

# **BUSINESS BOOT CAMP**

## **PROGRAMME**

With just two months to go,  
battle lines are drawn,  
the Young Entrepreneurs  
marshall their business  
plans into shape with  
the help of some of  
Ireland's leading  
entrepreneurs.

BRANDON HOTEL  
CONFERENCE CENTRE,  
TRALEE, CO. KERRY

FRIDAY, JANUARY 29, 2010



**[www.youngentrepreneur.ie](http://www.youngentrepreneur.ie)**

The Young Entrepreneur Programme is delivered by

In association with

## BUSINESS BOOT CAMP PROGRAMME

9.15 - 9.25	<b>Business Boot Camp</b> introduced by Colette Fitzpatrick
9.25 - 9.35	<b>A Little Spice can Make all the Difference!</b> Melanie Harty - Harty's Food.
9.35 - 9.55	<b>It's all about Distribution</b> Featuring Michael Carey of Jacob Fruitfield and Brendan Kennelly of Kerry's Eye.
9.55 - 10.15	<b>Looking into the Crystal Ball</b> Colum O'Sullivan of Cully & Sully walks through sales forecasting and costs.
10.15 - 10.30	<b>The Franchising Option</b> Colin Teahon of Snap Printing talks about franchising.
10.30 - 10.45	<b>Keep your Eye on the Ball</b> Kerry Football Manager Jack O'Connor talks about his road to success.
10.45 - 11.15	<b>BREAK</b>
11.20 - 11.40	<b>Pitch to the Panel Part 1</b> Colette invites students to pitch their business ideas to a panel of entrepreneurs.
11.40 - 11.55	<b>The Apps Store offers you 70:30</b> Dermot Daly of Tapadoo tells us about the business of developing applications for the iPhone.
11.55 - 12.10	<b>Marketing ... it's all about Sales!!</b> Colette talks to John and Francis Brennan of The Park Hotel, Kenmare.
12.10 - 12.25	<b>Making Money can be Fun!</b> John Rice of Jam Media tells the story of his success.
12.25 - 12.40	<b>Selling my Business in 5 Minutes</b> Three Endeavour participants pitch their businesses. Philip McNamara - TapMap.com, John Dineen - learnpipe.com and Paul Cooling - Ubecha
12.40 - 13.00	<b>Pitch to the Panel Part 2</b> Colette invites students to pitch their business idea to a panel of entrepreneurs.

## MEET THE

**Jack O'Connor** was manager of the Kerry team in 2004, 2005 and 2006 and won the All Ireland Title in 2004, 2006 and 2009. He was a Senior Selector in 2000 and 2001. In 1996 he was Trainer of the under 21 team that won the All-Ireland title and also the Manager of the team which beat Laois in the All-Ireland Under 21 Final in 1998. He has trained Scoil Uí Chonaill Cahersiveen and later Colaiste na Sceillige, Cahersiveen to All-Ireland Senior Vocational Schools titles and 3-in-a-row Munster Colleges titles and one Hogan Cup in 2009.



Jack O'Connor

**John Rice** is an award winning producer and director who began his animation career in feature film working at 20th Century Fox in the US as an animator on films such as Anastasia and Titan AE. John set up JAM Media in 2002 with two college friends and since then the studio has produced the award winning pre-school series Picme with RTE, Funky Fables with the BBC and most recently Roy again with the BBC. JAM's brands have sold to over 90 territories and have been translated into in excess of 20 languages.



John Rice

## TEXTLINE 087 9260725

Text a question which you would like the panel to address - include your name and school/college



## Your Passport to Success Fantastic Prizes for the Winners

This year the Young Entrepreneur Programme will give students the opportunity to win one of two incredible prizes.

The second level winner and their educator will visit the Silicon Valley visiting its most iconic companies; Cisco, Facebook, Apple and Google. Stanford University Campus, the wellspring of Silicon Valley inspiration and innovation is the next stop and finally a visit to San Francisco.

The third level winner will receive seed funding of up to €5,000 which will help them move their business from a concept to reality.

This year's Best School will receive an IT package to the value of €5,000.

All shortlisted finalists will receive a two-week apprenticeship with one of the Young Entrepreneur Programme mentors companies as well as advice, mentorship and potential funding from Kerry County Enterprise Board.



# SPEAKERS ...



Michael Carey

**Michael Carey** is executive chairman and majority shareholder of the €100m Jacob Fruitfield Food Group. The company holds a leadership position in biscuits, marmalades, sauce and confectionary with great old Irish brands such as Fruitfield, Chef, Silvermints and Jacob's, Bolands and Tuc range of biscuits. He also has a majority shareholding in a property development company and is non executive chairman of the board of the Marketing Institute and on the board of Bord Bia. He is chairman of the Soul of Haiti Foundation and a director of Traidlinks, a business led NGO operating in Uganda.



Dermot Daly

**Dermot Daly** recently formed Tapadoo, a company specialising in the development of applications for the iPhone. His first application, "Ireland's Phone Book" became an instant "must have" download for Irish iPhone users, and has been one of the most successful titles for the Irish market. Tapadoo have a number of their own titles in development, as well as offering development services and consultancy to companies wishing to release on the iPhone platform. Tapadoo have recently been selected to be part of the Entrepreneurial Internship Programme with the National Digital Research Center.



Colin Teahon

**Colin Teahon** is a native of Tralee and owner of Snap Printing in Castlebar, Co. Mayo. During his time as marketing manager of Elvery's Sports, based in Castlebar, he recognised a niche in the area for a customer service driven print and design company, offering a marketing consultancy service. Formed in 2006, his business has won the best sales and marketing systems award in the Snap Group for the past two years running.



Brendan Kennelly

**Brendan Kennelly** is Sales and Marketing Director with Kerry's Eye Newspaper; Kerry's only locally owned and printed newspaper with weekly sales of over 26,000 copies. Brendan has over 25 years experience in sales and sales management in both Ireland and Australia. Brendan holds an ACCA Certified Diploma in Finance and Accounting and a Post - Graduate Diploma in Sales Management.



John and Francis Brennan

**John and Francis Brennan** own the Five Star Park Hotel Kenmare. This highly acclaimed hotel derives much of its success from the hands on management style of the brothers. In 2009 The Irish Times stated the Park Hotel Kenmare was the most awarded hotel in Ireland over the last 20 years. In addition to running the hotel Francis and John are the presenters of the RTE series 'At Your Service', advising hotels and guesthouses around Ireland on the best path forward for their business.



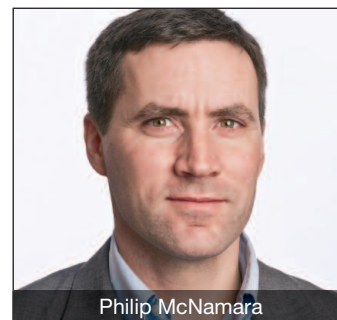
Melanie Harty

**Melanie Harty** is the founder of Harty's Foods, a Tralee based food company specialising in a range of savoury Hot Pepper Jelly condiments. Melanie launched Harty's Foods in 2009 at The SHOP Exhibition in the RDS where her products received two prestigious awards, Best Overall Grocery Product 2009 and Second in The New Irish Food Category 2009. There are four in the range at present with other flavours in the development stage for launch in 2010. Harty's range of pepper jelly is available locally and in independent shops nationwide.



Colum O'Sullivan

**Colum O'Sullivan** is co-founder of Cully & Sully; a Cork based food company specialising in a range of premium ready meals. Cully and Sully were the first ever Irish company to win a Sial d'Or award in 2008, the most prestigious food award in the world. Cully & Sully supply their range of soups and pies to shops and retailers nationwide and in the UK.



Philip McNamara

**Philip McNamara** is the founder of TapMap.com an easy and cost effective online/mobile phone application for retailers and consumers to communicate about prices in store. The TapMap system alerts retailers when a consumer is searching for a product they stock and allows them to contact that consumer in a fast and easy manner.



Paul Cooling

**Paul Cooling** is the CEO of Ubecha.com, an online and mobile platform that provides engaging gaming solutions for communities of sports enthusiasts. The business model combines social Media and fantasy betting. Ubecha makes Fantasy Sports betting a social experience. "Social Networking".



John Dineen

**John Dineen** founded learnpipe.com in 2008 with the aim of creating the world's largest training search engine. Learnpipe helps people find the best training choices by searching data from thousands of training sites, allowing you to compare options and find the best training solution for your needs.

# IN A CLASS OF THEIR OWN ...

Kerry is a county renowned for its success stories, particularly in business. Kerry people living at home and abroad are making their mark on some of the world's most famous companies as well as setting up their own enterprises. These successful individuals attended your schools and are an inspiration to all students participating in the Young Entrepreneur Programme today.



Noreen King

**Noreen King** is founder and CEO of Evolve Manufacturing Technologies Inc. Located in Silicon Valley, Evolve manufactures Medical and Biotech Equipment such as Ultrasound Imaging and DNA Sequencing equipment. Evolve has been listed on Inc Magazine's "500 Fastest Growing Companies" three times in the past five years. Before founding Evolve, she ran operations at various Silicon Valley Semiconductor Equipment companies. She holds a BE in Industrial Engineering from NUI Galway. Noreen is a native of Tralee and attended St. John's Balloonagh Secondary School (now Mercy Mounthawk Secondary School).



Daragh Murphy

**Daragh Murphy** attended St. Brendan's College in Killarney and began his career shortly after as a manager in Penneys. He then moved to London where he spent the next 8 years. He developed an interest in music production and dj'ing and returned to Dublin in 1997 to undertake a college course in Sound Engineering. Following this Daragh worked in the audio visual industry for several years and gave it all up to start Hairy Baby from his garden shed. This idea came from working as a dj and observing the different trends in t-shirt fashion in the clubs and bars. "Why can't you get any cool Irish t-shirts?" Daragh would say. Five years have since passed and the company has gone from strength to strength. Hairy Baby has diversified and added new products to the mix including, hoodies, bags and aprons each with their unique brand of humor.



Dave Spillane

**Dave Spillane** is from the Maharees in West Kerry and attended Mean Scoil an Leith, Triuigh in Castlegregory. Dave completed a BComm in UCD, MAcc in Smurfit, qualified as a Chartered Accountant with Ernst & Young in Dublin and moved to Silicon Valley in 2000. He worked as an advisor to Hewlett Packard, Oracle, Smartforce, Trinity Biotech, Juniper Networks, and many startups during his career with Ernst & Young. He has worked at Facebook in Palo Alto as the Director of Accounting for over a year with responsibility for all aspects of Facebook's accounting systems and financial reporting. This year's winner will get the opportunity to meet Dave during the Facebook visit in Silicon Valley.



Pat O'Flynn

**Pat O'Flynn** is Principal of OFactum which has a wide ranging portfolio of Chemical logistics, PetroChem storage, energy conservation and life sciences. It has grown and diversified from its traditional core businesses of Chemical Waste Management to create many innovative and dynamic business successes. Over the past 15 years Pat, originally from Cork, has worked in Germany and Ireland in a number of sectors including engineering, chemical and waste industry as well as the medical and pharmaceutical sectors. Pat was a finalist in the 2008 Ernst & Young Entrepreneur of the Year Awards Programme and is a graduate of the Institute of Technology Tralee where he studied MechTronic Engineering.



Aileen Hannan

**Aileen Hannan** and her sister Anne set up Aisling Software in Killarney which empowers businesses to maintain financial control of their business with their unique software SortMyBooks™. Their first product QuickVAT, was the first VAT product to be approved by the Irish Revenue Commissioners. They are gearing up to release SortMyBooks™ online ([www.sortmybooksonline.com](http://www.sortmybooksonline.com)) an online accounting software that allows business owners to manage their finances from any internet connected computer anywhere in the world. Aileen is a computer science graduate of University of Limerick and worked for Pepsi Cola and Coors Beer in New York, the Government of Guam Rev and Tax Department, and Kerry Group and GE Money in Ireland before starting Aisling Software. Aileen and Anne attended Presentation Secondary School, Listowel.

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