

Supporting Start-ups and Innovative Entrepreneurs

Kevin Donnelly
Overseas Entrepreneurship



- The ecosystem
- Irish government support
- Who we help
- What we do

EMN/ESRI Conference January 2020

The Start-up Ecosystem – It's a jungle out there



PorterSheed

Local Enterprise Office
Let's talk bu.

#backedbyAIB



accenture
High performance. Delivered.



NEW FRONTIERS
entrepreneur development
an Enterprise Ireland programme



Google

NDRRC

for Entrepreneurs
IRELAND
here innovation means business



dogpatch

Leaf INVESTMENTS

TECH IRELAND

Ernst & Young
PRODUCT & DATA
IN BETA

DCURRYAN ACADEMY
FOR



aib
seed capital fund



Ernst & Young

South East
BIC

HBAN
Halo Business Angel Network

Growing Capital

NTIERS
entrepreneur development
rise Ireland programme

halo
BUSINESS ANGEL
partnership

KERNEL CAPITAL

GL
ENTERPRISE
CENTRE

Irish Government Support I



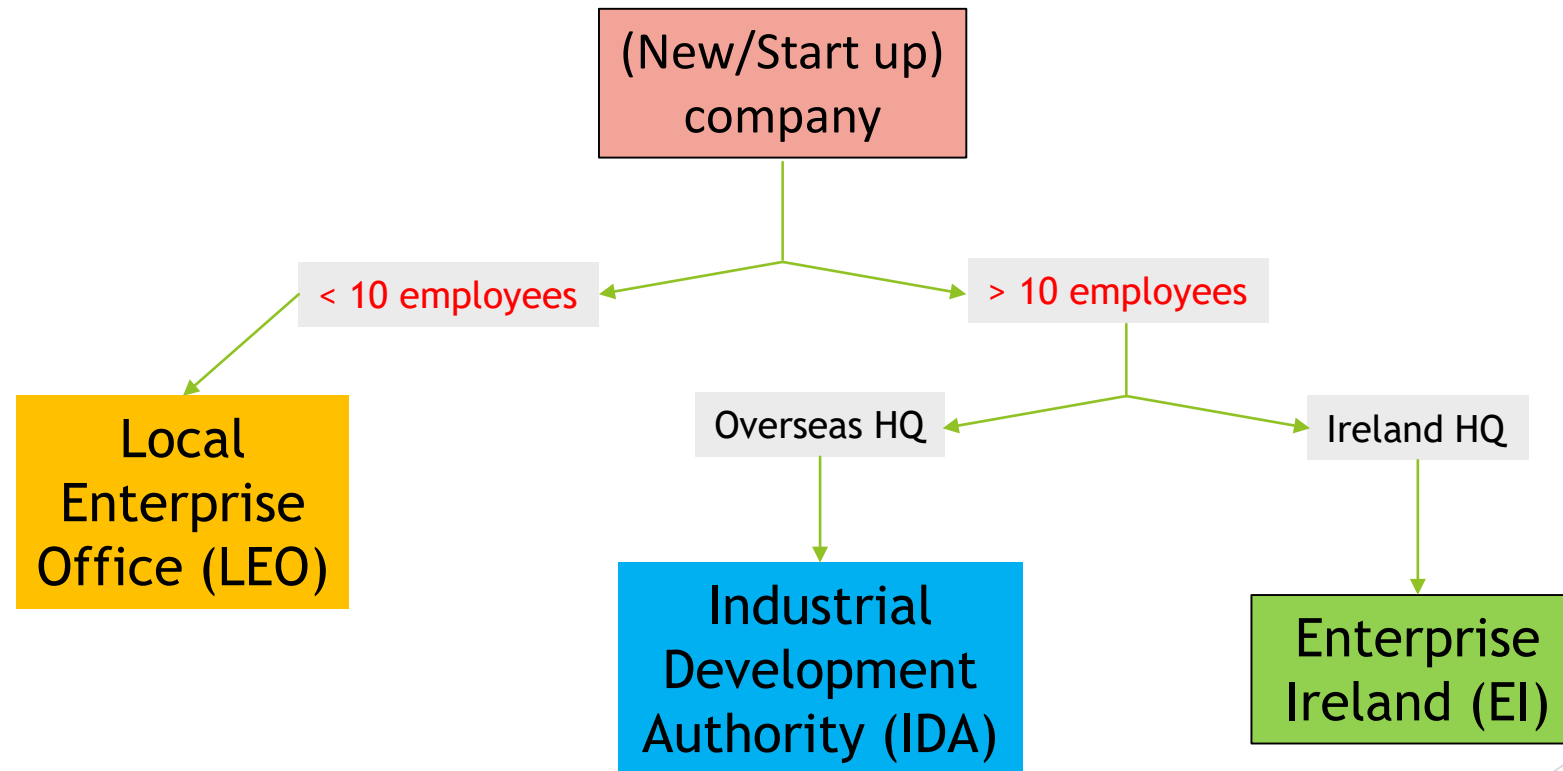
The nine most terrifying words in the English language are:

“I’m from the government and I’m here to help”

Irish Government Support II

Gallia est omnis divisa in partes tres

Julius Caesar; Commentaries on the Gallic War



Who we are

Enterprise Ireland



The short answer

Government agency that supports indigenous industry

- Established companies
- High Potential Startups (HPSU)

**But only companies with potential;
We invest for value to Ireland**

What is a HPSU?

17,000 startups registered in Ireland year to Oct 2019*

an SME with the potential to develop an innovative product
or service for sale on international markets

and

The potential to create 10 jobs & achieve €1 million in sales
within 3 to 4 years of incorporation.

and

< 5 years old

and

HQed in Ireland

What is (typically) not a HPSU?

- **Subsidiary**
 - HQ in Ireland?
- **Professional Services**
 - Scalable/Innovative?
- **Marketplace**
 - Innovative?
- **Distributors/Franchisees**
 - Competitive advantage
- **Domestically focussed**
 - Must export
- **B2C**
 - Ireland is small not enough “C”

What we do (practical support)

Enterprise Ireland engaged 1,800 entrepreneurs to produce 108 investable High Potential Start Ups in 2018

Identifying

Over 1300 enquiries

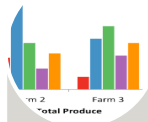
About 400 Formal business plans

180 Proceed to engagement

HPSU Start



Milestone Setting Meeting



Progress Update



Overseas Support



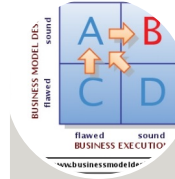
Sprint

0-18 Months

Fast Track

Engage HPSU Accelerate

HPSU Accelerate



Intensive Engagement to overcome business growth challenges



Master Class Series
Founders Forum
Peer 2 Peer Connecting



Overseas Support

24 Months

Fast Track

108 SUs in 2018

Start-Up Activity in 2018



€23m

Total Enterprise Ireland investment in Start-Ups



50

Competitive Start Funds (CSFs)



82

High Potential Start-Ups supported



28

Female-led Start-Ups



26

Follow on investments



15

High Potential Start-Ups from third level research

Regional Spread of 2018 Start-Up Activity



Summary

- **This is Business**
 - Are you a HPSU?
 - Will you benefit Ireland?
- **Why Ireland?**
 - Advice - What is the business reason?
 - Action - Only help Irish companies
- **Open to all sectors,**
 - Don't be an expert
 - Allow entrepreneurs make their case

Thank you.

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