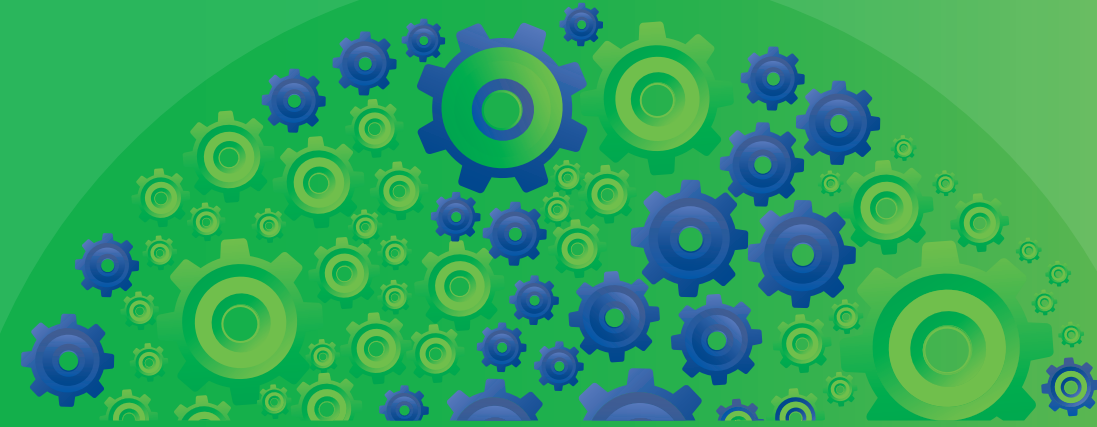
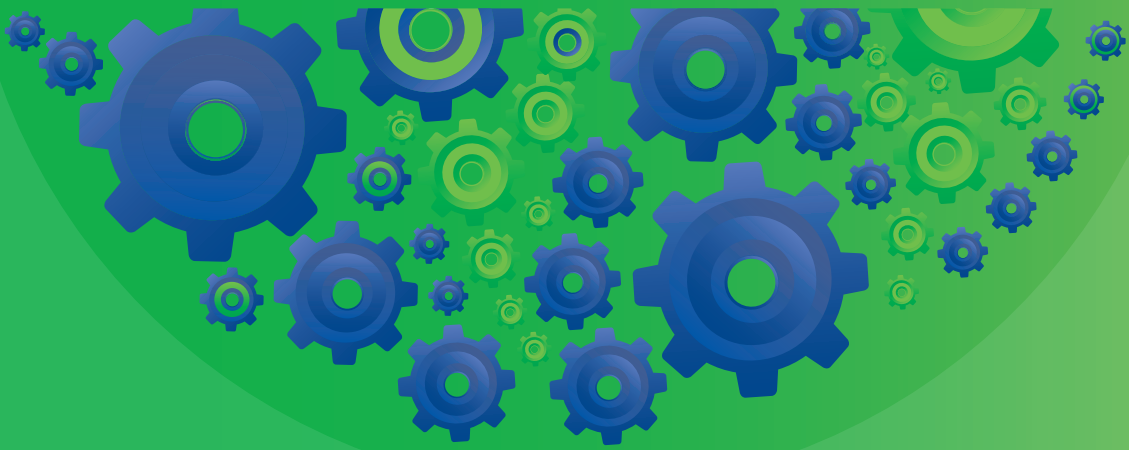


#EIBigideas



BIG IDEAS

INVESTOR-READY START-UPS



2017

 **ENTERPRISE
IRELAND**

INSPIRING GLOBAL AMBITION

Government supports Big Ideas

The Irish economy has staged a significant recovery since the dark days of a decade ago. However, to thrive into the future, a pipeline of indigenous innovative business ideas is essential. The work carried out by Enterprise Ireland in development of start-up businesses is an essential part of the Government's support in this area.

Researchers and entrepreneurs who have the ability to develop new products and services derived from research into new technology are vital to our country. Enterprise Ireland brings such a set of companies to showcase at the Big Ideas event, providing the ideal platform for investor-ready start-up companies.

Whatever your role at this event – you are welcome and you are important. Whether you are a researcher with a big idea; an entrepreneur with the skills needed to develop a business; an investor with the ability to fund a big idea; or a public servant playing matchmaker to all the others, you have a vital role to play.

We have great abilities in Ireland and the Government wants you to understand that support is available and appropriate for whatever stage you are at with your product or service. I look forward to meeting you at this great event – Big Ideas 2017.




John Halligan

Minister of State for Training, Skills and Innovation

Big Ideas are exciting

Enterprise Ireland understands the process of turning academic research into a viable business. We also understand that it isn't an easy process – but it has great rewards when it works. Our starting point tends to be with the Technology Transfer Offices at the academic institutions. We can provide incubation facilities, guidance, mentoring and have several supports providing finance. Perhaps even more important than any of those individual supports, Enterprise Ireland's commercialisation team brings experience of the process and knowledge of each aspect of the process to the table. When that process is successful, Enterprise Ireland can help again through our network of client companies, our access to multinational companies, and our offices in global markets.

In this booklet you will read of some of the companies that have developed their own big ideas. They are investor ready now, having been through that initial process of getting their product or service ready. Now they need to move to the next stage. There are profits to be made from the ones that get it right and Big Ideas 2017 is a great place for investors to assess the viability of these companies.

Big Ideas 2017 is a very exciting place to be. We hope you find ideas that will interest you.




Julie Sinnamon,

Chief Executive Officer, Enterprise Ireland

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LUCY O'KEEFFE

What problem are you solving and what is innovative about your approach?

CroíValve is developing a safe, effective, minimally-invasive and easy-to-deliver medical

device to significantly reduce tricuspid regurgitation (TR) in patients who are high risk for surgery.

TR occurs when the tricuspid valve in the heart does not close properly, allowing blood to leak into the right atrium. It significantly impacts mortality, risk of cardiovascular events and quality of life. Currently, 550,000 patients develop this disease in the US and Europe alone every year, but less than 1% receive surgical treatment, as it is deemed too risky.

Lucy says: "Our proposed technology is safe, durable, cost effective and technically straightforward to implant. The innovative elements of this solution are that it works in tandem with the native valve and uses existing interventional techniques for delivery. The resulting procedure is safe and easy to execute".

How is this idea commercially attractive?

This programme has the right inputs of an unmet clinical need, a proprietary novel concept based on years of interventional procedures and a great team, with early-stage medical device development experience and active clinical expertise.

There is no commercially-available treatment for TR for patients who are too high risk for surgery. There is a significant market opportunity for any technology that can treat this cohort, and it will have a huge impact on their quality of life. The easy-to-delivery CroíValve solution will ensure widespread adoption, thus ensuring realisation of the full market potential.

The price point of a percutaneous tricuspid repair device would be €20,000 per device, with an expected global market size of approximately €3bn. Additionally, this would ensure a value-based healthcare offering, with a saving to the healthcare system of the €20,000 per year currently spent on hospitalisations treating these patients.

What do you hope to achieve by participating in Big Ideas?

CroíValve is seeking significant additional funding for our spin-out company to undertake a first human clinical trial.



TARA CASSERLY

What problem are you solving and what is innovative about your approach?

It is estimated that 2-5% of global GDP is money laundered every year. Financial institutions are

obliged to make best endeavours to ensure that dirty money does not enter financial systems and, if it does, that it is promptly identified and reported to the authorities. Despite huge investments in anti-money laundering (AML) programmes, banks have in recent times been subject to massive fines.

Durrus Compliance has two diagnostics and an AML maturity model to offer this market. The combination of the two diagnostics provides a complete AML process and cultural picture helping to mitigate AML risk. The AML maturity model leverages the output from the diagnostics and directs and enables effective remediation. It is legally important that financial institutions have a strong AML culture embedded in their organisations, but finding a way to effectively measure culture and discover a successful way to develop a documented understanding of the prevailing AML culture in any organisation has proved elusive. Durrus has adapted a framework that NASA uses to measure hazy concepts like 'quality' and found that the same methodology could be applied to assess AML culture.

How is this idea commercially attractive?

The company offers a rapid, cost-effective and innovative approach to reducing AML risk.

Tara previously worked as a management consultant, before being approached to work on the project to ensure there was a business focus and applicability to the research.

Tara says: "AML is now a huge market, with commentators expecting AML programmes globally to cost in the region of \$8-10bn in 2017. There is currently a huge market for organisations looking for a low-impact and low-cost way to demonstrate to regulators that their processes are effective and that they have the right culture embedded".

What do you hope to achieve by participating in Big Ideas?

Durrus is looking to avail of the excellent networking opportunities Big Ideas offers with other researchers, start-ups and investors.



Electrical Analytics



BARRY MURPHY

What problem are you solving and what is innovative about your approach?

Transformers on the Irish power grid are, on average, over 30 years old. Electrical Analytics has developed a retrofit device that attaches to existing electrical transformers and performs real-time analysis on the health of the transformer and quality of the power. This analysis allows customers to prioritise maintenance and upgrades, better model their networks, and helps improve efficiency of the electrical grid. Low carbon technologies such as electric vehicles and distributed renewable energy sources have a destabilising effect on the power grid, and utilities have little to no monitoring at the low-voltage level. Electrical Analytics' solution provides this monitoring at a low cost and gives actionable intelligence to the grid operator. All aspects of the system have been designed in house using commodity hardware, giving the team the flexibility to tailor its system to a customer's specific needs. The company has designed its system from the ground up to be simple and quick to install, since the cost of installation is a major barrier to widespread adoption.

How is this idea commercially attractive?

The use of low carbon technologies is on the rise, and grid operators are increasingly aware of the need for monitoring. The low-voltage distribution transformers that Electrical Analytics is targeting make up the largest category of assets operated by utilities. In Ireland alone, there are over 20,000 ground-mounted distribution transformers. It has been impractical before now to monitor such a large number of assets; however, the development of microprocessor technology in recent years has made possible much more widespread, distributed monitoring and analysis. All this translates to a large accessible market, with a drive from customers and regulators to adopt technologies such as Electrical Analytics'.

What do you hope to achieve by participating in Big Ideas?

Barry Murphy and Prof. Igor Shvets wrote the Enterprise Ireland Commercialisation Fund application together in 2013 for their idea to improve monitoring of the national power grid. Big Ideas will be the first major event for the project. Barry said: "I would like to get to know the current commercialisation landscape and meet potential partners in the energy space".



FarmEye



EOGHAN FINNERAN

What problem are you solving and what is your approach?

FarmEye is a software system which forms a digital chain of custody from the soil, to the plant, to the animal, to the dinner table. FarmEye allows the user to easily maintain and analyse a digital record of the soil management and nutrition for every field on their farm. It is an easy-to-use, highly-visual, map-based system for use on laptop, desktop and smartphone. The software solves problems for two main groups of customers: agribusiness corporates, and agriculture and environmental consultants. For agribusiness corporates, such as dairy processors and grain merchants supplying distillers and breweries, FarmEye provides them with a digital traceability chain from the supermarket back to the field of origin. This allows them to confidently state the provenance and environmental sustainability of the products they are selling. For agricultural and environmental consultants, the software provides them with the means to manage and authenticate the environmental sustainability of the nutrient management of every field on their clients' farms. They need this to ensure farmers remain compliant with EU environmental directives, and save money by applying only the required nutrients via fertilisers.

How is this idea commercially attractive?

Managing and making sense of digital field-level data represents the next major step in the development of global agriculture. Agribusinesses worldwide could significantly simplify their farm nutrient management, while simultaneously recording the provenance and environmental sustainability of their production systems by using FarmEye.

What do you hope to achieve by participating in Big Ideas?

Eoghan Finneran initially became involved as an agricultural consultant contracted to provide commercial guidance to the project in NUI Galway. Eoghan says: "Big Ideas has the potential to introduce FarmEye's novel technology to a broader audience. We aim to gain insight from other high-potential start-ups and to develop relationships with further potential investors and partners".



FarmHedge



JOHN GARVEY

What problem are you solving and what is innovative about your approach?

FarmHedge is an online agribusiness platform which allows farmers to co-ordinate their purchasing activity with other farmers in a low cost and flexible way. This also lowers barriers for agribusinesses to reach farmers in new markets. John Garvey drafted the idea for commercialisation funding and was principal investigator leading the development of the idea, and sees it as helping to address three problems.

Problem 1: agribusinesses incur relatively high sales costs as they seek to co-ordinate purchases for local groups of farmers.

Problem 2: new entrants often hold less information than established market players and this creates a barrier for them, as they must commit large resources to reach a minimum critical volume of sales.

Problem 3: farmers are vulnerable to local agribusinesses and they do not have an efficient mechanism to co-ordinate their purchasing decisions with other local farmers.

How is this idea commercially attractive?

Suppliers can create farmer groups and incentivise farmers to co-ordinate their purchasing behaviour. This reduces sales costs, improves suppliers' data on purchasing behaviour and lowers barriers to entry into new markets. FarmHedge connects multiple suppliers to a population of farmers in a unique way. Farmers have the benefits of volume-based discounts on farm inputs. There is no cost to farmers when joining the platform by downloading the FarmHedge app. FarmHedge produces a weather app that syncs with the agribusiness function and this allows the platform to reach a minimum population of farmers and can scale across markets (Europe, US). This solves the typical 'chicken-and-egg' challenge that is associated with managed services providers (e.g., Airbnb). Suppliers are interested in reaching this initial population of farmers and by publishing transactions on the platform they are pulling more farmers towards the platform.

What do you hope to achieve by participating in Big Ideas?

By taking part in Big Ideas, FarmHedge hopes to generate awareness of the platform to add to the existing user population. The company also wants to connect with investors who have an interest in the agritech space and recognise the value proposition of improving information flow in the agribusiness market.



FINOLA CLIFFE

What problem are you solving and what is innovative about your approach?

Hooke Bio has developed a microfluidic system, Enigma, capable of combining biological material with compounds in a huge variety of combinations, which is particularly useful for drug screening. The nature of the system means that, for example, cell and compound interaction takes place in a droplet with a volume of approximately half a microlitre, thereby lowering reagent and consumables costs. The rotor-based system allows an almost unlimited number of drug and cell combinations to be generated. Enigma can be integrated into existing robotic testing facilities or installed as a stand-alone system. The platform is highly flexible, and the functional output of the combinations can be adjusted to the user's requirements.

How is this idea commercially attractive?

Finola explains that high-throughput screening (HTS) has become a standard method for drug screening in the pharmaceutical industry: "The main goal of the HTS technique is to accelerate drug discovery by screening large compound libraries at a rate that may exceed a few thousand compounds per day or per week. Hooke Bio's Enigma can undertake such screening without the limitations associated with traditional methods such as robotic arms".

Finola began on the first of two Enterprise Ireland Commercialisation Fund projects in 2014. It was through this avenue that the concept of Enigma was developed and nurtured to a fully-operational microfluidic system by the Hooke Bio team. Hooke Bio consists of a multidisciplinary team of engineers and scientists.

The Enigma system is a disruptive technology that can address the HTS need in the pharmaceutical industry. It is highly adaptable as the functional output of the combinations can be adjusted to the user's requirements.

What do you hope to achieve by participating in Big Ideas?

This is an opportunity to engage with the investor community, to garner support for the company and to possibly obtain some positive media coverage.

Lean Canvas Model

We strongly recommend that Principal Investigators (PIs) and researchers develop familiarity with using the lean canvas (or similar) framework as a relatively quick and easy way to capture the key elements in a repeatable and scalable business model.

PRODUCT

Problem

Top 3 problems

Solution

Top 3 features

Unique Value Proposition

Single, clear, compelling statement that states why your product is different and worth buying

Key Metrics

Key activities you measure

Cost Structure

Customer Acquisition Costs
Distribution Costs
Hosting
People, etc.

Rather than relying exclusively on large documents that go out of date quickly, you can use the lean canvas as a means to quickly track how you validate/invalidate your assumptions at each stage of the commercialisation process. Ideally, you should start with the 'Customer Segments' and 'Problem' boxes first before moving onto the other boxes. At different stages, different boxes will be filled and others will

remain empty - until you can fill all boxes. Completion of the canvas in and of itself is not the goal - the goal is to use the canvas as a scorecard to measure your real-world customer/business model validation activities and outcomes.

You will find useful instructional content online, e.g., on YouTube, Udemy and SlideShare, which will help you to start using the lean canvas approach.

MARKET

tion

r,
message
why you
t and
ng

Unfair Advantage

Can't be easily copied or bought

Customer Segments

Target customers

Channels

Path to customers

Revenue Streams

Revenue Model
Life Time Value
Revenue
Gross Margin

LATCHMEDICAL



SEAMUS MORRIS

What problem are you solving and what is innovative about your approach?

Latch Medical's initial product (Relialoc) is a wound closure device which will offer an

alternative to sutures and staples. The device has been developed thanks to the company's novel tissue anchor, which can be used in a wide range of clinical applications. Subsequent products will include catheter anchors, biosensor applicators and drug delivery devices.

Wound closure is a time-consuming part of surgery. It can also be technically demanding to achieve optimal wound closure. Conventional techniques utilise sutures or staples which penetrate to the deep dermal layer of the skin. This causes damage to the soft tissues predisposed to scarring and infection. Relialoc allows for rapid, reproducible, robust wound closure. This is achieved utilising micro-needle technology to achieve stable fixation in the superficial layers of the epidermis.

How is this idea commercially attractive?

Principal Investigator on the research project and Consultant Orthopaedic Surgeon at the Mater Hospital, Seamus says: "The global wound closure market is worth in excess of €6bn per annum. The Relialoc device aims to disrupt the conventional surgical wound closure market".

Surgical theatre time is an expensive commodity, estimated to cost €50 per minute. Surgical wound closure on average takes one minute per 1.5cm of wound closed. Relialoc aims to decrease the time taken for skin closure by 80%, thus increasing case throughput in the operating theatre. The product aims to diminish post-operative infection and wound discharges, which can lengthen a patient's hospital stay by optimising soft tissue wound closure.

What do you hope to achieve by participating in Big Ideas?

Latch Medical aims to gain broad exposure to the medical technology sector and access to potential future investors.



LIQUIDEDGE



STEVEN DAVY

What problem are you solving and what is innovative about your approach?

LiquidEdge is a Wi-Fi analytics platform and aims to transform business Wi-Fi from a cost

into a revenue-generating tool. The tool simplifies the control and use of Wi-Fi so that businesses can understand customer behaviour and use that to maximise the impact of their marketing campaigns.

Businesses dealing with the public today are not getting value from their Wi-Fi, says Steven: "They see it as a cost, as part of the business infrastructure. There is a tremendous opportunity for Wi-Fi to be used as a tool to understand and engage with customers, ultimately driving top line revenues for businesses". As part of his PhD research at Waterford Institute of Technology, Steven focused on making Wi-Fi networks actually work to improve business operations. This required research into how these networks could automatically adjust their configuration to suit business needs. The resulting intellectual property is at the core of LiquidEdge, which won Enterprise Ireland Commercialisation Funding to bring the technology to market.

How is this idea commercially viable?

Currently, many businesses have invested in Wi-Fi networks to meet the demands of a data-hungry society, who in all likelihood will continually demand faster and faster Wi-Fi. LiquidEdge's technology can be instantly activated onto existing Wi-Fi networks, enabling businesses to understand customer behaviour, dwell time, profiles, loyalty and more, which will improve the effectiveness of personalised marketing campaigns.

What do you hope to achieve by participating in Big Ideas?

In Big Ideas, LiquidEdge is seeking seed round investment from investors to expand partnerships into the UK, and to further deepen the technology development. Steven hopes to make contact with like-minded and knowledgeable investors who can help to accelerate this.

OmniSeal



JONATHAN BOUCHIER-HAYES

What problem are you solving and what is innovative about your approach?

OmniSeal is an innovative medical devices company looking to expand through Big Ideas.

The OmniSeal introducer sheath is the next generation in large-diameter femoral artery access devices. It combines the OmniSeal haemostasis valve with advanced flexible sheath technology, to allow the safe and easy delivery of large-diameter vascular devices into the vascular system through the femoral artery.

This addresses major problems with current introducer sheaths, such as blood loss due to back bleeding through the haemostasis valve of the sheath, and difficulty in pushing devices through the valve. The OmniSeal haemostasis valve is designed to minimise blood loss by sealing around a large range of wires and catheters, including multiple devices at the same time.

How is this idea commercially attractive?

The initial spark for the company came when Jonathan participated in the Enterprise Ireland-supported BioInnovate Ireland programme, where he observed that there was an unmet clinical need for a better device to allow the safe and easy delivery of large-diameter vascular devices through the femoral artery. The transfemoral delivery of large-diameter vascular devices is increasing significantly, with developments in heart and vasculature system repair, along with other new technologies. The market for large-diameter introducer sheaths is estimated to be in excess of \$300m. The OmniSeal introducer sheath is a next-generation technology that will gain significant share in this fast-growing market.

What do you hope to achieve by participating in Big Ideas?

At Big Ideas, the company hopes to connect with potential investors, as it is planning to raise seed funding to finalise the development and begin commercialisation of the OmniSeal introducer sheath.

SELIO



COLM MCGARVEY

What problem are you solving and what is innovative about your approach?

The SELIO system is designed specifically to address lung biopsy-related collapsed lung

(pneumothorax), the most common cost and complication post lung biopsy. CT-guided transthoracic needle biopsy (TTNB) is the gold standard for lung cancer diagnosis and evaluation. A pneumothorax is caused by the needle puncturing the lung during a TTNB. Air leaks through the hole to in between the lung and chest wall, pushes on the outside of the lung and causes it to collapse.

All previous attempts to tackle this problem have focused on plugging the needle tract in the lung post biopsy and have proven ineffective. SELIO is revolutionary as it forms a temporary pleural seal pre biopsy. The biopsy is carried out through this airtight seal, preventing a pneumothorax during and after the biopsy procedure.

SELIO will prevent pneumothorax during a percutaneous lung biopsy and thereby reduce patient morbidity, eliminate unnecessary clinical intervention, and significantly reduce health provider and insurer costs.

How is this idea commercially attractive?

SELIO requires only a simple two-minute procedure, which enables clinicians to carry out a vital diagnostic procedure without the risk of a major complication, saving the patient significant pain and discomfort, and saving the healthcare system considerable cost.

Clinicians across the world have confirmed that many patients who require a lung biopsy do not currently receive one due to the risk of a pneumothorax, and that they would carry out significantly more lung biopsy procedures if there was a method of avoiding this complication. With over 1m lung biopsy procedures carried out globally each year, there is a large and rapidly-increasing market for SELIO.

What do you hope to achieve by participating in Big Ideas?

Colm believes Big Ideas represents a fantastic opportunity to promote SELIO and to create market interest in the company's technology: "We require investment in this company and relationships with partners to further develop the technology, bring it to human clinical trials and onto commercialisation".

Commercial case feasibility

If you are trying to establish the commercial opportunity for a specific piece of technology that you are working on, then you should consider commercial case feasibility (CCF) support. CCF is a mechanism for accessing external assistance to independently assess and investigate: (1) whether an early adopter customer can be identified; and, (2) the customer evidence that the technology/product (if built) has the potential to solve a real customer problem in a way that is commercially promising.

CCF support will allow you to hire an external consultant to identify, and then engage with, organisations/individuals that represent your current assumptions around who your early adopter customers might be. You should hire an external consultant who has the relevant commercial experience to: (1) help you map out your assumptions about the customer and the problem they are trying to solve; and, (2) then conduct customer discovery and customer development type interviews.

The consultant you hire should identify and then recruit the right people in the right volumes (e.g., 30+) for interview. From those interviews, they should help you unearth and validate the customer's problem to be solved.

We strongly recommend that you actively participate in those customer interviews alongside the external consultant so that you develop an insight into your potential customers.

The customer interviews are the core activity of a commercial case feasibility; other activities that are also covered include:

- top down market analysis and validation;
- competitor and IP/patent analysis;
- investigating potential routes to exploitation to the economic benefit of Ireland;
- understanding relevant regulatory issues or other barriers/hurdles to commercialisation; and,
- creating a small demonstration or early prototype.

A commercial case feasibility engagement should take about three months.

Recommended reading: *Lean Customer Development – Build Products Your Customers Will Buy* by Cindy Alvarez.

Commercialisation fund

If you are a researcher in the third-level sector in Ireland who is committed to developing your technology/product/service further – because you ultimately want to see it having a positive real-world impact on your customers/end users – then you should consider the commercialisation fund to support you in your efforts.

The commercialisation fund will provide you with hard (financial) and soft (commercialisation expertise and access to industry and to investor networks) supports to:

- further develop your prototype/technology;
- test the need for, and usage of, the product with your presumed early adopter customers;
- in collaboration with your Technology Transfer Office (TTO), identify the best mechanisms to protect your intellectual property;
- build a technical founding team that de-risks future product development challenges; and,
- attract a commercial lead (e.g., Business Partner) who will work with you (ideally during, and also after, the commercial fund phase) to figure out and manage challenges as a prospective spin-out company.

All proposals will be evaluated based on the following assessment criteria:

- level of innovation and technical feasibility;
- size of the market opportunity and level of customer validation;
- the degree to which the exploitation plan (spin-out versus licensing) can be localised in Ireland and how well that is set out in the proposal; and,
- the quality and skillset of the project team – can they build it? But also whether the team recognises where there are gaps (especially if a spin-out route is proposed and a founding team will be required) and how they plan to fill those team gaps.

We recognise that the commercialisation of an early-stage technology/product is very challenging – that's why we have a range of supports and advisers to help you at each step of the process.

For more details on the terms and conditions of applying for commercialisation funding please consult the Enterprise Ireland corporate website.

Mentor support

If you are a Principal Investigator working on an existing commercialisation fund project – which is on a spin-out trajectory – it may be possible for you (in consultation with your Enterprise Ireland commercialisation specialist) to avail of the support of an Enterprise Ireland mentor.

Enterprise Ireland has an established Mentor Network comprised of senior executives drawn from all sectors with proven business skills in research and development, fund raising, team building, strategy, operations, and sales and marketing.

A mentor is an individual who can give you guidance and support on how you can improve your skills to address commercialisation and spin-out challenges during your commercialisation fund project. The mentor can meet you up to a maximum of ten times over a six- to 12-month period – and the cost of this engagement does not impact in any way on your existing commercialisation fund budget.

You will need to work with your Enterprise Ireland commercialisation specialist to specify the kind of mentor support you really need; you will then be provided with a shortlist of potential mentors from which you are expected to choose one.

A mentor, in this case, is someone who will listen to the issues that concern you most, and help you work out and prioritise those issues for yourself as you try to drive your commercialisation fund project towards spin-out.

If mentor support is of interest to you, please contact your EI commercialisation specialist for further information.

Business Partners Programme

Our experience shows that the involvement of experienced entrepreneurs in the founding teams of third-level spin-out companies can be a determinant of success. The Business Partners Programme matches experienced entrepreneurs with technically talented co-founders.

If you are a PI

If you are looking for assistance from someone with commercial skills to help figure out whether there really is the basis for a commercially viable business in your technology/product – then you should be interested in the Business Partners Programme. This Programme provides support so that you and the Business Partner can test (over a period of three to six months) how well you get on together. If this is of interest please contact your technology transfer office and Enterprise Ireland commercialisation specialist.

If you are a potential business partner, we are looking for the following profile:

- a strong commercial track record and excellent business credentials;
- a founder's mentality and ability to work collaboratively with co-founders around an uncertain commercialisation path;
- ideally, previous technology start-up and founding leadership experience;
- capacity to personally invest and/or leverage equity investment by others;
- ability to validate (de-risk) commercial opportunity from early-stage technologies;
- ability to ramp up time commitment as required and stay on board at least through initial equity funding rounds;
- vision to transform new (unproven) technologies into commercially sustainable, investible businesses; and,
- ability to figure out and articulate strategy, business model and path to market.

What funding or support is on offer for Business Partners?

Once an individual has identified a particular project, a grant of up to €20,000 is available to cover a portion of the costs. When appropriate, introductions to the High Potential Start Up (HPSU) team within Enterprise Ireland will take place.

How do I apply?

Contact: businesspartners@enterprise-ireland.com to begin the conversation.



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