



New Frontiers Showcase Event: Cork (Rubicon Centre)

 3RD MAY 2018



Showcase events are a significant milestone for New Frontiers participants. It's a chance to bring their startup to the attention of local business people, and potentially benefit from the added exposure that comes from winning one of the awards on offer.

The Rubicon Centre (Cork Institute of Technology) held its showcase on Tuesday, 24th April at the Millennium Hall, City Hall, Cork. Joining the 13 New Frontiers graduates were Deputy Lord Mayor of Cork, Cllr. Fergal Dennehy; Martin Corkery, Regional Director Enterprise Ireland; Dr Barry O'Connor, President of CIT; Liam Fitzgerald, New Frontiers Programme Manager, Rubicon Centre; and Maria Gavin, Programme Manager, Enterprise Ireland.

Also present were guest speaker, Tomás O'Leary (former Munster, Ireland and Grand Slam winning rugby player), and an expert panel made up of Orla Rimmington, Partner at Kernal Capital; Pat O'Flynn, CEO at Solvotrin Therapeutics; and Pat O'Connor, CEO at OrthoXel. The panel discussed startup themes such as raising finance, driving sales and the entrepreneurial journey. Senior leaders from business, academia and start-up support organisations in Cork and the broader region were in attendance, and members of the Taste Cork Network served up local artisan food.

"New Frontiers is unique in its national coverage with significant regional outreach as evidenced by CIT's New Frontiers Phase 2 Programme. I would like to congratulate the graduates on their commitment to the New Frontiers process which has seen many go on to develop award-winning businesses to match their global ambition and acknowledge their bravery in embarking upon the entrepreneurial journey. I am in no doubt that all will benefit from

the comprehensive set of business development supports that the programme affords."

Maria Gavin, Programme Manager New Frontiers, Enterprise Ireland

Awards

Awards were presented for Best Business Opportunity and Overall Winner, Most Innovative Business Idea, Best Business Plan, Best Trade Stand and Best Video. Award winners were chosen by an independent panel of expert stakeholders from RDJ Solicitors, AIB, EY, The Irish Examiner and Cork Institute of Technology.

The Winners Were

- Best Business Opportunity & Overall Winner: **Joe Perrott – Remote Signals**
- Most Innovative Business Idea: **Nusrat J M Sanghamitra – CyCa OncoSolutions**
- Best Business Plan: **Kieran Gleeson – Freight Station**
- Best Trade Stand: **Joseph Freyne – Swyft Energy**
- Best Video (panel): **James Gale – StampOwl**
- Best Video (audience): **Marie Therese Shortt – CulturePro**

Guest speaker, Tomás O'Leary, former Munster, Ireland and Grand Slam winning rugby player, shared his experience in elite sport and how it applies to business. Tomás is co-founder of TOLD & CO, a designer watch brand. Tomás emphasized the role culture plays in professional sports teams. He explained that there is a direct link between fostering a team culture that expects high achievement, and success. This link is as relevant in business as it is in team sports.

"New Frontiers is the best programme of its kind in Ireland, with no equity taken in participant businesses. It gives businesses exposure to the full suite of supports available through Enterprise Ireland, including industry specialist mentors, market research resources, and international offices. It also acts as the most effective introduction to funding opportunities like the Competitive Start Fund and High Potential Start-up Funding. Participating on New Frontiers is likely to be the best strategic decision a business makes."

Liam Fitzgerald, New Frontiers Programme Manager