

Senior Category Winner 2016

Headphone Helpers:

The prestigious prize of Student Enterprise of the Year in the Senior Category in 2016 went to Luke Byrne from Coláiste Chraobh Abhann, Kilcoole, County Wicklow.

Luke's winning business idea is called *Headphone Helpers* – an innovative silicone band that stops your earphones from falling and getting tangled.

The band has two small loops at the end that your earphones simply fit through and the band comfortably rests around your neck, thus keeping your earphones from falling down and getting tangled. This means that when the earphones fall out of your ears they only fall to a certain height.

The product has proved very popular with walkers, runners, joggers and generally anyone who listens to music on the go.

Luke has appeared on RTE's *The Late Late Show* promoting his product and sells through his website www.headphonehelpers.com



www.headphonehelpers.com

Senior Category Winner 2015

An Tionchar:

Shíofra Ryan of St. Brendan's Community School in Birr, County Offaly, won the top prize in the student enterprise competition in 2015.

Shíofra's product was called 'An Tionchar' – the impact hurling boot. It is the first hurling boot of its kind to be developed. It is a boot specifically designed for hurling and camogie that offers the exact type of support needed to prevent injuries to players.

Shíofra's idea came from her love of camogie. She had played the sport since she was a young child. After experiencing pain in her leg, particularly after playing camogie, Shíofra started using orthotic insoles in her camogie boots for extra support. She wondered, rather than paying €250 for these insoles, why not just design a boot for camogie and hurley players that would provide the support needed. She noticed that the boots that camogie and hurley players wear are designed for soccer and not camogie or hurley and didn't provide adequate support.



<https://www.facebook.com/antionchar/>

Senior Category Winner 2014

Upright Cycle Stands:

Another sporting themed idea won the top accolade in 2014. Cathal Daly was a Transition Year student at De La Salle College in County Waterford when he came up with his business idea.

A keen cyclist and member of the Commeragh Cycling Club, Cathal was looking to buy a stand for his bicycle that had clipless pedals and couldn't find one that ticked all the boxes.



He decided to look into the idea of trying to design his own bike stand by putting his woodwork skills to use and the 'Upright Cycle Stand' was born!.

What's unique about Cathal's stand is this – it is the only stand designed for racing bikes with clipless pedals that holds them in place by the pedal. It does not touch the frame or rims of the bicycle.

Senior Category Winners 2013

Squeazy:

The 'Squeazy' is an innovative game, aimed at mainly primary school children. The game consists of two characters – Drip and Drop – in a liquid filled bottle. The game centres around the science of pressure and water. Using the concept of Cartesian divers, the aim of the game is to squeeze the bottle to try to catch Drop (with a hook) and Drip (with a loop).

Since winning the competition this group of young men have been extremely busy building their business empire! They have invested in newly designed packaging for their product as well



as making significant investment in marketing, new uniforms, promotional leaflets and a pop-up display stand. They have appeared on RTEs TwoTube and KidSpeak to promote their product and are also working through getting their CE marking for the product so they can get stocked in some of the larger retail outlets in the country. The team also launched the *Wedding Squeazy*, which they are hoping will be launched in flower shops throughout the country. The Squeazy is stocked in The Art and Hobby Shops around Ireland.

<https://www.facebook.com/SqueazyOfficial>

Senior Category Winner 2012

Irish Baubles:

Ciara Whooley got the idea for her student enterprise *Irish Baubles* from travelling abroad to Christmas markets around Europe. She realised that most towns sold Christmas memorabilia of their own communities and she became aware that there



was no similar type products available on the Irish market for tourists or locals to purchase.

So she came home and when the opportunity came up to start a student enterprise at school she decided to manufacture and sell

Christmas tree baubles with Irish landmarks on them.

Beautifully packaged, the baubles are on sale on all five continents with Australasia being a very popular market for Ciara. However, she also exports to Russia, South Africa, USA and of course the United Kingdom, among others. Ciara's website www.irishbaubles.com is PayPal enabled. Many of her customers who buy the baubles in Ireland also ship them abroad as they make an ideal gift at Christmastime to send to loved ones.



www.irishbaubles.com



Senior Category Winner 2011

Rosso Solini

Tara's idea for the Student Enterprise Programme was a clever pack that allows women to customise their shoes with a red heel to make them look like designer shoes. She called the product *Rosso*

Solini, which means red sole in Spanish- the idea came to Tara when she was at a wedding in Spain and she spotted that red confetti had gathered on a lady's shoe and she thought they were designer shoes!!!

Tara currently employs a team of people in the business, including her own Dad! *Rosso Solini* currently exports to over 23 countries worldwide including Iceland, Kuwait, Canada and Australia.

Rosso Solini has been featured by some of the most famous publications around the globe including Vogue, Huffington Post, Shoe TV, The Saturday Night Show, The Irish Times, New Yorker Magazine and many more.

Tara has also diversified her product range to include different coloured sole stickers and glitter stickers.

www.rossosolinishop.com