. 5) Our products (digital and physical) help positively. All ages and stages. They are inclusive. Those that need additional supports get the benefits. Those that don't need extra support still get benefits. So it is crafting a really strong narrative and awareness campaign around this that I am hoping to gain insights into this weekend.
<p>What is your single biggest Challenge?</p>	<p>Raising Finance</p>
<p>What differentiates you and your business from your competitors?</p>	<p>We are focused on Cognitive development for all ages, using both physical products and digital products. We are a fully inclusive brand. There are huge opportunities in this space, as people become much more aware of the importance of brain health and how our environments can impact that. We have a founder with domain knowledge in this area and continues to stay informed of the latest research and developments globally.</p>
<p>How big do you dream for your business?</p>	<p>We have a global dream – we are currently working our way in securing representation / distribution in different regions and territories globally. The problem is global, therefore the solution is global also. We are developing an APP that will be an absolute game changer in terms of child development – once this is launched we will do similar for older / rehab populations. I like to say that we are the Apple of brain health – a lot of science goes into making our products effortlessly intuitive, but with lifechanging benefits that help people thrive.</p>
<p>Do you think establishing your business in Ireland gives you a competitive advantage?</p>	<p>No. Unfortunately I do not think establishing a business in Ireland gives a competitive advantage. It is a very hard region in which to raise proper investment for growth and scaling, especially for a female founder. It is a barrier that I come up against time and time again. It is incredibly frustrating.</p>
<p>How many jobs do you hope to create in the next 5 years?</p>	<p>10+</p>

Connect Green – Conor Hall & John Kelleher	
Founder/s	John Kelleher (CEO) & Conor Hall (COO)
Short Biography for Founder/s	<p>John Kelleher is a former senior leader at VelocityEHS and Accenture with a strong background in carbon and sustainability. His relationships with major global companies and public speaking on ESG issues are key to driving ConnectGreen’s business growth.</p> <p>Conor Hall leads operations at ConnectGreen, drawing on his project and product management experience from Fexco and SMBC, as well as founding an ESG business. His expertise ensures ConnectGreen's offerings meet market demands.</p>
Founded	2023
About Your Company	ConnectGreen is a carbon accounting and nature asset management SaaS platform. We enable sustainability C-suite executives including CFOs in businesses such as Microsoft, PepsiCo, and Heineken, to streamline their management and reporting of carbon emissions. This business was created as a result of large companies who have committed to net-zero or reduced carbon emissions. Consequently, a need to manage, account, report and purchase nature and carbon assets has arisen.
Contact Details	<p>www.connectgreen.ie</p> <p>Sales@connectgreen.ie</p> <p>https://www.linkedin.com/company/connect-green</p>

Tell us more about your Business & Your Challenges

What are the 3 areas of opportunity for your business that you want to concentrate on during the event?	<ol style="list-style-type: none"> 1) Start-up fund raising 2) Market expansion strategies into the EU and UK 3) B2B Customer outreach and lead generation
What is your single biggest Challenge?	As a start-up, our biggest challenge is rapidly scaling to meet the demands of our large corporate customers while managing limited financial and human resources. Developing a strategy to scale effectively is our priority right now as we weight up what decisions we will need to make regarding hiring and development, ensuring we maintain quality, and deliver value to our customers as we grow.
What differentiates you and your business from your competitors?	Unlike our competitors, we offer a unique solution to both account and manage carbon and sustainability while also providing an effective way to offset their emissions from one software service. The ConnectGreen SaaS platform is an end-to-end, nature-to-balance sheet system for large businesses to manage nature assets and emission liabilities, monitor sustainability, and produce reports. It simplifies carbon accounting, leading to significant cost savings and efficiency, while also enables companies to purchase local carbon and biodiversity assets, supporting local communities and ecosystems, which adds a strong social responsibility element.

How big do you dream for your business?	The climate crisis is the biggest issue facing humanity and planet as we know it. We may never be big enough to tackle it single-handedly, but we do aim to be big enough to make a measurable change to nature and our environment.
Do you think establishing your business in Ireland gives you a competitive advantage?	Starting a business in Ireland has some advantages. There are plenty of supports in place to guide businesses through avenues of success. Also, the fact that the entrepreneurial network is so open and well-connected in Ireland means that you are never too far from the person you need or want to talk to.
How many jobs do you hope to create in the next 5 years?	Between 30 to 40 jobs in areas like software engineering, sales, marketing, environmental science, and consulting.

Doctrine Skincare – Tracey Ryan	
Founder/s	Tracey Ryan
Short Biography for Founder/s	Tracey heads up R&D at Doctrine Skincare. She graduated with a honours degree in Herbal Science from MTU in 2010 and founded her first skincare company Bia Beauty. Tracey led Bia Beauty through 7 years from start up to being acquired by Silicon Valley group Codex Beauty. Tracey has also completed a higher diploma in Cosmetic Chemistry, a postgraduate certification in Skin & Hair Follicle Health & a HDip in Sustainability and Climate Action for Enterprise.
Founded	2024
About Your Company	We aim to create cult like skincare products that earn a permanent place in people’s skincare routines. Our brand is built on three pillars – efficacy, sensory experience and sustainability. We design products with efficacy at their core using innovative active ingredients. We believe that skincare should be a luxurious experience and so we use colour, scent and texture to create that sensory delight. We also believe that luxury does not need to be at the expense of sustainability and we show through the use of elegant recycled and recyclable containers, compostable packaging and biotech and circular economy materials that luxury and sustainability can go hand in hand.
Contact Details	www.doctrineskincare.com 086 7777108 tracey@doctrineskincare.com

Tell us more about your Business & Your Challenges

What are the 3 areas of opportunity for your business that you want to concentrate on during the event?	<ol style="list-style-type: none"> 1. Communicating our brand story more effectively to our audience 2. Growing our customer base online on a limited budget. 3. Scaling our business in a crowded market.
What is your single biggest Challenge?	Standing out from all of our competitors in a very crowded market.
What differentiates you and your business from your competitors?	We have a strong and experienced team including our own in-house cosmetic chemist so we can create distinctive and unique products.
How big do you dream for your business?	We aim to become a global brand.
Do you think establishing your business in Ireland gives you a competitive advantage?	Yes, there is great support at all levels for start up businesses here in Ireland. Plus Ireland has a great reputation for quality.
How many jobs do you hope to create in the next 5 years?	10

Donna Reilly People & Wellness – Donna Reilly	
Founder/s	Donna Reilly
Short Biography for Founder/s	Donna Reilly, Director of Donna Reilly People & Wellness, is an award-winning HR professional, leadership and wellbeing coach, and facilitator with over 20 years' experience working across multiple sectors. Donna's mission to create positive people solutions. She leads a team of 25 people, working with over 150 clients across a multitude of sectors to enhance their wellbeing, engage their teams and create robust HR processes.
Founded	2020
About Your Company	<p>Donna Reilly People & Wellness is an award-winning business with over 23 people, providing wellbeing, coaching & development, and HR consultancy to over 150 multi-sector clients.</p> <p>We create positive people solutions for clients through:</p> <ol style="list-style-type: none"> 1. Wellbeing Programme: Create and deliver wellbeing programmes for SMEs and offer over 40 wellbeing workshops to corporate clients. 2. HR Consultancy: Support SMEs to understand HR and keep them safe supporting all aspects of the employee life cycle. Work with corporates supporting larger-scale people initiatives. 3. Coaching & Development: Provide one-on-one and team coaching for CEOs and senior leaders, along with development programmes for leaders. <p>Our clients include VHI, Sculpted by Aimee, Sonas, Ornuia, Zurich, Skillnet, BelongTo, Uisce Eireann, Ronald McDonald House Charities, SONAS, Irish Wheelchair Association, and KPMG. Our key strength is deep relationship building and truly connecting with clients, understanding their needs and developing positive people solutions to meet these needs.</p>
Contact Details	<p>www.donnareillywellness.ie</p> <p>086 8161970</p> <p>donna@donnareillywellness.ie</p>

Emotionise.ai – Marie Toft	
Founder/s	Marie Toft - CEO & Co-Founder (attending) Siva Sharma - CTO & Co-Founder Tim Pat Dufficy - Co-Founder
Short Biography for Founder/s	Marie enjoyed an international career as a TV reporter/producer & documentary maker with BBC, SBS Australia and RTE before returning to University College Cork in 2018 to study psychotherapy. It was there she discovered the power of emotional intelligence and decided to train AI to be emotionally intelligent. emotionise ai is a combination of her considerable communication skills and psychotherapy training.
Founded	2018
About Your Company	<p>emotionise ai helps build better relationships at scale. Our bespoke Generative AI models help reduce costs and reduce churn by improving how Customer Support engages emotionally with customers. Profits can increase by up to 25% when customers feel more emotionally connected and emotionise ai is the first Gen AI model to codify human emotion. Our AI reduces risk and increases opportunity - leading to lower costs.</p> <p>Only 36% of us are emotionally intelligent and this lack of connection is costing business. Our highly skilled data team creates bespoke models trained in an organisation's tone of voice, values and emotional intelligence. emotionise ai is your cognitive collaborator meaning your Customer Support never has a bad day.</p> <p>Unlike most Generative AI companies, who are putting a wrapper around Large Language Models such as Chat GPT, emotionise ai This data is our proprietary moat and our IP and represents 4 years of codifying human emotion.</p>
Contact Details	www.emotionise.ai 087-2079711 marie@emotionise.ai

Tell us more about your Business & Your Challenges

What are the 3 areas of opportunity for your business that you want to concentrate on during the event?	<ol style="list-style-type: none"> 1. Investment 2. Customer acquisition 3. Scaling strategy
What is your single biggest Challenge?	Investment
What differentiates you and your business from your competitors?	We harness the power of emotional intelligence with human trained AI and unlike Microsoft Co-Pilot or Chat GPT, we create bespoke AI models trained in an organisation's tone of voice, style, values and emotional intelligence.

How big do you dream for your business?	€2m+ in ARR by 2026
Do you think establishing your business in Ireland gives you a competitive advantage?	Yes because the LEO & Enterprise Ireland have both been a big help.
How many jobs do you hope to create in the next 5 years?	60 jobs

Flexera – Hannah Joyce	
Founder/s	Hannah Joyce
Short Biography for Founder/s	Hannah Joyce is a second-time founder and entrepreneur. Her first startup, Akroo , was selected for the NDRC Accelerator in 2022, the same year she was named one of the Business Post's 30 under 30 . With a master's degree in Work Psychology and experience at the world's largest procurement consultancy, Hannah combines her expertise in business strategy and innovation to lead impactful ventures. She is passionate about driving growth through creative solutions and empowering others through her entrepreneurial journey. Hannah is currently taking part in New Frontiers Phase 2 in the North-West through ATU.
Founded	2024
About Your Company	<p>Flexera is making reformer Pilates more accessible by bringing it into the home. Through our innovative foldable designs that seamlessly blend aesthetics and functionality and an OnDemand App for classes. Reformer Pilates is gaining popularity due to it's effectiveness as an exercise. Reformer typically engages more muscle groups than rowing or cycling because it incorporates both strength training and flexibility exercises that target the entire body.</p> <p>Our reformers are perfect for both home use and studio environments, offering a premium Pilates experience without the space limitations. We are proud to help launch 5 new studios equipped with our reformers since launching in July and have partnered with existing studios to introduce a studio plus home membership. Flexera has also had successful partnership with influencers like comedian, Joanne McNally.</p> <p>In just three months, Flexera has generated €100,000 in revenue, with orders coming from Ireland, the UK, mainland Europe, and the UAE demonstrating the global appeal of our products. Our app enhances the experience by offering personalised workouts, progress tracking, and virtual classes, making it easy for users to stay consistent with their fitness goals.</p>
Contact Details	<p>www.joinflexera.com</p> <p>+447977008010</p> <p>team@joinflexera.com</p> <p>Instagram: @joinflexera</p>

Tell us more about your Business & Your Challenges

What are the 3 areas of opportunity for your business that you want to concentrate on during the event?	I'm most excited to learn from successful exited startup founders strategies for scaling international exports, e-commerce operational excellence and fundraising do's and don'ts.
What is your single biggest Challenge?	The lead time for the reformers and cutting that down and defensibility but that can be addressed via our app.

<p>What differentiates you and your business from your competitors?</p>	<p>Our reformers are foldable and aesthetic and more affordable than most of our competitors as we are committed to accessibility so we offer flexible payment plans.</p>
<p>How big do you dream for your business?</p>	<p>We envision Flexera as a global leader in the home-fitness space, not just providing reformers, but empowering a community of fitness enthusiasts and studio owners around the world with accessible equipment and technology-driven solutions.</p>
<p>Do you think establishing your business in Ireland gives you a competitive advantage?</p>	<p>Yes, Ireland’s growing wellness and fitness culture, coupled with its central location for European distribution, offers Flexera an ideal environment to build strong local roots while scaling internationally. On top of that, the government funded programmes and grants in this country are incredible. There is so much support in Ireland for founders.</p>
<p>How many jobs do you hope to create in the next 5 years?</p>	<p>We aim to create 20-30 jobs across sales, customer support, logistics, and product development as we expand our operations globally.</p>

Forager – Feebee Foran	
Founder/s	Feebee Foran
Short Biography for Founder/s	<p>Feebee Foran is the owner of Forager, a 100% natural skincare brand that harnesses the medicinal properties of wild Irish weeds. A herbalist and nature educator, Feebee is passionate to share her knowledge of Irish plants, both scientific and folkloric to help people to heal, feel and connect with nature and their environments. A graduate of Griffith College Dublin, Feebee holds a BA Honours Degree in Journalism and Media Studies, which led her to build her career in storytelling. From brand identity, brand communications and both online and traditional marketing, she honed her skills working predominantly with small Irish businesses over a span of 20 years, helping to bring their visions to the forefront.</p> <p>With the support of LEO South Dublin, Feebee has brought Forager from a passion project, making skincare balms in her kitchen during the 2021 lockdown, to a thriving business with over 70 stockists nationwide and a growing foothold in the USA. Sustainability and caring for the Earth is paramount to Feebee’s work, honoring nature and our most renewable resource, wild Irish weeds. From sustainable packaging, to help others learn and understand the value and importance of these plants, ethical practice is at the heart of Forager. Forager has won numerous awards for vision, values and sustainability since its inception in 2021, most notably, the Green Sustainability Award 2023 with LEO. Feebee has also been nominated in many other prestigious awards, including Emerging Business Woman 2023 with Network Dublin and Best Beauty Brand 2023 with Irish Country Magazine. She is the Resident Forager on Ireland AM (Virgin Media Television) and a nature columnist with the Dublin Gazette.</p>
Founded	2021
About Your Company	Forager is a 100% natural skincare brand with a collection of small batch balms and creams that harness the natural medicine of wild Irish weeds. Our mission is to help people heal & feel through the beauty and medicinal goodness of native wild Irish weeds, giving a hat tip to old Irish remedies and the folklore that surround them.
Contact Details	<p>www.forager.ie</p> <p>083 3317469</p> <p>feebee@forager.ie</p> <p>Insta: https://www.instagram.com/forager.ie/</p> <p>LinkedIn: https://www.linkedin.com/in/feebeeforan/</p> <p>FB: https://www.facebook.com/forager.ie/</p> <p>Twitter: https://twitter.com/feebatron</p>

Tell us more about your Business & Your Challenges

What are the 3 areas of opportunity for your business	<p>Export</p> <p>Investment</p>
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that you want to concentrate on during the event?	
What is your single biggest Challenge?	Cashflow
What differentiates you and your business from your competitors?	Where other skincare brands create their products from pre-made infusions, we actually hand-forage and work with the plants from the soil up.
How big do you dream for your business?	I foresee Forager becoming not only a strong export brand, but creating products using foraged plants in specific countries. The scope is fully global.
Do you think establishing your business in Ireland gives you a competitive advantage?	Yes, absolutely - and especially for my products, which are a true reflection of Irish heritage. The hunger, particularly in the USA for Irish products that have solid connections to the Island mean sets us apart.
How many jobs do you hope to create in the next 5 years?	3 roles in Business Development (Ire, EU, USA) 3 roles in operations/administration

Framespace Solutions – Declan Murtagh	
Founder/s	Declan Murtagh
Short Biography for Founder/s	Declan has worked in the Construction sector for over 25 years and specifically in the offsite/modular market segment for over 10 years. Having spent the early part of his career with a Tier 1 main contractor, he quickly realised the benefits that offsite and modular construction had to offer. Working in the UK for a specialist modular provider, Declan oversaw the delivery of numerous complex modular projects across the education, healthcare and residential sectors. In 2020, the opportunity arose to return to Ireland and join Framespace Solutions a start up in the West of Ireland with ambitions to become a leading steel frame modular provider in the Irish residential sector. Since establishing the operations in Longford just over 4 years ago, Framespace are now established as a leading player in the sector with over 80 employees and revenues of in excess of €25 million.
Founded	Founded 2016, Acquired by current shareholders 2019
About Your Company	Framespace provide offsite solutions for the Irish Construction sector utilising both 2D panelised and 3D volumetric solutions to enhance project delivery. Based in Longford, we specialise in the design, Manufacture and installation of Light Gauge Steel (LGS) building systems for the residential & commercial sectors. We employ over 80 direct employees in Longford with a further 30 staff across various sites across the country. Framespace are disrupters in the Irish construction sector utilising proven technologies in an innovative way to provide a high quality, fast tracked solution to help meet Ireland’s housing needs. While primarily focused on the Irish residential market we recently begun to explore opportunities in the Pharma and life science sectors where high quality fast tracked solutions are required.
Contact Details	https://www.framespace.ie/ 0863887905 dmurtagh@framespace.ie

Tell us more about your Business & Your Challenges

What are the 3 areas of opportunity for your business that you want to concentrate on during the event?	Developing and growing existing staff while maintaining structure. Attracting talent to a start up/ early growth phase company. Fostering an innovative culture while delivering on return to shareholders/investors.
What is your single biggest Challenge?	Cashflow and funding a company in growth phase.
What differentiates you and your business from your competitors?	Our People and our domain knowledge of our product and sector.
How big do you dream for your business?	Revenue of €100m with double digit EBITDA within 5 years.

Do you think establishing your business in Ireland gives you a competitive advantage?	Yes and No. Yes, in that we have early mover advantage in our sector however, the Irish Construction sector is relatively small and slow to innovate and try new ways of doing things.
How many jobs do you hope to create in the next 5 years?	100 +

Hibernia Line – Aidan Coffey	
Founder/s	Aidan Coffey Founder and Managing Director
Short Biography for Founder/s	<p>Aidan was the founder and former Managing Director of DFDS Seaways Ireland, in a JV with DFDS AS, a major Danish shipping company, launching and operating a direct ferry route from Rosslare Europort to the Port of Dunkerque post Brexit, commencing on the 2nd January 2021, which reached a freight only turnover in excess of c. € 65m in year 1.</p> <p>Aidan is an entrepreneur experienced in shipping, logistics and route management, among other sectors in the past.</p>
Founded	2023
About Your Company	<p>Hibernia Line is a new Cork headquartered shipping line, creating a six day per week direct freight and passenger ferry service, between Cork and Boulogne Sur Mer in Northeast, France.</p> <p>The direct evening departures will primarily focus on the fast moving, high value, time critical diver accompanied imports and exports to & from mainland central Europe, but also focus on the significant under-served passenger demand for both tourism and business passengers to and from the continent.</p> <p>The company is set to commence in Q1 2025 and will initially operate chartered vessels, moving quickly to introduce new sustainable next generation vessels.</p> <p>The company is Ready to Go, can show Immediate Revenue Generation from go live, be Cashflow positive from first month of trading and very importantly have an Immediate reduction in Co2 emissions for its customers.</p>
Contact Details	<p>www.hibernia-line.com</p> <p>info@hibernia-line.com</p>

Tell us more about your Business & Your Challenges

What are the 3 areas of opportunity for your business that you want to concentrate on during the event?	We wish to link with like-minded experienced entrepreneurs to gain insight of developing a scalable international business, along with developing contacts & networking opportunities, particularly for European contacts through AxisBic and to link with experienced professionals who have overcome the challenges of developing a new enterprise with the “Start-Up” stamp on our back.
What is your single biggest Challenge?	Accessing funding that is relevant to the potential of the business, in the sector, where many investors and funding is structured for one size fits all, when in fact a more open structure is required.
What differentiates you and your business from your competitors?	Immediate revenue generation form go live, with a positive cashflow from the first month of trading.

<p>How big do you dream for your business?</p>	<p>The company has an ambitious vision of scale, to achieve a € 500 million turnover within 5 years, with an average yearly expected EBITDA of 25%.</p>
<p>Do you think establishing your business in Ireland gives you a competitive advantage?</p>	<p>Yes, the structure of developing a shipping line in Ireland, utilising the existing corporate structures and tonnage tax regime, allows for effective and prudent ownership and operating of shipping companies from Ireland.</p>
<p>How many jobs do you hope to create in the next 5 years?</p>	<p>We envisage a ton grow to between 300 to 500 jobs within the next 5 years.</p>

Institute of Sustainability Studies (ISS) – Niall Collins	
Founder/s	Anthony Quigley, Brendan Nevin, Justin Cullen, Niall Collins
Short Biography for Founder/s	
Year Founded	2022
About Your Company	The Institute of Sustainability Studies (ISS) creates and delivers practical, hands-on, comprehensive, and university-credit-rated courses in business sustainability. Our online courses give every business and individual the practical tools to implement sustainable practices throughout an organisation to remain competitive and meet growing sustainability regulations. All courses are flexible and customisable. They are delivered online in a self-paced manner via an easy-to-navigate learning management system, offering flexibility to learn in your own time. Our courses can be tailored to meet the learning needs of every individual within an organisation, from specialised short certificate courses to a university credit-rated diploma, providing a holistic understanding of sustainability as it relates to business.
Contact Details	Instituteofsustainabilitystudies.com 0876371260 niall@instituteofsustainabilitystudies.com

Tell us more about your Business & Your Challenges

What are the 3 areas of opportunity for your business that you want to concentrate on during the event?	Our big focus is enhancing our enterprise channel strategy and building further scale through this channel. There is a growing need to implement sustainable practices within businesses to meet growing regulations, build resilience to climate risks, and maintain profitable growth by meeting changing stakeholder demands. To truly bring about business change and implement sustainable operations, every individual within an organisation has a role to play and requires relevant upskilling to meet the new demands sustainable transformation will place on them. We are posed to partner with businesses to support the development of company-wide sustainability training programmes so a key focus is to ensure we can focus our offering to take advantage of this opportunity.
What is your single biggest Challenge?	The single biggest challenge is focusing our thinking to developing a robust enterprise channel strategy.
What differentiates you and your business from your competitors?	A key differentiator for us is our focus on practicality. We provide our participants with the knowledge to take actionable steps upon completing our courses and the tools and templates to help them implement sustainable practices in their businesses. Accredited education is also a key differentiation, as we can offer our participants the ability to gain university and CPD accreditation upon completion of our courses.

How big do you dream for your business?	The sky is the limit; this is a global challenge and will require a global solution which we can scale to meet.
Do you think establishing your business in Ireland gives you a competitive advantage?	It has given us access to world-leading sustainability and ed-tech experts, while Ireland's current environment provides helpful support to scale home-grown businesses.
How many jobs do you hope to create in the next 5 years?	In the next five years, we hope to scale considerably, creating 30-50 jobs.

OYL (JCB Wellness) – James McCormack	
Founder/s	James McCormack
Short Biography for Founder/s	<p>James McCormack is a serial entrepreneur and founder of OYL, a direct-to-consumer medicinal mushroom coffee brand. With a passion for health, wellness, and performance, James created OYL (an acronym for Optimise Your Life) to offer a functional coffee blend that supports focus, energy, and immune health through the power of adaptogenic mushrooms.</p> <p>“Medicinal Mushrooms have changed my life and I started this business so others can experience what I have, I’m proud to say that thousands of people are drinking OYL today”</p>
Founded	2021
About Your Company	<p>OYL (Optimise Your Life) is a leading mushroom coffee brand that blends speciality grade coffee with medicinal mushroom extract, including Organic Lion’s Mane, Reishi, and Cordyceps, to offer a powerful health-focused coffee to consumers. OYL is designed for individuals who want to optimize their mental clarity, energy levels, and immune system without sacrificing their daily coffee ritual. Each cup is packed with adaptogens that help the body manage stress while enhancing cognitive performance. Don’t worry OYL doesn’t taste like mushrooms, just amazing coffee. OYL won a Great Taste Award in 2023. With the growing demand for wellness-based products, OYL is expanding its reach beyond Ireland into the UK market, positioning itself as a pioneer in the health coffee movement.</p>
Contact Details	<p>www.drinkoyl.com</p> <p>0871472891</p> <p>james@drinkoyl.com</p> <p>@drinkoyl</p>

Tell us more about your Business & Your Challenges

What are the 3 areas of opportunity for your business that you want to concentrate on during the event?	<ol style="list-style-type: none"> 1. The UK market and beyond 2. Retail expansion 3. Empowering our community network
What is your single biggest Challenge?	Maintaining enough Cash for growth.
What differentiates you and your business from your competitors?	<p>The main difference is that OYL has a founder that has 15 year’s experience in the coffee industry. This deep industry knowledge has allowed us to source, roast and grind a coffee that tastes amazing. Our competitors don’t have this insight so the baseline for them is to source the cheapest coffee which inevitably tastes awful. We targeted this as our USP. We won a Great Taste Award in 2023. Also sourcing the best organic highly effective medicinal mushrooms on the market gives what we believe is the best mushroom coffee in the global</p>

	<p>market. Our customer reviews will tell you how positively effective OYL has been in their lives.</p>
<p>How big do you dream for your business?</p>	<p>The dream is already becoming a reality.</p> <p>OYL is having a positive effect in people’s daily lives. People who drink OYL talk about how their lives are changing for the better.</p> <p>They are getting their energy back, they are more focused and productive and ultimately feeling amazing. OYL is not just a health and wellness product but also a mindset. Your mindset and life trajectory can be optimised when you feel this good.</p> <p>The dream is to bring this feeling to every marketplace in the world so we can help be a part of improving people’s lives.</p>
<p>Do you think establishing your business in Ireland gives you a competitive advantage?</p>	<p>Yes – the Irish market has been extremely supportive of our irish brand and they are very open to talking directly with us. This allows us to understand the reasons why they are buying the product which has helped in understanding our marketing strategy from creative to copy. This has helped us grow.</p>
<p>How many jobs do you hope to create in the next 5 years?</p>	<p>5-10</p>

Lia Eyecare – Breda O’Regan	
Founder/s	Breda O’Regan & Sinéad Buckley
Short Biography for Founder/s	<p>Our CEO, Breda O’Regan has over 20 years delivering success for large multinationals. In her most recent roles as Financial controller and a Finance lead on Global J&J M&A deals, she played a pivotal role in leading teams that have propelled growth and expansion.</p> <p>Our COO, Sinéad Buckley, a patient-centred engineer and pharmacist, brings a wealth of experience from pharmaceutical manufacturing and retail pharmacy. The board of advisors include Arthur Cummings, an internationally renowned Key Opinion Leader(KOL) in Ophthalmology.</p>
Founded	2021
About Your Company	<p>Lia Eyecare is an innovative Ophthalmology startup, committed to helping people with dry and sore eyes through their unique neurological approach. Our first wearable product, Nightleaf™, enables us to stimulate natural tears for our target market of 344 million Dry Eye Disease (DED) patients. Nightleaf™ offers a transformative solution to overnight dry eye symptom relief, a huge unmet need in this area, while also treating the DED. Unlike existing methods, our approach by stimulating the appropriate tear naturally without disturbing the patient, directly addresses the core issue of lack of tear for the DED patient and relieves the symptoms without disturbing vision and in a long-acting way. Originating from the BioInnovate Ireland programme, this technology has huge further market potential when incorporated into VR headsets, digital/screen eyestrain prevention alongside AI capabilities.</p>
Contact Details	<p>https://www.liaeyecare.com/ 0851881819 info@liaeyecare.com</p>

Tell us more about your Business & Your Challenges

What are the 3 areas of opportunity for your business that you want to concentrate on during the event?	<p>During the event, I plan to focus on a few key areas: pressure-testing our five-year strategy and vision with experienced entrepreneurs, particularly in relation to our funding approach, market launch sequence, and technology positioning, to further refine our overall strategy.</p>
What is your single biggest Challenge?	<p>Our biggest challenge has been securing investment in the capital-intensive medical device sector while working within tight time constraints. We’re seeking advice from seasoned entrepreneurs on how to optimize our approach for the next funding round and position ourselves for long-term success.</p>
What differentiates you and your business from your competitors?	<p>Nightleaf™ is uniquely positioned in the overnight dry eye space with a distinct approach that leverages natural tear stimulation without disturbing the patient, directly addressing the core issue of lack of tears for the DED patient and relieves their symptoms without disturbing vision.</p> <p>Nightleaf is a non-invasive, drug free, wearable medical device.</p>

<p>How big do you dream for your business?</p>	<p>Lia Eyecare’s mission is to have expanded our Nightleaf™ technology into other platforms such as VR headsets and ancillary devices for digital eye strain, while establishing ourselves as the global leader in the sleep wellness sector.</p>
<p>Do you think establishing your business in Ireland gives you a competitive advantage?</p>	<p>Setting up our business in Ireland has given us a significant competitive advantage. Over the past five years, we have greatly benefited from this through the BioInnovate and commercialization programs, which have provided us with crucial funding, networking opportunities, and ongoing support to drive our innovative product at speed.</p>
<p>How many jobs do you hope to create in the next 5 years?</p>	<p>Lia Eyecare is aiming to create over 50 jobs in the next five years.</p>

mameon – Jason O’Mahony	
Founder/s	Jason O’Mahony
Short Biography for Founder/s	<p>I was in Kerry and have always loved stories. I’ve worked for the Sundance Film Festival, made documentaries for RTE, and helped the south west of Ireland become a film location. For the last decade I’ve worked in tech in Silicon Valley where I designed and managed creative processes that enabled teams to work with speed and innovation. I build, motivate, manage and lead incredibly talented teams. My team at Udacity, for example, was the happiest in the organization according to its annual 360.</p> <p>I went back to college in my 40s, attending Stanford University's renowned GSB. I’m currently working on mameon, an AI platform that will help SMEs and startups tell their stories to the world so they connect with customers and make money!</p>
Founded	2024
About Your Company	<p>mameon is an AI driven end-to-end advert creation, distribution and optimization solution that solves a hair-on-fire problem for startups and SMEs.</p> <p>Video streaming, audio streaming, blogs, social posts, and adwords - we do it all. We help SMEs tell their stories. Our customers log on, spend 15 mins on our platform and our models and agents create fully fleshed out campaigns. It’s an amazing piece of technology that will literally transform how SMEs connect with their customers, allowing them to compete with the big boys for the first time in history.</p> <p>This is:</p> <ol style="list-style-type: none"> 1. The demo of audio and video streaming ad creation 2. Video advertising showreel 3. Investor video 4. Investor pitch deck
Contact Details	<p>www.mameon.com 085 168 6223 jom@mameon.com</p>

Tell us more about your Business & Your Challenges

What are the 3 areas of opportunity for your business that you want to concentrate on during the event?	<ol style="list-style-type: none"> 1. Building out the team: Ideally I’d onboard a CTO / CoFounder 2. Securing Funding 3. Scaling a business
What is your single biggest Challenge?	<p>My single biggest challenge is getting from where I am now to having an MVP in the market.</p> <p>There are two potential solutions, that I can see, to this challenge:</p> <ol style="list-style-type: none"> 1. CTO / Co-Founder: I come from a business, tech and storytelling background. I am not, however, a “tech founder”. If I can onboard a CTO / CoFounder, we can build out the product offering to MVP without pre-seed funding.

	<p>2. Funding: If I can secure PSSF funding then I can hire my first tech hire and build out the MVP without onboarding a CTO.</p>
<p>What differentiates you and your business from your competitors?</p>	<p>For years smaller marketing agencies have charged a premium to run campaigns for SMEs.</p> <p>Other than agencies, we're the only company currently offering an end-to-end, soup-to-nuts, platform agnostic solution. That we're scalable and will make money scaling suggests we have the opportunity to disrupt the margin pricing power of smaller agencies and do to them what the advent of the Internet did to smaller travel agencies.</p>
<p>How big do you dream for your business?</p>	<p>There will definitively be a billion dollar business doing what we do within 36 months. We're fortunate in that it can't be one of the incumbents. Google, for example, can't create ads that will run on Facebook and vice versa.</p> <p>We have the right idea at the right time. We don't yet have the right team and that's a massive shortcoming. Ultimately, whether we can be that billion dollar business depends on our ability to build that team and execute the idea.</p>
<p>Do you think establishing your business in Ireland gives you a competitive advantage?</p>	<p>No. What it gives us is a beachhead that we can use as an experiment to test. If we succeed in Ireland we can roll out to the US, other English speaking territories, before localizing for all markets.</p>
<p>How many jobs do you hope to create in the next 5 years?</p>	<p>Ideally 350 jobs in Ireland in the next 5 years.</p>

Melissa Hayward Academy – Melissa Hayward	
Founder/s	Melissa Hayward
Short Biography for Founder/s	<p>Melissa Hayward's journey with hair extensions began at 17 when she worked in Bewley's Café after school and on weekends just to afford her own extensions.</p> <p>What started as a personal quest for longer, thicker hair quickly transformed into a passion for helping others achieve their hair goals. After completing an apprenticeship at the renowned Zoo Salon in New York, Melissa returned to Ireland and opened her own hair extension salon, transforming the hair—and confidence—of thousands of clients, including many celebrities. Her work has spanned TV, film, and magazine projects.</p> <p>She knows first hand the impact that hair extensions can have on someone's confidence and self-esteem, and is driven to pass on that knowledge. In 2023 she launched her training academy, offering award winning, accredited training in hair extensions. She is passionate about helping salon owners, hairdressers, and beauticians expand their skills in this booming industry.</p> <p>Melissa's commitment to the industry goes beyond her academy. She's a board member of the Irish Hairdressing Council, working to drive positive change. Throughout her career, she's held the role of creative director for various projects, including photo shoots and large-scale events, including many Failte Ireland festivals.</p>
Founded	2023
About Your Company	<p>Melissa Hayward Academy- Building Belief in Your Potential</p> <p>At Melissa Hayward Academy, we empower aspiring hair extension professionals to transform lives through the art of hair extensions. We are committed to giving you the highest quality education and fostering a sense of empowerment and confidence in every student. We go above and beyond to ensure that each student feels valued, encouraged, and equipped with the skills they need to succeed.</p> <p>We recognise the transformative power of education and the profound impact it can have on lives. Whether it's the joy of witnessing a student's career grow or the satisfaction of knowing that our work contributes to raising industry standards, we are driven by a deep sense of purpose and passion.</p>
Contact Details	<p>www.HairExtensionTraining.ie 087 1901847 - Admin@hairextensiontraining.ie Facebook: www.facebook.com/hairextensiontrainingireland Instagram: www.instagram.com/hairextensiontrainingireland LinkedIn: www.linkedin.com/in/melissahayward/ Tiktok: www.tiktok.com/@hairextensiontrainingire</p>

Tell us more about your Business & Your Challenges

What are the 3 areas of opportunity for your business that you want to concentrate on during the event?	Scaling internationally, enhancing marketing efforts, and establishing myself as the leading provider for hair extension training.
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<p>What is your single biggest Challenge?</p>	<p>Currently its the logistics of scaling to the UK and sending parcels post Brexit</p>
<p>What differentiates you and your business from your competitors?</p>	<p>With over 22 years in the industry and a history of running a successful salon, I bring unmatched expertise and real-world experience. As a multi-award-winning academy with stellar reviews, we excel where competitors often fall short.</p>
<p>How big do you dream for your business?</p>	<p>I'd like for MHA to be recognised as the standard for the hair extension industry. For clients to seek out professionals who are qualified from MHA and MHA Graduates lead successful businesses which contribute to the growth and improvement of the industry.</p>
<p>Do you think establishing your business in Ireland gives you a competitive advantage?</p>	<p>Yes, establishing my business in Ireland provides a competitive advantage as there's a growing demand for high-quality hair extensions, and I have the expertise to meet that need.</p>
<p>How many jobs do you hope to create in the next 5 years?</p>	<p>5-8. My key planned hires include additional assessors, customer service personnel, additional trainers, marketing manager, sales people, distributors and PR company</p>

Pioneertown Productions – Jonathan Loughran	
Founder/s	Jonathan Loughran and Will Sliney
Short Biography for Founder/s	<p>Jonathan Loughran - Award winning producer and financier Jonathan Loughran is the LA and Ireland-based co-founder of Pioneertown Productions with world renowned Marvel comic book artist Will Sliney. Jonathan formerly ran Screen Ireland's LA office and was head of production and shareholder in Ireland's largest provider of soundstages Troy & Ardmore Studios until their \$100m acquisition by MBS & Hackman Capital in 2021.</p> <p>Jonathan has produced the TV series DRAW WITH WILL (Sky Kids) and WILL SLINEY'S STORYTELLERS (RTE), and the feature films WHAT IF? (2013, CBS Films) starring Daniel Radcliffe & Adam Driver, IFTA Best Film winner BLACK 47 (2018, IFC) starring Hugo Weaving, Barry Keoghan & Jim Broadbent, THE BURNT ORANGE HERESY (2020, Sony Pictures Classics) starring Mick Jagger & Donald Sutherland, THE SILENCING (2020, XYZ Films) starring Nikolaj Coster-Waldau & Annabelle Wallis, and WILD MOUNTAIN THYME (2021 Bleeker Street/Lionsgate) directed by Academy Award winner John Patrick Shanley starring Emily Blunt, Jamie Dornan, Christopher Walken and Jon Hamm.</p> <p>Upon completion of his Masters in Smurfit, Jonathan moved to LA with Enterprise Ireland where he looked after the entertainment portfolio of Irish companies in the live action film, TV, animation and gaming sectors including Cartoon Saloon, Brown Bag Films and Ardmore Studios. While running Screen Ireland's LA office, Jonathan helped attract over \$650m worth of productions to shoot in Ireland, and sold the remake rights to Irish shows including LOVE/HATE (Showtime) and DAN & BECS (Sony Television), and US rights to animated series SKUNK FU! (Warner Bros. Animation).</p> <p>Will Sliney - Award winning comic book artist and TV presenter Will Sliney is the Ireland-based co-founder of Pioneertown Productions. A world famous and critically acclaimed comic book artist Will has drawn some of the biggest comic books of all time including Spider-Man and Star Wars Will has produced and starred in the TV series DRAW WITH WILL (Skv Kids) and WILL SLINEY'S STORYTELLERS (RTE).His viral art movement #WEWILLDRAW was featured in The New York Times, BBC News, GQ, Vogue, IGN, CBC, CNBC.</p> <p>His published titles include: Amazing SPIDER-MAN, Spider-Man 2099, Superior Spider-Man, Scarlet Spider-Man, Avengers + X-Men, Fearless Defenders. STAR WARS - The Rise of Kylo Ren, STAR WARS - Galaxy's Edge, STAR WARS - Solo, DC Comics BATMAN BEYOND statue designer, PREMIER LEAGUE artist, with featured work for all of the top clubs, including a permanent piece at Everton's home ground Goodison Park.</p>
Founded	2021
About Your Company	<p>Pioneertown Productions is one of the world's leading kids' art entertainment companies based in Ballycotton, Co. Cork.</p> <p>With 2 successful TV series currently in production for the major broadcasters RTE in Ireland and Sky in the UK, we produce high end animation and live action TV series that are selling all over the world in key markets including Spain, Sweden, Australia, Thailand, Ukraine, Hungary, Indonesia, Hong Kong, Croatia among many others via the leading kids</p>

	content sales agent Cake Entertainment based in London. When in production Pioneertown employs over 40 people, with a core full time staff of 4.
Contact Details	Jonathan@PioneertownProductions.com 087 432 8406

Tell us more about your Business & Your Challenges

What are the 3 areas of opportunity for your business that you want to concentrate on during the event?	We're developing a new IP consisting of an animated kids tv series, and accompanying graphic novel and line of toys packaged with art tools and tutorial videos taught by world renowned artist Will Sliney.
What is your single biggest Challenge?	Developing and manufacturing our toy line to get it stocked in retailers such as Smyths Toys
What differentiates you and your business from your competitors?	We are an artist-led company with Will being one of the world's most successful comic book artists who has two shows selling internationally teaching children of all ages and abilities how to draw
How big do you dream for your business?	We believe we can own the arts and crafts aisle in every major toy store in the world given the global reach of our existing shows featuring Will as the presenter
Do you think establishing your business in Ireland gives you a competitive advantage?	Somewhat. There are good supports in terms of tax incentives and grant aid for newer businesses like ours, but no comparable companies given our niche focus on kids and art.
How many jobs do you hope to create in the next 5 years?	20+

Restore Innovation – Dr. Sarah Cosgrove	
Founder/s	Dr. Sarah Cosgrove
Short Biography for Founder/s	Following 18 years’ experience in the marine sector, my areas of interest include marine biodiversity and offshore renewable energy. I began my research career at the University of Galway (UoG), completing a BSc in Marine Science, followed by Ph.D. This was followed by postdoctoral research positions; the second of which took me to the University at Texas (UT) at Austin, USA. I resigned as Environmental Director from an Irish-based consultancy in 2023 to focus on establishing Restore Innovation.
Founded	2024
About Your Company	The mission of Restore Innovation Ltd is to support the offshore energy sector in identifying the ‘right-fit’ Nature-based Solution for an individual project site, and provide solutions for the autonomous, long-term monitoring of biodiversity. Nature-based solutions can help restore marine species populations and habitats impacted by development with the objective of enhancing local biodiversity. Our key services are all data-driven and include a platform which intelligently matches a Nature-Based Solution to a project site based on the criteria of both. Our marine planning tool tests the suitability of a solution, helping minimise both biological and economic loss upon deployment and we are now developing solutions to monitor, long-term, the positive impact of an integrated solution. This service can help bolster a wind-farm planning application and de-risk the project from an environmental perspective, helping to increase a project’s social acceptability and increase the responsibility of nature sustainability.
Contact Details	www.restoreinnovation.com +353874477836 Sarah@restoreinnovation.com

Tell us more about your Business & Your Challenges

What are the 3 areas of opportunity for your business that you want to concentrate on during the event?	The wider market potential, the timing of diversification given the adaptation potential of this business offering and the development of an export strategy targeting a global market. All of this while absorbing the learnings of more experienced entrepreneurs and their challenges faced.
What is your single biggest Challenge?	My single biggest challenge to date has been developing a robust model which supports the scalable potential of the business, including a pricing strategy for the international market.
What differentiates you and your business from your competitors?	We are first to market with a data-driven, innovative solution to support the planning of an offshore Nature-Inclusive Designs offering a more robust, time-efficient and cost-effective service.
How big do you dream for your business?	Big! The goal is to serve the global market and grow with industry’s needs for biodiversity enhancement planning and monitoring while continuously using best-in-class data sources and cutting-edge technology.

Do you think establishing your business in Ireland gives you a competitive advantage?	I think the start-up ecosystem in Ireland is incredibly supportive on a national scale and provides a fantastic foundation to launch a competitive business with ambition for export.
How many jobs do you hope to create in the next 5 years?	The goal is to create 12-15 jobs in the next 5 years, with further expansion upon successful growth in the international market.

Revelate Fitness – Chris Kenefick	
Founder/s	Chris Kenefick
Short Biography for Founder/s	Chris has worked in the fitness industry for over 12 years and identified a lack of technology to help coaches run classes in the gyms.
Founded	2022
About Your Company	<p>Revelate Fitness is an IT platform that runs gyms cardio and conditioning classes. Revelate is a 45-minute, low-impact, high-intensity cardio workout. It incorporates the use of rowing machines, bikes, and ski machines.</p> <p>Revelate is designed to challenge individuals at their own fitness level, providing a tailored workout experience every time, regardless of age or ability.</p>
Contact Details	<p>www.revelate.fitness</p> <p>0852284941</p> <p>chris@revelate.fitness</p>

Tell us more about your Business & Your Challenges

What are the 3 areas of opportunity for your business that you want to concentrate on during the event?	<p>How to scale a company internationally.</p> <p>Best ways to raise funding in the early stages of a startup.</p> <p>Best ways to build a strong brand.</p>
What is your single biggest Challenge?	Changing industry norms, Revelate is new so getting gyms to try something new and change habits is very challenging.
What differentiates you and your business from your competitors?	Revelate can integrate with existing gym equipment so the gym does not have a significant capital outlay to get the system setup.
How big do you dream for your business?	I want Revelate to a worldwide known fitness brand.
Do you think establishing your business in Ireland gives you a competitive advantage?	No, I find getting Irish businesses to support Irish startups very difficult.
How many jobs do you hope to create in the next 5 years?	50

Roamr – Stephen Dooley	
Founder/s	Stephen Dooley (CEO) & Jason O’Gorman (CTO)
Short Biography for Founder/s	<p>Stephen has spent 4 years researching how technology firms like Airbnb & Uber create trust and adoption as part of PhD Candidacy prior to starting Roamr.</p> <p>Jason is a technologist with 10 years experience building 3 startups in the Travel, HRIS and Hospitality Sectors. He has held roles across multiple startups and enterprises with experience from first engineer to interim CTO at Rentalmatics (rental asset tracking), Geopal (remote workforce productivity software) and Cloudbeds (hotel bookings platform).</p>
Founded	2022
About Your Company	<p>Roamr helps companies save 30% on corporate travel accommodation by paying their employees instead of hotels. They incentivise employees to host and stay with one another when travelling for work and redistribute the budget that would have been spent on hotels between the host & guest as a new income opportunity and the company saves the rest. In a world where we are seeing increasingly distributed workforces and rising costs of travel accommodation teams need to be together regularly but the cost is becoming prohibitive.</p> <p>Roamr have got customers in the EU and the US and users in 83 countries. Having secured partnerships with some of the leading players in the Future of Work like Deel, Oyster and Remofirst. Backed by a list of incredible, domain expert investors they are disrupting the \$1.3Trn travel market with a category creating value proposition by “Paying Employees, Not Hotels”.</p>
Contact Details	<p>https://www.roamr.org/ 0872338248 Stephen.dooley@roamr.org</p>

Tell us more about your Business & Your Challenges

What are the 3 areas of opportunity for your business that you want to concentrate on during the event?	<ol style="list-style-type: none"> 1) Customer Acquisition 2) Customer Activation/Onboarding 3) Building a high-performance team
What is your single biggest Challenge?	Increasing usage
What differentiates you and your business from your competitors?	There is little incentive in place when choosing between staying in a hotel or Airbnb for work trips. With Roamr, you get paid 30% of the nightly budget and you create that financial opportunity for a team member. You get to connect with colleagues and the company drives culture.

<p>How big do you dream for your business?</p>	<p>We're globally ambitious by default. Our vision for success is that when people are travelling they are thinking "Will I book a Roamr , hotel or Airbnb".</p>
<p>Do you think establishing your business in Ireland gives you a competitive advantage?</p>	<p>There are definite benefits to being based here, especially when you are focused on selling to technology companies. Many of our ICPs have an EMEA HQ here or at least a European presence. We've got our eyes on global expansion so we're nestled nicely between the US and the EU here but need to have an export focus as the island is small and there's a lot more opportunity abroad.</p>
<p>How many jobs do you hope to create in the next 5 years?</p>	<p>That's hard to predict but we look up to companies like Intercom & Stripe and think why not us? Cork has seen a huge boom in our space too with the likes of Teamwork, Worvivo, Poppulo and Global Shares who've all created hundreds of jobs so let's follow their lead and do the same and more.</p>

Sligo Oyster Experience – Aisling Kelly Hunter & Kevin Kelly	
Founder/s	Aisling Kelly Hunter
Short Biography for Founder/s	Aisling spent years studying and working abroad before returning to her roots and settling in her hometown, Sligo. When she returned Aisling opened a café named WB’s Coffee House in 2014 located in the premises which used to be the family pub named The Punchbowl opened by her father Kevin in 1968. It was when Aisling met her now husband Glenn who is an oyster farmer she was first introduced to oysters and it is from here she developed her love for all things oysters! After almost 4 years in business and bringing all her experience on a professional level and her personal connections together Aisling developed the Sligo Oyster Experience in 2018 after spotting a niche in the market.
Founded	2018
About Your Company	<p>We bring the customer on the journey of not only Sligo oysters but our journey in business and how it led to creating oyster farm tours and tastings in our café WB’s Coffee House.</p> <p>“Oysters are graded according to size for the fresh market. However, some oysters can have shells that are shaped in a way that’s unsuitable for sale on the market – they might be too big or too small - but still hold high quality meat. This is where my idea of pickling oysters emerged; removing them from their shells and using water mint and lemon balm balsamic ingredients to complement their sharp briny and rich taste.” This gives the customer another way to enjoy oysters.</p>
Contact Details	<p>www.sligooysterexperience.ie</p> <p>aisling@sligooysterexperience.ie</p>

Tell us more about your Business & Your Challenges

What are the 3 areas of opportunity for your business that you want to concentrate on during the event?	<p>Pricing</p> <p>Markets</p> <p>Growth</p>
What is your single biggest Challenge?	Time
What differentiates you and your business from your competitors?	Sligo Oyster pickle is innovative new product using oysters from our farm
How big do you dream for your business?	I think Sligo Oysters can reach heights I can’t imagine yet but I would love to sell to niche premium markets
Do you think establishing your business in Ireland gives you a competitive advantage?	Yes it is a small island and entrepreneurs love to help
How many jobs do you hope to create in the next 5 years?	Not sure yet

Sports Impact Technologies – Eóin Tuohy	
Founder/s	Eóin Tuohy
Short Biography for Founder/s	Eóin Tuohy has a background in mechanical engineering with a BSc in Mechanical Engineering and an MEng in Mechanical Engineering and Business both from UCD. He previously worked at the European Astronaut Centre in Cologne, Germany, developing medical devices and wearables for space flight. Eóin is GAA football player and an avid rugby fan.
Founded	2022
About Your Company	<p>Sports Impact Technologies is developing a sports wearable to detect all head impacts as they happen.</p> <p>Undetected head impacts in sports lead to prolonged recovery times and potential long-term health issues for athletes. Our sports-agnostic, player-agnostic wearable device detects all head impacts in real-time, allowing for immediate intervention and better-informed decisions about player safety.</p> <p>Our solution stands out by being both sport and player agnostic, affordable, and ready to use out of the box. Unlike our competitors, we offer real-time data transmission, comply with the latest safety guidelines, and provide a unique skin-mounted solution that doesn't require gumshields or helmet mounting.</p> <p>We are currently pre-revenue. We have an MVP developed and have completed field tests. We have submitted a patent with the UK patent office and an international patent application with the PTO. We will be conducting unpaid pilots with clubs next month.</p>
Contact Details	<p>sportsimpacttechnologies.com</p> <p>+353 87 214 9335</p> <p>eoin@sportsimpacttechnologies.com</p>

Tell us more about your Business & Your Challenges

What are the 3 areas of opportunity for your business that you want to concentrate on during the event?	<ul style="list-style-type: none"> - Gaining initial customers - Becoming an adapted solution/the suggested solution by sporting bodies - International Expansion (UK & US)
What is your single biggest Challenge?	<ul style="list-style-type: none"> - International Expansion (UK & US) - Currently, product development in that it needs to be done quickly but the path to do so is clear. - Outside of that, it is figuring out the best business model (B2C, B2B2C, HAAS, SAAS (hardware free)) and focusing on the most likely.
What differentiates you and your business from your competitors?	Our solution is both sports and player agnostic (worn in any sport and by any player). In the short term, our solution is also real-time. But it is ultimately that we are the scalable solution to the problem

How big do you dream for your business?	I honestly can see it being a global business with the solution being recognised in all impact sports and beyond sport.
Do you think establishing your business in Ireland gives you a competitive advantage?	Yes. We have a unique sport ecosystem here with some of the world leaders in sport, sport research, and sport business. Pairing this with the supports, talent, and international links, I deem it to be ideal.
How many jobs do you hope to create in the next 5 years?	Over 54

VBOX Ltd. – Mark Sorensen & Sam Sorensen	
Founder/s	<p>Mark Sorensen – Technical Director & Founder</p> <p>Sam Sorensen – Business Development & Co-Founder</p> <p>Elaine Sorensen – Director & Co-Founder</p>
Short Biography for Founder/s	<p><u>Mark Sorensen</u> With over 30 years experience in the ICT & Pharmaceutical sector, Mark has spearheaded the creation and development of VBOX. Having worked extensively in multinational machine & system projects, Mark has fostered client relationships and played a critical role in the vision for VBOX. Mark continues to focus on customer service, and technical sales strategies until the company’s first senior technical sales role is fulfilled.</p> <p><u>Sam Sorensen</u> Sam focuses on driving VBOX’s international expansion in the manufacturing industry. With a background in International Business, Business Informatics, and prior experience working at SAP, Sam has helped introduce VBOX in Germany, Switzerland, Italy, and the USA. He is currently pursuing a part-time MSc in Strategic Quality Management and Lean Sigma Systems. He is actively involved in product development, while also leading ISO certification, aiming to enhance operational efficiency and drive future growth.</p> <p><u>Elaine Sorensen – (Not attending EE 2024)</u> Elaine brings decades of experience in Sales & Marketing. She has been instrumental in building key partnerships and negotiations, brand development, and business positioning. She is strategic in establishing new opportunities/markets, funding, product vision to execution, and aligning with industry organisations to maximise VBOX’s future growth.</p>
Founded	Registered in 2013
About Your Company	<p>VBOX is an innovative technology, and family-run Irish Start-Up, which accelerates time to production for the manufacturing industry. VBOX was initially registered in 2013, and underwent rigorous testing in the pharmaceutical industry for almost a decade until its launch in 2022, after the pandemic highlighted the advantages of remote integration capabilities.</p> <p>VBOX is a Remote Portable Secure Network Solution, which enables network integration issues to be identified and resolved much earlier in projects, pulling in time-to-production for the client. VBOX shortens lead time, boosts revenue, cuts travel, reduces carbon footprint, and increases productivity & efficiency.</p> <p>VBOX has been used throughout Europe and just recently the US. As an enterprise with a global focus, VBOX supports LEAN, Industry 4.0 & 5.0, Digitalisation and Sustainability objectives. VBOX continues to work with IMR, FxC, IDEAM, SFTG, EI, LEO and AxisBIC.</p> <p>In mid-October 2024, VBOX will attain ISO 9001 & 27001 certification.</p>

Contact Details	Website: www.vbox.ie Tel: 061 57 7777 Email: info@vbox.ie LinkedIn: https://www.linkedin.com/company/vbox-ltd
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Tell us more about your Business & Your Challenges

What are the 3 areas of opportunity for your business that you want to concentrate on during the event?	Investment/Funding Mentorship Pitch Advice
What is your single biggest Challenge?	IEC Certification and funding. The European Commission has enforced NIS2 recently which requires us to attain cybersecurity (IEC62443) certification at cost of approx. €110k. No government funding is available. In addition, although we launched in 2022, since VBOX was incorporated in 2013 when Mark was initially inspired to develop the concept, we have been negated from all Enterprise Ireland HPSU funding supports. These two major challenges have been a major barrier to our growth. As a result, for the first time, we are seeking investment.
What differentiates you and your business from your competitors?	There is no other product similar to VBOX on the market that provides portable secure connectivity. Unlike Remote access technologies, VBOX targets the project build stage before live production, enabling seamless remote integration of systems and machines ahead of delivery. VBOX is built around simplicity, functionality and ease of use. No reconfiguration of systems is required. VBOX enables multiple machines & systems to be remotely connected, through point-to-point & point-to-multipoint end-to-end encryption.
How big do you dream for your business?	Our vision is that VBOX is a ubiquitous tool for Systems Integration Testing in automation projects across the global manufacturing industry.
Do you think establishing your business in Ireland gives you a competitive advantage?	Yes, we believe establishing our business in Ireland provides a competitive advantage due to the extensive government-led support for businesses. Ireland has a good reputation for innovation and highly skilled workers. This increases our credibility when approaching international customers.
How many jobs do you hope to create in the next 5 years?	32 by Year 5