

Monday 28th January

PRESS RELEASE

Focused on the Future: 10 Cork based Companies showcase at New Frontiers awards in CIT

Mr Sean Sherlock TD, Minister of State, Department of Enterprise, Jobs & Innovation and Department of Education & Skills with responsibility for Research & Innovation, launched 10 new companies at the inaugural New Frontiers Awards & Showcase, held in CIT on Monday 28 January 2013.

Congratulating the new companies, Minister Sherlock said: “Entrepreneurship is at the very heart of the Irish economy and in the challenging times we live in today, it’s imperative for our future economic growth and innovation. In this very room tonight, I have witnessed true entrepreneurial spirit and steadfast determination - people with a passion for what they believe in and a dedication to make this a reality. Such are the businesses which will shape Ireland’s future with the creation of high value and sustainable enterprises and employment opportunities. I wish you all every success as you continue to move your businesses forward and focus on the future.”

The New Frontiers Programme, funded by Enterprise Ireland, is run in the Rubicon Centre, Ireland’s largest business incubator. New Frontiers replaces the highly successful Genesis Enterprise Programme, which had helped over 220 business start-ups who went on to raise over €102m in public and private investment and created over 2,000 jobs in the region.

This year, 10 new companies completed the entrepreneurial programme representing a variety of industries – software, medical devices, marine, retail, health and safety, research, tourism and internationally traded services. At the end of each year’s programme, CIT and the Rubicon showcase the achievements of particular businesses in reaching commercial milestones, with Companies being recognised in an Awards ceremony.

Stephen Slattery of Zeto was honoured with the Best Business Opportunity and Overall Winner of the New Frontiers Programme 2012/2013. The Zeto Platform save user’s time and money as it is designed to alert users when their refrigeration equipment temperatures fall outside of the required range, by automating their compliance reports and by warning them of potential equipment failures before they occur. **The award was presented by Enda McDonnell, Regional Manager, Enterprise Ireland.**

The Award for Best Market Opportunity went to Sarah O’Sullivan, SeaHorse Atlantic. SeaHorse Atlantic produces a range of exclusive kelp supplements from the Atlantic Ocean to horses, cats and dogs. The kelp is organically grown by aquaculture at a seaweed farm where it is manufactured by SeaHorse Atlantic into supplements in Castletownbere. **Sarah’s award was presented by Adrian Wall, Partner, RDJ Solicitors.**

Winner of the Most Innovative Business Award was Conor Quigley, Safe Care Technologies. Safe Care Technologies provide solutions for the emerging assisted living

market. The company creates software for existing hardware that allows the disabled, impaired or elderly live a more independent life within their home. **This award was presented by John O 'Doherty, Regional Director, AIB Bank.**

The adjudication Panel for the 2012/2013 Award combined the experience of an established entrepreneur with seasoned professionals and was composed of John O'Doherty, Regional Director AIB, Claire Nash, Proprietor, Nash19, Ian Venner, Partner, Ernst & Young, Adrian Wall, Partner, RDJ Solicitor and Conor Keane, Business Editor, Irish Examiner.

Over 200 people attended the New Frontiers Showcase & Awards drawn from the regional development bodies, current and past programme participants, venture capitalists, private investors, the higher education community and the wider business community in the South West region.

Paul Healy, General Manager of the Rubicon Centre also presented the **2013 Alumni Award** to Pat Lucy, AspiraCon. This award is presented annually to an alumnus of the Rubicon Centre who has made substantial achievements in their commercial field or has contributed in a significant way to the economic development of knowledge-based businesses in the region. Pat Lucey and Colum Horgan set up AspiraCon in 2007 to exploit their extensive experience developing world-class Enterprise Software. They participated in the 2007/2008 Genesis Program and were based at the Rubicon Centre for the first 3 years.

Over the last 6 years, AspiraCon has helped over 40 companies bring world-class software to market. They are now a leading provider of IT and Project Management Services in Ireland, competing with – and beating – major international brands.

Despite moving away from the Rubicon, AspiraCon continue to act as strong advocates for the Entrepreneurial activities underway and are regular contributors to the New Frontiers program, where the founders share their experiences to date and offer some advice to new start-ups.

The 2012/ 2013 New Frontiers Showcase and Awards are supported through sponsorship from Cork Institute of Technology, Enterprise Ireland, Cork County & City Enterprise Boards, AIB, Ernst & Young and Ronan Daly Jermyn. Media partner for the Event was Thomas Crosbie Holdings.

The new 2013/2014 Programme is now recruiting for entrepreneurs. Each applicant on the New Frontiers programme receive a variety supports to the value of €36,000 approx. Applications can be made online by visiting www.rubiconcentre.ie or tel (021) 4928900.

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CIT & Genesis Press Contacts:

Jean Kearney
Cork Institute of Technology, Cork
+353 87 2527495,
jean.kearney@cit.ie

Imelda O'Leary
PR & Marketing Co-ordinator
The Rubicon Centre
CIT Campus,
Cork
Tel:353.21.4928900
Imelda.oleary@rubiconcentre.ie

Peter Finnegan
Case Manager – New Frontiers
The Rubicon Centre, CIT Campus, Bishopstown, Cork
Tel: 353.21.4928900 /0879037101
Web: www.rubiconcentre.ie
Peter.finnegan@rubiconcentre.ie

About New Frontiers:

New Frontiers is a three-phase programme that is designed to provide an integrated and comprehensive set of business development supports to participants. New Frontiers is Ireland's national entrepreneur development programme, designed to help people, who have an innovative business idea, to establish and run their own companies. It provides a package of supports to help accelerate business development and to equip participants with the skills and contacts required to be future business leaders. New Frontiers aims to support the creation of 100 high value, knowledge based, Irish owned businesses, with high growth and employment potential each year.

The New Frontiers programme is open to applications from a diversity of sectors including; food & consumer products, information & communication technology, engineering & electronics, medical devices, biotechnology, pharma, digital media and eligible internationally traded services.

This national programme is funded by Enterprise Ireland.

For more Information on the Rubicon Centre and New Frontiers please go to
<http://www.rubiconcentre.ie>

About AspiraCon:

AspriaCon was set up in 2007 and over the last 6 years, the Company has helped over 40 companies bring world-class software to market. Over that time software vendors have increasingly realized that having a cloud strategy is essential to quickly boost their export sales by exploiting the Software-as-a-Service (SaaS) sales channel. They need the best and fastest way to build a robust SaaS solution.

In order to get to market quickly, developers look to use any development framework available before deciding to write a line of code. So AspiraCon developed InverCloud™ to provide all the SaaS parts of the product from user self-service sign-up and feature packages to billing and payment processing – a full end-to-end solution that developers can just bolt onto their product to launch a cloud product in just weeks.

InverCloud addresses the time to market challenge associated with SaaS product development without the usual constraints of vendor lock-in and re-worked legacy code. In automating the SaaS model, from customer sign-up right through to invoicing and payment, InverCloud also provides deep insight into customer behavior - improving the trial-to-paid conversion rate and decreasing customer churn. AspiraCon continue to work with established software companies and start-ups to bring their products to market and have a great advantage in that they've been through all the challenges themselves learning some valuable lessons along the way.