



Squax - Senior Category winners 2013, pictured with their product.

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Student Enterprise Awards 13/14

County & City Enterprise Boards

Wednesday 2nd April, 2014
CROKE PARK, DUBLIN



County & City
Enterprise Boards



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2014: The Year for Jobs

The Irish Government has designated 2014 to be the 'Year for Jobs' and every student, teacher and school involved in the Student Enterprise Awards are already playing their part!

This year alone, a record-breaking 17,000 students from 370 schools are researching, setting up and running their own businesses as part of the biggest student enterprise programme in the country.

Through your involvement, you are learning important business skills, gaining real-world enterprise experience and developing your commercial instincts - all of which are important building blocks for creating the **jobs of the future**.

Through the County and City Enterprise Boards, well over 100,000 second level school students have participated in the Student Enterprise Programme over the last 12 years. Countless former participants and winners are now working in senior management roles or are at the very top of their own companies.

Thanks to the support of the Business Studies Teachers Association of Ireland (BSTAI), the Transition Year Teachers Professional Network (TYTPN) and the Professional Development Service for Teachers (PDST), the Student Enterprise Awards Programme is reaching more students, in more classrooms and in more schools than ever before.

The programme will continue to grow and flourish in the years ahead, when the excellent work carried out by the County and City Enterprise Boards will be continued by the new Local Enterprise Offices.

While you'll notice some branding and logo changes for the 2014/2015 programme, our commitment to fostering an enterprising culture will never change!

Thank you for taking part in this year's Student Enterprise Awards and I wish you and your student enterprise the very best of luck today!

Vincent Reynolds

Chairperson, Network of County & City Enterprise Boards

The network of 35 County & City Enterprise Boards in Ireland provides support for small businesses at local level. Supports include direct grant support to new and existing enterprises as well as business advice, mentoring and training supports.

For more information see www.enterpriseboards.ie

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Junior Category

STAND	BUSINESS	DESCRIPTION	SCHOOL	STUDENTS	TEACHER(S)	ENTERPRISE BOARD
1	Tie-A-Bow	Hair accessory made from recycled ties	St. Columbas, Stranorlar	Áine Sproule and Rachel White	Catherine Cooke Harkin	Donegal
2	Binlocc	A clever idea to stop your bin from falling over	Scoil Mhuire & Íde, Newcastle West	Ross Donovan, Jack Nash, Liam Molyneaux, Dylan Cahill, Cormac Nash	Mary Bourke	Limerick County
3	Wrist Wallets	Handmade wrist wallets, made from hi-vis vests, to store coins, keys, etc during sporting activities	Ballybay Community College	Lukas Sabaliauskas	Eimear Harvey	Monaghan
4	Bored Games	Activity pack of laminated reusable games for children in waiting rooms, restaurants, travelling etc...	St. Clare's Comprehensive School	Clara Hewston, Ciara Lynch	Ms. Claire Gallagher	Leitrim
5	Pádraig's Dazzling Decorations	Handmade three dimensional star shaped hanging decorations	CBS Secondary School, New Ross	Pádraig Hore	Barry Fitzpatrick	Wexford
6	Dingle Shopping Guide	Shopping guide to Dingle	Pobal Scoil Corca Dhuibhne	Mollie Lovett, Niamh Browne, Caitriona Maunsell, Deirdre Lawless, Ruaidhrí Begley	Trish Uí Eonacháin	Kerry
7	Clovicaoise	Rubber band bracelets	Nenagh College	Chloe Kenneally, Victoria Mulqueen, Saoirse Collins	Catherine O'Keeffe	Tipperary North
8	Emerscreamers	Handmade personalised greeting cards	Scoil Mhuire, Greenhill, Carrick-on-Suir	Emer Walsh	Julie Anne Denby	Tipperary South
9	Hurley Holders	Handmade hurleys in county colours that hold keys, jerseys etc...	Patrician Academy, Mallow	Seán Foley, Peter Attridge	Elaine O'Regan	North Cork
10	OMPD App Creators	An app designed to promote each individual business in Ballina, Co. Mayo	St Muredach's College, Ballina	Oisín Gilmartin, Mark Hennigan, Paul Keavney, Dylan Kelly	Karen Cronin	Mayo
11	Wiki's Bracelets & More	Wiki's Bracelets supply customised bracelets and accessories made out of rubber bands to individuals, businesses, clubs & societies	Our Lady of Mercy College, Beaumont	Wiktoria Klak	Anne Ryan	Dublin City
12	Sheep Watch	A sheep pulse rate collar with text alert to farmer	St. Oliver Post Primary School, Oldcastle	Emma Mc Cabe, Zoe Maguire, Edel Campbell, Ricardas Cepanuskas	Ciara Mc Connell	Meath
13	Zeet Argan	Zeet Argan was set up to supply Argan Oil, which unlike others that are on the market, is 100% organic and has lost none of its benefits during the manufacturing process	Donabate Community School	Ihsan Kamil	Ms. Wesleigh O Hagan	Fingal
14	STF	Christmas and straw decorations	Dundalk Grammar School	Seán Durnin, Tadhg Corcoran, Finn Reilly	Sarah Babbington	Louth
15	Locker Dock	Wooden customised inserts to create more space in school lockers	Coláiste Pobail Osraí	Enya Nic Pheaircin, Róisín Ní Mhaolmhuidh, Suin Ní Chrualaioich	Ms. Áine Ní Chonaire / Ms. Laura Ní Bheoláin	Kilkenny
16	Cone Sweet Cone	Attractively packaged sweet treats	Loreto Abbey Dalkey	Orla Doyle, Rebecca Lennon, Daria Vecchio	Paula O'Shea	Dun Laoghaire-Rathdown
17	Compost Me	Compact and space saving kitchen compost bin	Loreto College Cavan	Claire Young, Nikki Sherlock, Emma McDwyer	Carmel Dolan	Cavan

Junior Category

STAND	BUSINESS	DESCRIPTION	SCHOOL	STUDENTS	TEACHER(S)	ENTERPRISE BOARD
18	Pietry Pottery	A range of pottery products for all occasions	St. Mary's CBS, Mullingar	Mikolas Pietrykowski	Ciaran Cronin	Westmeath
19	Ballyroan Bakers Cookery Book	Cookery book with recipes from local people	Colaiste Éanna	Dara Ward	Brian Dowling	South Dublin
20	Jeddy Bears	Unique and permanent soft toy made from a child's favourite jersey, blanket, cardigan etc.	St. Brendan's Community School, Birr	Marnie Spain, Darragh Larkin, Shane Maloney, Máire Brennan	John Kennedy	Offaly
21	Ciara's Cupcakes	Cupcakes	Presentation De La Salle	Ciara Carew	Kimberly Dudley	Carlow

Junior category judges



Caroline Mc Hale
Professional Development Service
for Teachers (PDST)



Pádraig Mc Dermott
Retired CEO, Mayo County Enterprise Board



Mary Keane
Manager – Rural Development LEADER
Programme . Co. Kildare

Caroline is on secondment to the Professional Development Service for Teachers (PDST) under the auspices of the Department of Education and Skills. She is currently National Co-Ordinator for Business and Enterprise.

Caroline is responsible for designing and delivering training courses for the Business suite of subjects at Post Primary and various resources for Business and Entrepreneurship at both 2nd and 3rd level. Caroline is dedicated to promoting an enterprise approach in education.

She believes that enterprise education will motivate and empower both teachers and students, equipping them with skills which they can use in their day-to-day lives. Caroline has previously judged student enterprise competitions regionally, nationally and internationally. She is currently the Charing Judge for the *Get up and Go* Transition Year mini-company programme and has previously judged the junior and senior section of the Student Enterprise Awards.

Pádraig Mc Dermott has in excess of 30 years experience in the area of economic and small business development. He worked as a trainee manager and salesperson with a small business in the West of Ireland before moving into local and economic development. In almost 20 years with Mayo County Enterprise Board he has advised and assisted entrepreneurs in the establishment of a wide range of small and micro enterprises.

He retired as Acting CEO of the Mayo County Enterprise Board in 2012 and now operates as a business mentor.

He holds a Diploma in Business Studies and a Diploma in Management.

New to the Junior judging panel this year is Mary Keane. Mary is Manager of the Rural Development LEADER Programme in County Kildare. The Rural Development LEADER Programme has a strong emphasis on innovation for the development of the rural economy including local enterprise, the tourism sector, culture, heritage and community infrastructure. Mary is a proactive business leader and manager with a commitment to continuous learning. Prior to her current post, Mary managed and coordinated a number of national and cross-border Enterprise – Education initiatives. She has also had her own business operation, delivering business advice and mentoring to a wide range of promoters in Ireland and Central Europe. Mary has judged several county finals for the Schools Enterprise programme.

Junior category prizes

1st place:	€300 + trophy + certificate
2nd place:	€200 + trophy + certificate
3rd place:	€100 + trophy + certificate
Best Innovation Award:	€200 + trophy + certificate
Best Display Award:	€100 + trophy + certificate
Social Media Award:	€300 + trophy + certificate



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Intermediate Category

STAND	BUSINESS	DESCRIPTION	SCHOOL	STUDENTS	TEACHER(S)	ENTERPRISE BOARD
22	MAD Candles	Homemade candles	Killorglin Community College	Melissa Ferris, Andrea Houlihan, Doireann O'Connell	Gavin Quinlivan	Kerry
23	Calendar Celebrations	A calendar produced in association with Easkey GAA Club to celebrate their 125th anniversary	Coláiste Iascaigh	Clodagh Mullins, Leanne Taylor, Eabha McGowan	Dayna Byrne	Sligo
24	Recineration	The product is an Android 3D First Person Shooter Zombie Game	Patrician High School	Jonathan White	Linda Healy	Monaghan
25	Key Glow	Glow in the dark key covers that will help find keys much easier	St. Muredach's School, Ballina	Niall Judge, Cole Raftery, John Martyn, David Morrin	Karen Cronin	Mayo
26	Adam's Birdy Treats	Bird food for most types of birds	CBS Carrick-On-Suir	Adam Hunt	Majella Gleeson	Tipperary South
27	Teacher's P.E.T.	A multipurpose whiteboard aid for teachers	Gaelcholáiste Uí Chonba, Newcastlewest	Leah Barry, Áine Upton, Muireann Ní Tobin	Donal Enright	Limerick County
28	Blissful Bites	Production & sale of high quality chocolates	St. Clare's Comprehensive School	Tara Mc Laughlin, Aisling O'Connell, Kate Johnston	Claire Gallagher	Leitrim
29	Simplicity	Handmade county candles, cards, hand lotion, pot pourri sachets and soap	Scoil Mhuire, Buncrana	Andrea Kelly, Leah Barrett, Claire Doherty	Martina Mc Bride	Donegal
30	Grafeeti Shoes	Spray painted customised shoes	Rice College, Ennis	Alanna O'Connor, Ciara Kennedy, Sarah Byrt	Mrs. Aileen O'Driscoll	Clare
31	Shortn'it	Packet of materials and essentials to recycle your old shorts and turn them into something new and fashionable	Loreto College, Cavan	Vera Petkovska, Clodagh Lee Flood, Victoria Murphy Boyle, Rebecca Tully	Carmel Dolan	Cavan
32	Accessoknit	Handknit bag and accessories	Coláiste De hÍde	Cara Ní Ronáin, Grace Ní Hícfí	Stiofán Ó'Diomasaigh	South Dublin
33	A & J Scrolls	A service that provides written letters to children from Santa	Coláiste Mhuire Co-Ed, Thurles	Patrick Hackett, Jennien O'Gorman and Aaron Wort	Miriam Bergin	Tipperary North
34	Squeezers	Soft tube product squeezer	Ballinteer Community School	Paul Tyrell, Jacob Edwards	Michael Lyons	Dun Laoghaire-Rathdown
35	Erin's Isle Slate Art Company	Supply of recycled slate products	St. Joseph's College, Athlone	Erin Kennedy	Mary Carty	Westmeath
36	Chalktastic	Chalktastic provides customised chalkboards for school lockers	St. Dominic's College, Cabra	Alison Burke, Nicole Dalton, Zoe Couch	Louise McBrearty	Dublin City
37	3 T Tairgi	Wooden hurley key rings handmade and customised with inscription	Colaiste Pobail Osraí	Thomas Morris, Thomas McGrath, Thomas Mason	Ms. Áine Ní Chonaire / Ms. Laura Ní Bheoláin	Kilkenny
38	E.V.C. Voice	Publication of school magazine	Enniscorthy Vocational College	Nathan Goodall, Leo Dobbs, Ciara Doyle, Michaela Crofts, Darragh Jennings	Aileen Walsh	Wexford
39	Boot Drying Box	A wooden water proof box designed to store muddy boots outside the house	St. Vincent's College	Daniel Waldron	Laura Doran	Fingal
40	Mallow Card Company	Manufacture and production of Christmas cards	Patrician Academy, Mallow	Cormac Lane, Ian France	Elaine O'Regan	North Cork
41	Helpful History	History study aid for first years	Cnoc Mhuire, Granard	Jack Butler, Matthew Sheridan, Brian Williams	Sarah Stephens	Longford
42	Connect Shade	Sunshades that charge electrical devices via solar panels placed on the sunloungers shade	St. Gerard's College, Bray	Joshua Dargan Hayes	Damien Kelly	Wicklow
43	Sarah Beegan Cards	Luxury bespoke handmade cards for any occasion	Scoil Mhuire, Clane	Sarah Beegan	Áine Deschenes	Kildare

Intermediate category judges



Ger Enright
Retired CEO, *Waterford County Enterprise Board*

Ger graduated from NUI Galway with a B.Sc. Degree and also holds a Diploma in Financial Management. He joined Waterford County Enterprise Board as CEO in 1994 and held this position until he availed of the early retirement scheme in November 2010. Ger served as Chairman of the Enterprise Education Committee of the Enterprise Boards for over 10 years. During this time the Student Enterprise Awards National Final was established in 2003 and participation has grown continually since. Resource materials such as a Teaching Manual - Exploring Enterprise, Student Enterprise workbook and an interactive website were also developed during Ger's tenure.



Bronagh Conlon
Artisan and Small Business Setup Consultant

Bronagh Conlon is a highly successful food entrepreneur. She has established, developed and sold her own business and then managed it under a multinational company.

Her work wholly encompasses the tasks, trials and pitfalls that come from being a food entrepreneur.

Understanding both manufacturing and retail, not only in the food sector, helps Bronagh in her understanding and ability to assist others on their journey to setting up and developing their own business.

"If you think you can you will, if you think you can't you won't"



James Donlon
WESTBIC

James Donlon is Regional Manager with WESTBIC - the official EC Business & Innovation Centre in the Border, Midlands and Western Region (BMW) of Ireland. He has overall responsibility for the management and delivery of supports to entrepreneurs and innovative enterprises in the region. He works with a range of private clients and referrals from enterprise agencies including County and City Enterprise Boards.

James also has substantial experience at European level, nurturing businesses with international growth potential as well as identifying, developing and transferring best practice innovation support services to assist enterprises, tailored to meet local needs.

Intermediate category prizes

- | | |
|------------------------|-----------------------------|
| 1st place: | €400 + trophy + certificate |
| 2nd place: | €250 + trophy + certificate |
| 3rd place: | €150 + trophy + certificate |
| Best Innovation Award: | €250 + trophy + certificate |
| Best Display Award: | €100 + trophy + certificate |
| Social Media Award: | €300 + trophy + certificate |



NEW SOCIAL MEDIA AWARD INTRODUCED FOR 2014



This year we are pleased to announce that a new Social Media Award is being added to the awards list in each of the Junior, Intermediate and Senior categories.

Sponsored by *Essential French*, Cork, the total prize fund for the Social Media Awards is €1,000. In order

to be considered for this award, student teams must have submitted a separate social media report along with their main business report. Our Social Media Judge, Natasha Lynch, will be responsible for marking all social media reports and awarding prizes.

Natasha will be looking at the efforts made by each student enterprise to create 'buzz' around their product and get their message out there using various forms of social media including Facebook, Twitter, YouTube and other social media outlets.

www.essentialfrench.ie

-  Essential French Cork
-  @PetitTweetCork
-  Vine - EFerVines
-  Snapchat - EssentialFrench



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Senior Category

STAND	BUSINESS	DESCRIPTION	SCHOOL	STUDENTS	TEACHER(S)	ENTERPRISE BOARD
44	Work Experience App	An App for students seeking work experience	St. Ciaran's Community School, Kells	Cormac Mattimoe, Ciaran Dowds, Joseph Doyle	Peter Carry	Meath
45	MapUs	MapUs is a service designed for small businesses to have their details listed on mapping services such as Google Maps, Apple Maps & in car Sat Navs	Holy Faith Secondary School, Clontarf	Kerrie Patten	Cora Williams	Dublin City
46	Tara Bags	New and improved diabetic biomedical bags	St. Mary's CBS Portlaoise	Seán Tierney, Alexander Ramsbottom, Richard Hitchcock, Dillon Sheil, Darragh Hewitt	Ms. Buckley	Laois
47	Kee Kee	Manufacture of portable baby changing baby mats	Coláiste Rís, Dundalk	Hannah Brennan, Sara Radosevic, Shakirah Abubakar	Joanne Shevlin	Louth
48	Gael Saol	Irish language signs	Coláiste De hÍde	Riain Leon, Seán Mac Aodh Bhuí, Adam Ó Gormáin	Stiofán Ó'Diomasaigh	South Dublin
49	Bootband	Rubber bands for football boots to prevent laces untying	Killina Presentation Secondary School	Ciarán Condron, Kevin Leonard, Steven Comiskey, Caelan McPhillip, Evan Dunne	Breda Stewart & Patrick Concannon	Offaly
50	Pink and Smokey	Bespoke high quality make-up brushes and bag	Newbridge College	Niamh O'Donnell	Neville Conroy	Kildare
51	LAPS – The Board Game	LAPS is an educational board game for primary school children in Ireland, incorporating fun, strategy and learning	Skerries Community College	Eoghan Byrne, Shane McInerney, Michael McGovern and Daniel Downing	Mr. Joe Stafford	Fingal
52	Piano Prep	An android app to help with learning of the piano	Athlone Community College	Natasha Keane, Rebecca Whyte, Maeve Coyle, Aisling Loftus, Therese Lennon	Orla Barrett	Westmeath
53	The Moss Muncher	A garden rake that attaches to your lawn mower to remove moss	St. Macartan's College	Adrian Grew, James Corley	Sinéad Mc Colgan	Monaghan
54	Interactive Arts	Study Revision eBooks	Blackrock College	Stephen Alger	Cathal Copeland	Dun Laoghaire-Rathdown
55	Board No More	A handcrafted wooden board game	Coláiste Bhríd, Carnew	Neill Murphy, Stanley Hadden, Joe Gardiner & Tony Kavanagh	Mr. Denis Finn	Wicklow
56	Timber Teasers	Handcrafted classic wooden puzzle	Moyne Community School	Charlie McCreavy, Francis Molloy, Kian Brough, Thomas McVeigh, Ellen McLoughlin	Pádraig Doherty	Longford
57	Deise Direct	Sale of sports clothing and bags	Dungarvan CBS	Jack Lacey, Eoghan O' Shea, Seán Curran, Jack Skehan, TJ Veale	Pat Collins	Waterford County
58	Sarah Rose Illustrations	High quality prints of celebrity artwork	Loreto Secondary School	Sarah Ryan	Enda O'Sullivan	Wexford
59	Hockey Hands	A pair of hand shaped stickers for beginners of hockey to put on their hockey stick to indicate where to correctly place their hands	Ursuline Secondary School, Thurles	Niamh Kearney, Róisín O'Sullivan, Lucy Hayes, Blathnín Linnane and Hannah Ryan	Anne-Marie Bourke	Tipperary North
60	Helping Hand	Junior Certificate chemistry revision resource	Carrigallen Vocational School	Bronagh O'Rourke, Eimear Masterson, Aisling Rawle, Suzanne Morton	Veronica Edwards	Leitrim
61	Clean Sound	Environmentally friendly speakers	St. Mary's Academy, CBS	Darragh Fitzpatrick, Eamonn Murphy & Conor Mc Grath	Tony Cleere	Carlow
62	Snap 'N'Save	Functional USB devices transformed into a choice of fashionable 'Snap 'N' Save' bracelets and other designs aimed at students and business sectors	Roscommon Community College	Kenneth Hanley, Conor O'Dea, David Carroll, Orla Connelly	Denise Staunton	Roscommon
63	Nails by Jenny	A UV gel nail extension company which offers original nail design service	Gaelcholáiste Luimnigh	Jenny Mullins	Máire Breathnach	Limerick City

Senior Category

STAND	BUSINESS	DESCRIPTION	SCHOOL	STUDENTS	TEACHER(S)	ENTERPRISE BOARD
64	Xley Aprons	Innovative tying system for catering aprons	Kilkenny College	Alex Crossely	Ms. Valerie Atkinson	Kilkenny
65	Bee Happy, Bee Healthy	Magnets with positive quotes to effectively promote good mental health	Loreto College Cavan	Áine Brady, Aisling Creegan, Sarah Young, Geraldine Smith	Carmel Dolan	Cavan
66	Upright Cycle Stands	Hardwood cycle stands for bicycles with clipless pedals that hold the bicycle by the pedal so it does not touch the frame or rims of the bicycle	De la Salle College	Cathal Daly	Declan O'Brien	Waterford City
67	Welly Racks and Jacks	Beautifully handcrafted welly racks and back saving jacks	CBS Carrick-On-Suir	David Doyle, Jack O'Sullivan, Michael Whelan	Majella Gleeson	Tipperary South
68	A Whole New World	25 of the best short stories from children in 5 th and 6 th class combined into a book	St. Anne's Community College, Killaloe	Emer Mooney	Kathleen Egan	Clare
69	My Little Big Adventure	Illustrated children's book which allows kids to write their own stories to accompany the pictures, allowing children to become their very own favourite author	Beara Community School, Castletownbere	Sadhbh Sullivan, Eoin Coleman, Kevin Elphick, Orlaith Carroll and Danny O'Neill	Niamh O'Driscoll	West Cork
70	Principal Apps	App to help Junior Certificate maths students revise	Coláiste Chiarain, Croom	Adam Burke, Ian Moloney, Fiona Hogan, Maurice Lynch, Christina Enright	Richard Flannery	Limerick County
71	Steindesign	Easy-Coil storage system for Christmas lights and other wire products	Castleisland Community College	Christian Steinborn	Veronica O'Hanlon	Kerry
72	Flexi	Personalised wipeable placemats for restaurants that keep children occupied while eating out	St. Mary's Secondary School, Mallow	Lisa O'Sullivan, Rachel O'Connell, Julie Brennan, Niamh Sheehy, Deirdre Fitzgerald	Kathy Mc Glade	North Cork
73	Brace Yourself	High quality, locally produced jewellery accessory which takes all the fumbling and hassle out of fastening a bracelet	Mercy College, Sligo	Riane Keaveney, Sinéad Fitzsimons, Róisín Shaw, Samantha Scanlon, Sinéad Darcy	Anne Gorby / Caroline Carr	Sligo
74	Pulse	Irish language comic book featuring Irish legends for use as a learning aid for primary school students	Coláiste an Spioraid Naoimh	Liam Whelan, Colin McCarthy, Richard Lombard, James Hogan, Seán Hinds	Anthony Malone	Cork City
75	Agri Jackets	A jacket with specialised pockets to hold various tools and items that will aid farmers and vets while dosing	St Muredach's College, Ballina	Stephen Durkan, Alan Ferguson, Patrick Rutledge, Michael Finnerty	Karen Cronin	Mayo
76	Hurling Hub	Unique affordable hurley key rings with laser imprinted local club and college crests	Midleton CBS	Kevin Moynihan, Jack Enright, Seán O'Connor, Garan Manley	Rebecca Quirke	South Cork
77	Peffins	Pet coffins and memorial crosses	St. Columbas, Stranorlar	Conor McBride, Shaun Sweeney, Oisín O'Brien, Carl Dunnion and Darren Bonner	Catherine Cooke Harkin	Donegal
78	Primary School Science	Carry out science experiments in primary schools & sell booklet of experiments to schools	Coláiste Mhuire Ballygar	Alan Hevehan & Cathal Donnelly	Teresa Clogher	Galway County
79	Tasty Bia	A bi-lingual recipe book through Irish & English	Coláiste na Coiribe	Alannah Nic Dhomhnaill, Avril Ní Chiarba, Áine Ní Dhomhnaill, Rebecca Lenihan & Róisín Ní Ógáin	Emer Ní Ghríofa	Galway City

Senior category prizes

1st place:	International enterprise education study visit to Lisbon + €500 + trophy + certificate
2nd place:	€300 + trophy + certificate
3rd place:	€200 + trophy + certificate
Best Innovation Award:	€300 + trophy + certificate
Best Display Award:	€100 + trophy + certificate
Two Special Merit Awards:	€100 + trophy + certificate
Social Media Award:	€400 + trophy + certificate



Senior category judges



Fiona Donnelly

Management Consultant & Entrepreneur

Fiona Donnelly is a successful entrepreneur from Cork City. Her particular interest lies in the development of family-owned ventures, and she has owned and successfully managed a variety of retail businesses over the past 17 years. She currently owns a chain of florist stores in Cork. At present, Fiona is in the final stages of completing a Master's Degree in Learning & Development Consultancy, at UCC. Her chosen topic analyses and maps the relationship between an organisation's internal and external connections, and the resultant flow of knowledge and information. She has always enjoyed learning and adding to her own knowledge, and after initially studying for a BA degree, she went on to further study in the areas of human resources, public relations, and training. Fiona's career has evolved over time; she now splits her days between her role as management consultant to small and medium organisations, mentoring other entrepreneurs, and guiding her own retail businesses.



Úna Curley Keegan

Business Matters

In 1998 Úna established her company Business Matters, offering project management expertise to business intermediaries on cross-border EU funded projects. One such project was the PLATO™ Ireland Owner/Manager Learning Network, establishing the Monaghan, Armagh & Tyrone cross-border network in 1999 and latterly managing the Louth Newry & Mourne & Plato Belfast networks. She has worked closely with Enterprise Ireland, Enterprise Boards, Intertrade Ireland and County and Borough Councils both North and South of the border on different economic projects. Úna has worked extensively with companies on their communication and training needs and is very comfortable in front of any group or facilitating management teams.

Úna studied for her BA (Mgt) with the Irish Management Institute while working in the furniture industry. Following her degree she became a trainer with FAS on their business and enterprise-training programmes.

She is a member of the British Psychological Society and an accredited Civil, Commercial and Family Mediator. She is also a member of the SMEmpower European Community of Innovation Coaches.



Syl Cotter

The Sales Institute of Ireland

Syl Cotter is Business Development Manager with The Sales Institute of Ireland, promoting excellence and high performance among sales professionals throughout Irish business. The institute has members representing many world class organisations and market leading brands in the ICT, FMCG and financial services sectors. The institute provides a range of benefits to members throughout the year including on-going opportunities for knowledge acquisition, performance improvement, professional development and business networking events.

Syl graduated with a B.Sc. in Management, having previously achieved a Certificate in Retail Marketing, Diploma in Business Management and an Advanced Diploma in Marketing Techniques from the College of Marketing & Design. Syl possesses over 20 years' experience in the channel management of consumer goods, consultancy, ICT, Business Development, PR, Sales, Marketing and Promotional strategies.

"The Student Enterprise Awards is an excellent vehicle for emerging entrepreneurs to showcase their talents and commercial acumen, and it is a privilege to be involved again this year."

BUSINESS BOOTCAMP

The top 20 students at senior level at the Student Enterprise Awards National Final 2014 will be offered the exciting opportunity to attend a Business Bootcamp this Summer.

The Bootcamp is being organised by the County & City Enterprise Boards. The venue for the Bootcamp is the state of the art Nexus Innovation Centre at the University of Limerick.

The four day Bootcamp will feature a range of interactive enterprise workshops delivered by highly experienced trainers to help students further develop their business ideas.

Students will also get to work closely with members of the Nexus community of entrepreneurs, including:

- Stephen & Shane – Blue Chief
- Linda O'Sullivan – Foot Supports
- Ray and Diarmaid – InfoGraphics
- Luke Burke - Caorthine

All members of each of the top project groups will be chosen in order of merit, based on the projects' total scores.



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Rick O'Shea - RTE 2FM



Rick has been working in radio since 1993 which, he realises, is sadly before some of you were born! For the last 14 years he has been a presenter with RTE 2FM. These days you can catch him every day from 2pm - 4.30pm.

9.00am	Senior judging commences
10.30am	Junior & Intermediate judging commences
1.15pm – 2.15pm	Entertainment
2.30pm	Awards ceremony commences

Where are they now?

Ever wondered what happens to former Student Enterprise Awards (SEAs) participants???

Well, some of the students who have taken part in our programme over the years have gone on to make big names for themselves in the business world!

One of these participants, Adare based milner Aisling Maher, will be speaking at the prize giving ceremony this year in Croke Park. Aisling will share with students how her experience of taking part in the SEAs played a big

part in preparing her for life as an entrepreneur. Aisling set up her business in 2010 making bespoke fashion accessories. She is currently stocked in a range of boutiques across the country and has a thriving export business to the UK, USA and Europe. She even counts Catherine Zeta Jones as one of her customers!!!

For more info on Aisling check out www.aislingmaher.com



www.aislingmaher.ie

Programme

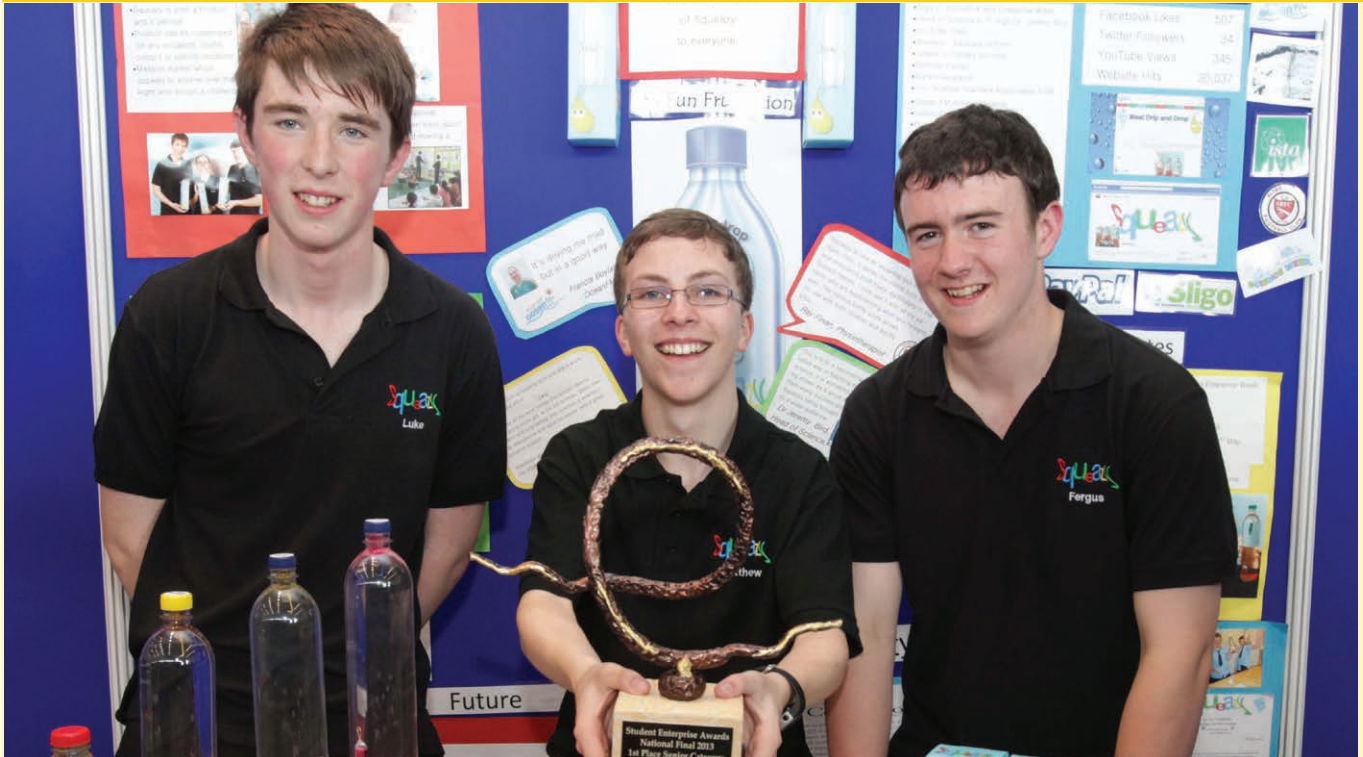
Entertainment



Student Karaoke 1.15pm - 2.15pm

After the exhibition stand judging is complete students will be treated to a lunchtime Karaoke session in the main hall. There will be a prize of a One4All gift voucher worth €50 for the best performance on the day.

Interview with Squeazy



We chatted with last year's Senior Category Winners Fergus Munday, Matthew Hewston and Luke Sheridan from St. Clare's Comprehensive School in Manorhamilton, Co. Leitrim about their winning business 'Squeazy'.

How has 'Squeazy' been going since you won the Senior Category last year?

It's been going great! We've sold Squeazys in the thousands, we're looking at new machinery to help us increase volume and we are now stocked in two major retailers in Dublin. We have big ambitions for the company and are focused on getting Squeazys stocked in more retailers across Ireland and the world.

What have you been doing to grow the business?

Investing money back into our company has been a significant part of our continual growth. Straight after the Student Enterprise Awards National Final last year, we redesigned and purchased new packaging. In general, a lot of money has been invested in uniforms, pop-ups and flyers. The most important thing we've invested in has probably been our Point Of Sale stands, which we use in the retail outlets. We've also improved product quality by achieving CE marking. As mentioned earlier, attaining machinery to bring production to the next level is next on our list of our priorities.

How have you managed to juggle your general studies with your growing business?

The first couple months back to school were slow enough as we found it hard to balance studies with 'Squeazy', but as Christmas approached we became more motivated and we've been extremely busy since November.

What tips would you have for students thinking of setting up their own business?

There's no doubt that to run a successful business requires a lot of work. If you're thinking of setting up your own business or continuing with your current business after the Student Enterprise Awards, then don't forget that it's going to require a lot of late nights and early mornings. So make sure that everyone in your company is committed to making it succeed!

What advice would you have for students about to face the judges for the first time?

To get to this stage today you obviously have a great business, make sure you understand all aspects of your company and that you are confident when the judges come around. Your job today is to convince each judge in 3 minutes why your company is better than everyone else's so good luck!

And finally.....

Competing in SEAs has been a huge learning curve for us. We've learned so much about the practical elements of running a business e.g. marketing, sales, finance, working with retailers and successfully running the social media side of Squeazy. The whole experience for us has been incredible but we wouldn't have got to where we are today without support from our teacher Ms. Gallagher, our school, St. Clare's Comprehensive, our hometown of Manorhamilton, the Leitrim County Enterprise board and lots of parental help.



Highlights from the 2013 National Final

