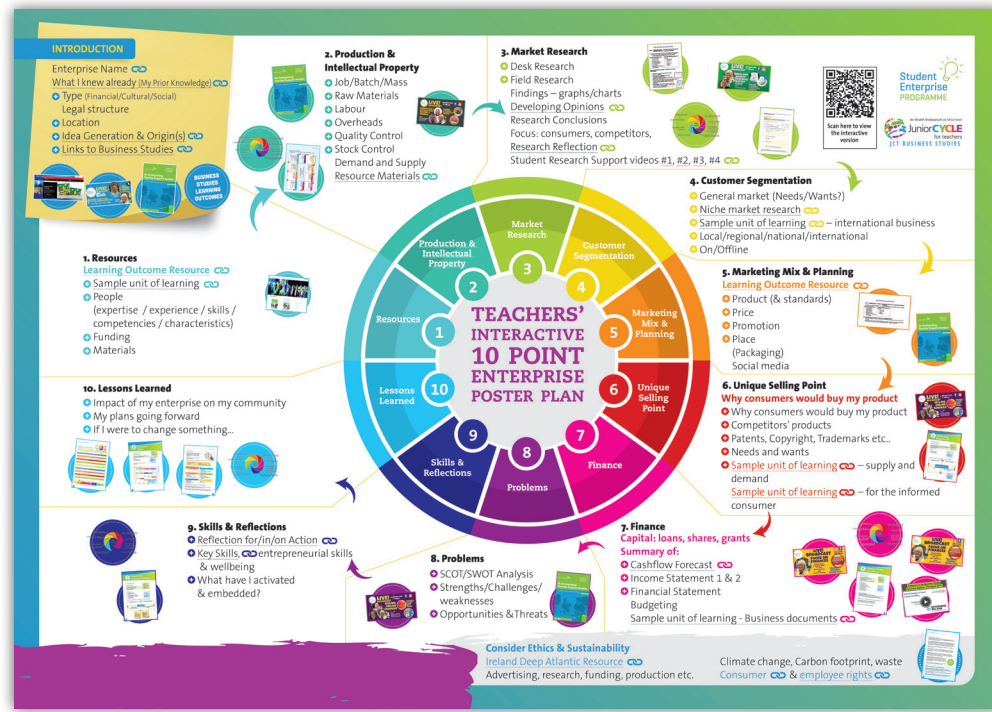
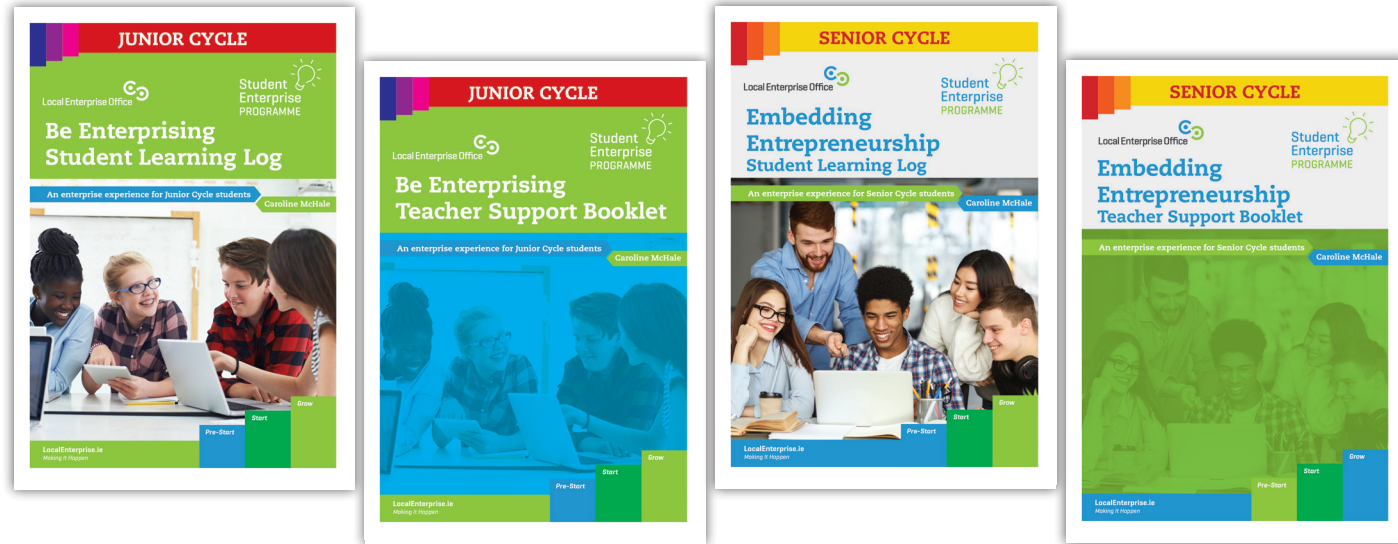


Free Resources Available:



Student Enterprise PROGRAMME



Oifig Fiontair Áitiúil
Local Enterprise Office

NATIONAL 2024 FINAL 24

THURSDAY 9TH MAY

MULLINGAR PARK HOTEL

Webinars



28,000 students ... 500 schools
....1,000s of ideas every year!

#StudentEnterprise

www.studententerprise.ie



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Celebrating a community of 400,000+ teen entrepreneurs!!!

Welcome to the Student Enterprise Programme National Final 2024! A huge well done to all students who made it here today and to all 28,000+ students around the country who took part this year. You should all be very proud of yourselves.

This is our 22nd year and we are delighted to announce that our participation figures to date have gone over the 400,000 mark. That is 400,000 young Irish students who have set up and run a small business and discovered what it is like to be an entrepreneur.

So many of these students have since gone on to make their mark in the national and international business world. Our alumni are trailblazing with businesses in areas such as healthcare, craftsmanship, technology, beauty, food and agriculture.

A wonderful example of the power of Student Enterprise is Niamh Murray from *ForgetMeNot* featured on page 10. Nine years ago Niamh was here at the National Final as a TY student with her business *Once Upon A Rhyme* and now she is running her own company in the healthcare sector and making real changes to people's lives.

This is proof that the business leaders of tomorrow are truly in this room today. And just like Niamh and many more who have gone before you, many of you here today will go on to grow and expand your own businesses and create Irish jobs in years to come.

On behalf of the Network of Local Enterprise Offices, I would like to thank your teachers, parents and mentors for all their support and guidance this year as you embarked on your entrepreneurial journey.

Comhghairdeas gach éinne agus lean ar aghaidh ag nuálaíoch!

John Magee
Chair of the Network of Local Enterprise Offices

Our Judging Panel

Junior Judging Panel



Geraldine Beirne
ATU



John O'Dea
Tech Ireland



Lisa Cunningham
Vogue Business Development

Intermediate Category



John Byrne
www.johnbyrne.ie



Jillian Shaw
Enterprise Adviser



Orla O'Carroll
Business Consultant

Senior Category



Breda Fox
Fox Consulting



Patrick Claffey
QMP Consulting



Eleanor Forrest
Enterprise Ireland

SMART Business Award



Conor Walker
Folens



Peggy Mc Glynn
Former Louth LEO Business Adviser

Sustainability Awards



Martina Furlong
Office of Communications & Corporate Services, EPA



Tanya Fitzgerald
UCC Futures

Best Business Website Award



Oonagh Mc Cutcheon
Chief Communications Officer .IE



Ciarán Stone
Square Root Solutions

Intellectual Property Awards



Dr. Dolores Cassidy
Intellectual Property Office of Ireland



Caroline Kelly
Intellectual Property Office of Ireland



Caroline Mc Hale

Finance Award



Jude Condell
CPA Ireland



Luke Saunders
Studyclix



Elaine Mc Cormack
Enterprise Ireland

My Entrepreneurial Journey

LCVP Challenge

Schedule

Time	Event	Venue
8am:	Venue Opens	Mullingar Park Hotel
9am – 12pm:	Judging	Banquet Hall
12pm-1pm:	Lunch	Teachers (Aoife Suite) (Take-away lunch bag from main hall)
	Students	
1pm-1.30pm:	Awards ceremony (sponsored awards)	
1.30pm – 2.15pm:	Awards ceremony (category awards and overall winners)	

Special Guest

Minister for Enterprise, Trade and Employment
Peter Burke T.D.

Teachers' VIP Lounge

A special Teachers' VIP Lounge, located in the *Courtyard Lounge* will be open from 9am.

Complimentary tea/coffee and snacks available throughout the morning in a quiet and relaxing space away from the hustle and bustle of the exhibition area!

MC: Rick O'Shea, RTE

MC: Louise Cantillon, Today FM

Student Entertainment

There is plenty to keep students entertained throughout the morning!

Keep an eye out for our two mentalists/magicians in the main hall during the morning! They will be performing some truly unbelievable illusions that will keep you guessing!!

Two professional caricaturists will also be located in the main hall offering free caricatures for students and teachers!

A Creative Art Therapy Workshop will take place in the main hall during the morning with Art Therapist Sadie Wheatley.



OUR SPONSORS



The EPA is once again delighted to be partnering with the Student Enterprise Programme to sponsor the Sustainability Awards in the junior, intermediate and senior categories at the 2024 National Final.

The Environmental Protection Agency (EPA) is the Irish body responsible for protecting and improving our environment as a valuable asset for the people of Ireland. We are committed to protecting the people and environment of Ireland from the harmful effects of radiation and pollution.

There are 3 main strands to our work:



We were so overwhelmed last year by how many student enterprises embraced sustainability and the circular economy on their entrepreneurial journey, that we decided to extend the awards this year and award a prize in each of the junior, intermediate and senior categories.

We have asked you to consider the global consequences of your actions as young Irish entrepreneurs and to think about what small changes you can make in your business that can have far reaching impacts for the environment – both in Ireland and globally.

And you have certainly risen to that challenge! Our judges are delighted to see so many 'green' elements to the student enterprises this year – from eco-friendly products to sustainable business practices and a strong commitment to the circular economy.

Well done to you for making a difference!



FOLENS Folens SMART Business Award 2024

After a hugely successful year last year, Folens are once again delighted to sponsor the 2024 SMART Business Award in partnership with the Student Enterprise Programme.

This year we gave students a brand new challenge based around the all-important **Marketing Mix**. In any business, getting your Marketing Mix right is one of the foundations of success.

For this year's Folens SMART Business Challenge we asked students to take an existing product and see how you can change it up to make it even better ... then create a SMART Marketing Mix for your new product!

It has been fantastic to see all the really creative and clever ways you have adapted your marketing mix and developed some really innovative and well thought-out marketing strategies.

Our judging panel have been overwhelmed with the creativity shown by students in taking on this challenge and with such an incredibly high standard, it has made our decision very difficult.

Today we look forward to announcing our overall senior and junior category winners and presenting both the winning students and their school with a prize fund to the value of €1,000 as well as the Folens Smart Business Award trophy.

Beir Bua!

#Tomorrow's Entrepreneurs Today



As the trusted national registry for over 330,000, domain names, .ie protects Ireland's unique online identity and empowers people, communities and businesses connected with Ireland to thrive and prosper online.

As a positive driving force in Ireland's digital economy, .ie serves as a profit for good organisation with a mission to elevate Ireland's digital identity by providing the Irish online community with a trusted, resilient and accessible .ie internet domain.

We have been managing the .ie country code Top Level Domain (ccTLD) namespace since July 2000.

.ie is proud to be collaborating once again with the Student Enterprise Programme this year to sponsor the 'Best Business Website Award' at the 2024 National Final.

Just as is the case with any business, for student enterprises, having a presence online nowadays

is critical for business success – for marketing, generating sales and to make it easier for your customers to find you!

We are living in an increasingly digital world where more and more people are choosing to purchase online. Via the studententerprise.ie website, .ie has a special student enterprise portal with key resources for students embarking on taking their businesses online.

Our judging panel has been busy examining all the national finalist entries here today and assessing their business websites. We have judged the websites on design, content and usability. The standard has been excellent across the junior, intermediate and senior categories and this has made our job as judges really difficult.

Who will be the proud winner of the Best Business Website Award today and walk away with a prize fund worth €1,000? Not long to wait to find out.

The Intellectual Property Office of Ireland is the official Irish government body responsible for intellectual property (IP) rights including patents, designs, trade marks and copyright. We work with businesses all over Ireland to help them protect their own intellectual property and to ensure that they don't infringe on the intellectual property of another business.



Oifig Maoine
Intleachtúla na hÉireann
Intellectual Property
Office of Ireland

The IPOI has worked with the SEP for many years to help students all over the country become aware of how important intellectual property is to their student businesses. From providing guidance on how to apply for a patent to answering all types of IP queries, the IP office is on hand right throughout the year to take questions from students.

Each year the IPOI award three student enterprises the excellence in IP award at the National Final in the junior, intermediate and senior categories. This year again we are delighted to see how students are really building IP into their business plans – something that will really stand to you as you continue your journey to becoming an entrepreneur.

We look forward to announcing our three winners here today!

Best of luck to you all!

CPA Ireland is delighted to be partnering with the Student Enterprise Programme to sponsor the CPA Finance Award at the National Final 2024.



We have been really impressed with the standard of financial management and reporting shown by our national finalists in their business reports and enterprise posters and we are really looking forward to meeting with you here today. It is clear there are definitely some budding young entrepreneurs, accountants and financial managers among you!

For any students taking part this year who have enjoyed the experience of managing the company finances, CPA Ireland is on-hand to answer any queries you may have on a career in this area – please pop by our stand and have a chat to us.

Accounting is one of the most secure careers you can undertake and there is currently a huge shortage of accountants in Ireland. Accountancy is also an excellent career choice if you wish to travel overseas as accountants are in demand in all countries!

You can become an accountant by either studying for a degree at college and getting exemptions from CPA exams or studying for the CPA Accountancy qualification directly after your leaving cert and earning while you study.

OUR 2024 National Finalists

JUNIOR CATEGORY

No.	Business	Description	School	Students	Teacher	LEO
1	Baile Do Bheacha	Wooden bee homes that provide shelter and a safe nest for solitary bees in your garden	Gaelcholáiste Uí Chonba	Nell Mc Mahon, Isis Dos Santos Cacciaguerra	Donal Enright	Limerick
2	The Bee Buds	Lip balm and body balm made from beeswax and coconut oil	Coláiste Muire Réalt na Mara	Imogen O'Leary, Bess O'Leary, Fia Wrigley, Ella Matthews	Anna O'Sullivan	South Cork
3	The Christmas Scene	Christmas centrepieces, mini Christmas trees & decorations	Avondale Community College	Eoghan Doyle, Conor Kelly	Carole Doyle	Wicklow
4	Second Chance Golfballs	Sale of pre-used golf balls to young/beginner players	Wexford CBS Secondary School	Oisín Casey	Ann Barry	Wexford
5	Carry Camán	High visibility hurley and sliotar holder	Presentation Secondary School, Castleisland	Marguerite Herlihy, Seána Walsh, Clodagh Buckley, Lucy Matassa	Edward Clarke	Kerry
6	HR Agri Photography	Agri photography and videography business	Patrician Presentation Secondary School, Fethard	Harry Ryan	Ian O'Connor	Tipperary
7	Errigal View Lavendar	Handmade products made from locally sourced lavendar	Rosses Community School	Hailey O'Neill	Deirdre O'Reilly	Donegal
8	The Easy Carrier	Handheld wooden bag carrier	Our Lady's Secondary School, Belmullet	Noah Lennon, PJ Canning, Morgan Tighe, Artur Kravets, Andrew Gilboy	Maria Malone	Mayo
9	Mad Yokes	Sale of free-range eggs	Corran College, Ballymote	Shane Waters, Ryan Sweeney, Peadar Longton	Carmel Shannon	Sligo
10	Berry Burst	Homemade jams available in five delicious fruity flavours made with 100% natural ingredients	Coláiste Abhainn Rí	Robbie Lyons	Lorna Cody	Kilkenny
11	Helpful Hearts	Sale of a range of baked goods, heart keychains, hand painted wooden decorations and Christmas wreaths	Ennistymon Community School	Abbie Minogue, Caoimhe O'Halloran, Sophie O'Sullivan	Laura Garvey, Caitriona Hynes	Clare
12	Hats Scents	Novelty air fresheners in club and county colours	Ardscoil Phádraig, Granard	Maria Kelly	Linda Reilly	Longford
13	CS Hurls	Mini hurls made from recycled pallets	St. Patrick's Classical School, Navan	Cian Healy, Seán Hughes	Gareth Mc Mahon	Meath
14	Bumblez	Organic beeswax hand and lip balm	Loreto Secondary School, Balbriggan	Alex Daskalova, Tippi Walsh, Leonie Bueck, Yasmin Walsh, Jenni Anna Lanigan O'Keefe	Paula Gartland, Áine Murray	Fingal
15	Slobber Stopper	Clean solutions for playing with your dog - fabric toy covers for slobber stopping	Stratford College	Yihan Reddy, Eli McQuillan, Christian Braz, Roberto Mizzoni	Seán Brilly	Dublin City
16	Via's Jewellery	A range of unique handcrafted resin earrings	Portlaoise College	Olivia Przepiora	Michelle Duggan	Laois
17	DCA Machinery Lighting	Tractor light bar	Drumshanbo Vocational School	Conor Mc Cabe, Connor Mc Gowan, Adam Malone, Darragh Mc Gourty	Yvonne Trainer/Sharon Feeney	Leitrim
18	Locker Stockers	Locker kitbag including hair bobbins, vaseline and other items	Loreto Abbey Secondary School, Dalkey	Lucy Doolin, Amelia Doyle, Amber Smith	Sue Shirley	Dún Laoghaire Rathdown
19	Green Hoof	Re-purposed horseshoe mounted in a frame with personalised message	Coláiste Dún an Rí	Aoife Mc Kenna, Leah Brady Mc Mahon	Lauren Mc Nally	Cavan
20	Eco Estate	Honey products and bird boxes	Moate Community School	Will O'Brien, Conor Cuniffe, Aodhan Curren, Jack Mc Guinness	Clodagh Kelly	Westmeath
21	Smeltsory	Candles and wax melts	Scoil Mochua	Gráinne Bourke, Ethan Ribero, Eric Hutchinson, Ezekiel Linn	Sarah Ryan, James Hughes	South Dublin
22	Sweet Tooth Hampers	Treat hamper	Gallen Community School, Ferbane	Tom Halligan, Ethan Kelly, Aaron Kenny, Adam Delaney	Marilyn Mc Donagh	Offaly
23	Lego Warriors	Re-purposing old lego pieces to make seasonal crafts, table centrepieces and other products	Dundalk Grammar School	Islagh Hollywood, Ivanna Malone	Elizabeth Mc Cabe	Louth

INTERMEDIATE CATEGORY

No.	Business	Description	School	Students	Teacher	LEO
24	Fitzpatrick's Firewood	Eco-friendly kindling business	Patrician Academy, Mallow	Bill Palmer, James Kelly O'Connor, Alec Fitzpatrick	Stuart Borthwick	North Cork
25	Owen's Landscaping	Landscaping and gardening services	St. Louis Community School, Kiltimagh	Owen Monaghan, Odhran Freeman	Gavan Gallagher	Mayo
26	Esker Timber Creations	Manufacture of unique wooden products from repurposed pallet wood	Presentation College, Athenry	Cormac Monaghan	Monica Moroney	Galway
27	TP Decals	Variety of stickers, car registration plates and other car accessories that are durable and affordable	Coláiste Chiaráin, Croom	Tadhg Purcell	Martin Murphy	Limerick
28	Bling	Decorated wine glasses, key chains and crochet items	Loreto Secondary School, Bray	Ayla Ryan, Robyn Fitzsimons	Nicola Hennessy	Wicklow
29	HP Enterprise	Multi-purpose slurry leverage tool for slurry tankers that protects the user's back	Coláiste Mhuire Co-Ed, Thurles	Harry Butler, Padraic O'Halloran	Ms. M. Bergin, Ms. E. Molumby	Tipperary
30	Love Cobh Colouring	A range of colouring books and postcards based on the beauty of the heritage town of Cobh	Coláiste Muire, Cobh	Honor Cronin	Ciara O'Callaghan	South Cork
31	Mean Beanz	Home-knitted beanie hats	Coláiste Iascaigh	Cathal Finnerty	Ciara Moran	Sligo
32	Gloine Mara	Handcrafted canvas art gifts from the sea	Coláiste Abhainn Rí	Muireann Bibby, Tom Carey	Lorna Cody	Kilkenny
33	Cross Crafts	Production and sale of handmade leather goods	St. Anne's Secondary School, Killaloe	Dylan O'Brien, Gerard McWey, Donnacha Melnyk Murphy, David Maslanek	Lauren King	Clare
34	Inishowen's Back In The Day Party 2024	A social gathering to encourage the elderly and youth in our society to interact	Scoil Mhuire, Buncrana	Ella Bradley, Sienna Bradley, Amber Moran	Olwyn O'Donovan	Donegal
35	Sparkly Clean	Range of handmade, eco-friendly products for everyday cleaning needs	Ramsgrange Community School	Holly Cassidy	Louise Walsh	Wexford
36	Léine Lúfar	School shirts for students with additional needs and physical impairments	Castleisland Community College	Ellie Horgan, Emma Horgan, Bláithín Rahilly	Laura Leahy	Kerry
37	Trendy Threads	High quality gifts made from recycled fabrics and materials	Moyne Community School	Gráinne Mc Kenna, Sarah Mollaghan	Padraig Doherty	Longford
38	M.E.N.D.	Mindful product for students who suffer from anxiety	Coláiste Rioga, Dunshaughlin	Bláithín Doonan, Annabel Kavanagh	Declan Clarke	Meath
39	CKE Candles	Handcrafted soy candles made with love and attention to detail	Largy College, Clones	Clodagh Carey, Kamile Virganaviciute, Emma Mc Caul	Ciaran Curran	Monaghan
40	Peaceful Pal	AI App for mental wellness	St. Andrew's College	Max Grogan	James Doyle	Dún Laoghaire Rathdown
41	Peace of Mind Jewellery	Fashionable, high quality jewellery to help relieve anxiety in young people	Oaklands Community College, Edenderry	Aleksa Ponomarjova, Chloe Usher	Patricia Hynes	Offaly
42	Crafty Trilogy	Crochet Christmas Gifts	Loreto Secondary School, Balbriggan	Agata Dziuzanska, Kaili Guan, Kexin Yung	Seán Stringer	Fingal
43	Eternity	Long lasting perfumes made with natural ingredients	Portlaoise College	Amina Adnan	James Harvey	Laois
44	Glow & Co.	Homemade candles	Our Lady's of Mercy, Beaumont	Anastazjai Kadzierska, Sophie Postek, Cheryl Adeleke	Imelda Taylor	Dublin City
45	Silk & Ivory	Handmade soap	Mercy Secondary School, Kilbeggan	Odhrán Claffty	Darren O'Meara	Westmeath
46	Blobs With Jobs	Crochet blobs that come with a job and token	Loreto High School, Beaufort	Emily Hannigan, Ava Lardner, Áine Frawley	Sarah Matthews	South Dublin
47	Caring Candles	Homemade candles	Drumshanbo Vocational School	Amy Keaveney, Chloe Keaveney, Leona Meehan	Yvonne Trainer, Sharon Feeney	Leitrim
48	In Awe	Awe inspiring lino prints of cutlery, roses and decorative ceramic bowls	St. Clare's College, Ballyjamesduff	Ayoololuwa Awe, Gabrielle Erhahon Onu	Niall Donohue	Cavan
49	MK Keyrings	Production of keyrings and tractor lights	Scoil Uí Mhuiri, Dunleer	Mark Kelly	Martina Farrell	Louth

SENIOR CATEGORY

No.	Business	Description	School	Students	Teacher	LEO
50	Finnegan Fabrication High Lift	Portable crane designed to transform the functionality and productivity of commercial vans in construction	St. Patrick's Classical School, Navan	Seán Finnegan	Gareth Mc Mahon	Meath
51	Quris	Medical identification and referral system	St. Declan's College	Alfin Biny, Hans Rukesh	Michael Greene, Caoimhín O'Reilly	Dublin City
52	Steady Wine	A range of handcrafted and personalised wine bottle and glass holders	St. Mary's CBS, Portlaoise	John Phelan, David Reddin	Emma Lynch, Deirdre Moore	Laois
53	Colour Mo Cheantar	Dundalk based colouring book showcasing various landmarks in the community	St. Mary's College, Dundalk	Laura MacArtain, Luke Crilly, Luke Duffy	Shane Mc Donnell	Louth
54	AI Study Buddy	Study Assistant that helps you study and discover what type of learner you are	Greenhills Community College	Ryan Keogh, Daniel McInerney, Sean Dunne, Luke Steadman	Ciarán Stone	South Dublin
55	D. Fogarty Woodworks	Production and supply of wood craft products	Sacred Heart Secondary School, Tullamore	Danielle Fogarty	Breda Hand	Offaly
56	GM Engineering	Farm safety 'anti-backing bar' that prevents cattle and cows from backing down a livestock handling alley or crush	Roscommon Community College	Gavin Moran, Michael Hanley	Denise Staunton	Roscommon
57	Sweet Scents	Customised candles	Mount Sackville Secondary School	Kate Lee, Orla Mc Nulty, Carys Walsh, Nicole McDonald	Olga Owens	Fingal
58	Hatch It Out	Hatch your own chickens pack with educational angle	St. Finian's College	John Glennon, Brian Gil'Dillon, Jamie Gaffney	Shauna Keenan	Westmeath
59	Handle Holders	Wall holder that keeps tools safely in place at an elevated level	Ballymahon Vocational School	Kiera Hopkins, Lára Flood, Grace Cassells	Ann Hall	Longford
60	My Pet Pal	Pet Management App	Holy Child Secondary School, Killiney	Amelia Lawless Mc Carthy	Emma Quinn	Dúnlaoghaire Rathdown
61	DSKE Farm Safety Calendars	Farm safety calendar	Carrigallen Vocational School	Emma Flynn-Duffy, Danielle Hall, Kate Harte, Saoirse Shanley	Mary Greene	Leitrim
62	Resin Creations	A range of handcrafted resin products including keychains, coasters and home decorations	Virginia College	Julia Wolak, Viktoria Wolak, Chris Duffy	Colm McCormick	Cavan
63	GLÁN	Production of a range of artisan soaps	Coláiste Mhuire, Ballymote	Ruadhán Sheerin, Luke Ryan, Joshua McGill, Seán Sweeney	Siobhán O'Donnell	Sligo
64	Eco Fire	Sustainable fire fuel business delivering an eco-friendly alternative to coal, peat and firewood	Creagh College, Gorey	Matt Furlong, Adam Connolly	Edel Peters	Wexford
65	Tankit	Steel portable cover for slurry pit manholes	CBS Thurles	Seán Brett	Fergus O'Brien	Tipperary
66	Plant Paradise	Natural fertilizer using worms	St. Kevin's Community College	Clodagh Flynn, Violetta Melero Miguel, Melanie Gleeson, Laila Fox	Nicola Rigley	Wicklow
67	Flippin' Catchy	A device that sticks your phone to almost any surface	Tullow Community School	Adam Cleary, Michael Ryan, Markuss Ragelis, Adam Laaraichi-Byrne, Thomas Fitzgerald	Brian Larkin	Carlow
68	Dripfeed	An innovative, simple to use, automatic plant watering system that is fully recyclable	St. Macartan's College	Alex Mc Vicar	Paddy Hughes	Monaghan
69	The Little Lost Collection	A childrens' book collection designed to educate young children about rescuing animals	Presentation Secondary School	Niamh Brett, Danica Tervit Kruger, Hazel Maher	Caoimhe Mc Carthy	Kilkenny
70	TANdy HAND	Uniquely designed product to assist with exfoliating, moisturising & tanning those difficult to reach areas, particularly your back, to achieve a flawlessly bronzed look every time.	St. Wolstan's Community School, Cellbridge	Alannah Morley, Caoimhe Ní Drisceoil, Zoe Shannon, Maeve Foley Wollmer	Lorraine Plunkett	Kildare
71	Corrib Pursuits	Outboard engine servicing and repair business offering solutions for outboard engines of all makes and models	Coláiste Iognáid	James Crawley, Mactire Tighe, Jack Mannion	Orna Rea	Galway
72	Síoda Mara	Organic seaweed cosmetics company for all skin types	St. John Bosco College, Kildysart	Eimear McGee	Betty Culligan	Clare
73	Sheehan Exterior Clean	Premier exterior cleaning business	Patrician Academy, Mallow	Eoin Sheehan, Mark Sheehan, William Stokes	Mags Alley	Cork North
74	The Boot Clinic	Restoration service for old football boots	CBS The Green, Tralee	Oliver Lata, Stephen Turner	Aileen Somers	Kerry
75	DesTech	Re-usable hand warmers that heat to 53 degrees for up to 30 minutes	Desmond College, Newcastlewest	Laura Brennan, Eliissa Shiels, Caoimhe Greene	Donal Enright	Limerick
76	Comhar Cards Ltd.	A quiz card game to enhance the Irish language and culture	Coláiste an Spioraíod Naomh	Zac Wallace, Taha Siddique, Alex Healy, Marcus Conroy, Ruairí Lynch	Anthony Malone	Cork City
77	Fly Fitness Ireland	Sustainable gym company	Ballinrobe Community School	Sequoyah Duffy, Rian Gilligan, Brian Lynagh, Shea Sweeney	Laura Dwyer	Mayo
78	Almanac Áille	Production of wooden calendars with Irish language statements	Scoil Mhuire, Ballingearry	Paidí ó hArgáin, Katie Ní Chróinín, Eanna ó Ceilleachair, Eoin ó Muimhneacháin	Ide Ní Uidhir	Cork South
79	Doherty Harvesting	Seaweed harvesting and processing company supplying high quality fresh wet and dry ascophyllum nodosum seaweed to companies that use seaweed in their products	Rosses Community School	Dylan Doherty	Deirdre O'Reilly	Donegal
80	DJS Engineering	Farm equipment holder: an agri product to make dehorning calves safer and more efficient	Kinsale Community School	David Forde, Jack Good, John Quinn, Seán Dinneen	Máire Fleming, Caitríona Leahy	Cork West
81	Stiúideo Shortcourse	A greeting card business providing Irish messages using recycled materials and crisp design	Gaelcholáiste Phort Láirge	Maeabh Ní Dhíomáin	Róisín Nic an Tuile	Waterford

PROUDLY SHOWCASING OUR SEP ALUMNI!!!

FORMER SEP PARTICIPANT TRAILBLAZING IN THE HEALTHCARE SECTOR

The entrepreneurial journey for so many of our SEP students does not simply end when our National Final wraps up each year.

Many go on to make their mark on the business world both in Ireland and overseas across many sectors. One such student is Niamh Murray from Co. Offaly. Niamh took part in the National Final back in 2015 with her student business *Once Upon A Rhyme* – a novel idea that brought nursery rhymes into the 21st century by printing them on clothing items.



Nine years on and Niamh is now co-founder of an innovative new Irish business called *ForgetMeNot* which is changing the lives of people living with dementia. Niamh and her business partner Amy Boyden have created an innovative new app based on Reminiscence Therapy that improves communication for people living with the disease. The app uses photographs, music, video and voice recordings to evoke memories of people, events and places from the past. It is aimed at individuals living with dementia, their loved ones and those in a formal caregiving role in community care settings.

We caught up with Niamh recently to find out more about her business and about how taking part in the Student Enterprise Programme prepared her for the world of business.

Tell us more about where the idea for the *ForgetMeNot* App came from?

The idea for *ForgetMeNot* came from our own lived experience really. We understand first-hand how difficult it can be to communicate with those living with dementia. Both Amy and I have played a role in caring for our loved ones living with the disease. Both of my grandmothers, Margaret and the Kitty, and Amy's step mother Ellen both lived with the illness. While caring for them, Amy and I experienced first-hand just how powerful using sensory prompts such as photographs, music, video and voice recordings can be in

helping to evoke memories when communicating with family members living with dementia.

With this shared experience and a passion for enterprise, when Amy and I met while studying at UCC, the idea of the app took on a life of its own and we ended up taking it into the IGNITE Incubation Centre in the college after we graduated and here we are today!!!

What role did taking part in the Student Enterprise Programme have on your entrepreneurial journey?

Taking part in the Student Enterprise Programme certainly instilled an entrepreneurial mindset in me. I learned how to effectively communicate my idea, network with those more senior than me and become more adaptable. Being an SEP alumni has huge benefits! It has allowed us to gain access to a wealth of resources, mentorship, and networking opportunities that propelled *ForgetMeNot* forward. The structured support provided by the programme allowed us to refine our business model, hone our pitch, and develop a clear roadmap for growth.

What advice would you give to students here today and their teachers?

I truly believe in the saying “take the risk or lose the chance”. I sometimes think that if I had not put myself forward back in Transition Year to take part in SEP, I would not have had the confidence to get to where I am today. I think students should be curious. After all, curiosity is what propels young entrepreneurs forward. Keep asking questions, challenging assumptions and seeking new opportunities.

You can find out more about the *ForgetMeNot* app on their website www.forgetmenotapp.ie



CONGRATULATIONS TO OUR 'MY ENTREPRENEURIAL JOURNEY' COUNTY WINNERS!

JUNIOR CATEGORY:						
No.	Category	Business Name	Student	School	Teacher	LEO
1	Junior	Concrete Style Studio	Áine Carragher	Our Lady's Secondary School, Castleblayney	Sinéad Brady	Monaghan
2	Junior	Tastalious Ltd.	Meabh Moylan	Coláiste Abhainn Rí	Emer Hickey	Kilkenny
3	Junior	Healthy Horses	Isabelle Kearney	Presentation De La Salle, Bagenalstown	Caroline Mc Hale	Carlow
4	Junior	Gamers' Choice	Timon Schaupp	Coláiste Iascaigh	Ciara Moran	Sligo
5	Junior	LA Bakes	Leon Allen	Drumshanbo Vocational School	Yvonne Trainer/Sharon Feeney	Leitrim
6	Junior	Tarpey Crafts	Eoin Tarpey	Coláiste Mhuire Co-Ed Thurles	Elaine Molumby	Tipperary
7	Junior	Zing Zap	Kayla Webster	Coláiste an Chreagáin	Anne Ryan	Galway

INTERMEDIATE CATEGORY						
No.	Category	Business Name	Student	School	Teacher	LEO
1	Intermediate	Portoastable	Dearbhla McArdle	St. Vincent's Secondary School, Dundalk	Eimear McCreesh	Louth
2	Intermediate	Bella's Jewellers	Bella O'Neill	Our Lady's Secondary School, Castleblayney	Sinéad Brady	Monaghan
3	Intermediate	Pollin8	Jamie Power	Coláiste Abhainn Rí	Emer Hickey	Kilkenny
4	Intermediate	Blanket Bliss	Maria Healy, Luke O'Connor, Ruth Brennan, Craig Burgess, Róisín Corcoran	Tullow Community School	Rose Fenlon	Carlow
5	Intermediate	Dough Re Mi Café	Taylor Kiely	Millstreet Community School	Pádraig O'Callaghan	South Cork
6	Intermediate	Global GAA Business	Cathal Finnerty	Coláiste Iascaigh	Ciara Moran	Sligo
7	Intermediate	Golf Girls	Eva Lowndes	Tullamore College	Aisling Bolger, John Lowndes	Offaly
8	Intermediate	Anti-fogging glasses	Amy Crawford	Lough Allen College, Drumkeeran	Laura Creaven	Leitrim
9	Intermediate	Moore Fresh	Saoirse Moore	Presentation College, Athenry	Monica Moroney	Galway
10	Intermediate	AT HOMES	Maria Mc Gowan	O Carolan College, Nobber	Fiona Crosby	Meath

LOTS APPENING THIS YEAR AT SEP!!!



With thanks to our Technology Partner *Square Root Solutions*, we were delighted to roll-out an exciting new initiative for SEP students this year to introduce them to the world of app creation.

Via the Student Enterprise Website, students were provided with resources to learn how to quickly and effectively design and create an app prototype on their smartphones for their student enterprise. The app prototype (MVP) looks exactly like a real app, just without the full functionality behind it.

Lots of students want to create apps as part of their SEP journey each year but in the past haven't been able to due to budget and time limitations.

But now, thanks to the team at *Square Root Solutions*, students can quickly and easily create their own MVP and learn lots about app development in the process.

Best of luck to all students showcasing their MVPs here today!

Square Root Solutions staff will be on-hand during the day to answer any app questions you may have.