



# INSPIRING WOMEN ENTREPRENEURS WHY NOT JOIN THEM?



**The latest initiative to complement the Going for Growth suite of initiatives.**

Going for Growth was awarded good practice by the European Institute of Gender Equality (EIGE) –

Highlighted by the OECD and EU as an “inspiring practice”

Winner of the European Enterprise Promotion Awards 2015 - Investing in Entrepreneurial Skills



**INSPIRING**  
**WOMEN ENTREPRENEURS**



# ABOUT INSPIRING WOMEN ENTREPRENEURS

## What is the objective?

### **TO INCREASE THE NUMBER OF FEMALE-LED INNOVATIVE BUSINESSES OF SCALE, FOCUSED ON EXPORT MARKETS.**

Through the Global Entrepreneur Monitor (GEM) research, we know that more women in Ireland are becoming entrepreneurs and that even more aspire to start new businesses in the years ahead. Moreover, the rate of female early stage entrepreneurs that aspire for significant growth after starting their new business has also increased.

Building on this fertile ground, we want to introduce the possibility of an entrepreneurial career to particular groups of women that may not have considered it previously and where we believe lies untapped entrepreneurial potential.....women in senior corporate positions, those with doctoral and post-doctoral academic qualifications, professional women, women seeking a change in their life, among others.

These women may not have considered the possibility of an entrepreneurial career previously, or if they have, may not have taken any concrete steps towards making their aspiration or latent idea a reality.

We want to open their minds to what might be possible and, if they wish, to support them, so that they may become actively committed to developing their idea into a scalable, innovative business, which is focused on export markets.

*"Enterprise Ireland's six-year Women in Business Strategy aims to increase the participation of women in both entrepreneurship and business leadership. This is because we recognise the potential for boosting economic performance by maximizing all of the skills and talent available in Ireland. We've set some ambitious targets, including doubling the number of women-led companies in the export market by 2025. Last year, 29% of our High Potential Start-Ups (HPSUs) included a woman founder - up from just 7% in 2011 - and we are well on track to achieve our 2025 goal of 30%. One of our four key objectives is to ensure that we build a strong pipeline of future entrepreneurs, and "Inspiring Women Entrepreneurs" is all about reaching out to and supporting women who want to become entrepreneurs and build innovative businesses of scale, focused on export markets. I have no doubt that many of these will be the HPSUs of the future."*

**LEO CLANCY, CEO, ENTERPRISE IRELAND**



*"KPMG has a strong track record of supporting women in business, so we are proud to be involved with Inspiring Women Entrepreneurs. We are excited to see all of the opportunities that this initiative will open for women who have a vision to harness their skills to be entrepreneurs growing scalable businesses. This tailored initiative will encourage more women to establish innovative businesses focused on growth with global ambition. In addition to the panel of Inspiring Female Entrepreneurs who will offer insights into their entrepreneurial journey, KPMG's experts will facilitate a series of Inspiring workshops and share their expertise with this year's ambitious entrepreneurs on a wide range of key business matters such as cyber security, corporate and tax governance, raising finance and much more."*

**OLIVIA LYNCH, PARTNER, KPMG**





# WHO ARE THE INSPIRING WOMEN ENTREPRENEURS

Research attests to the power of role models. We have established a panel of Inspiring Female Entrepreneurs, who through their actions and accomplishments have shown what is possible. They have come from similar backgrounds to the target group- senior corporate positions, academia and the professions - and have developed significant businesses. We hope that they in turn will inspire others to follow in their entrepreneurial footsteps.



## ÁINE DENN

Following a Computer Science degree from Trinity College, Áine served in senior executive and board director positions in public and private companies, including The SCO Group, NewworldIQ, Prudential UK and Accenture. Áine then discovered the world of SaaS start-ups and spent 14 years building the global B2B SaaS business she co-founded, called Altify. There she and the team created best practices, methodology and technology to help sales teams consistently increase revenue. Áine's insight in establishing and growing Altify was informed by many years' previous experience in enterprise software, business development, operations, and customer engagement. Following the company's successful acquisition in 2019 by Upland Software (UPLD), Áine exited the organisation. Áine is a credentialed coach, holds a Dip IoD, and was named in Ireland's top 30 women in tech for 2021.



## ANDREA DOOLAN

Andrea Doolan is CEO and Co-founder of Atlantia Clinical Trials (<https://atlantiaclinicaltrials.com>), a world class provider of human clinical studies to the functional food, nutraceutical, medical food and live biotherapeutic sectors. Andrea has over 27 years' experience in the industry. She has a BSc in Microbiology and Higher Diploma from NUIG. Her early career experience as Clinical Trials Coordinator for the Harvard AIDS Clinical Trials Group at Massachusetts General Hospital, Boston was formative in establishing her future professional direction. Thereafter, she returned to Ireland as Clinical Trials Manager with the APC Microbiome Ireland, University College Cork wherein she played a leading role in the development of Atlantia, fully transitioning the business out of UCC in 2012. Andrea was awarded the Matheson WMB Female Entrepreneur of the Year Award in 2018. Andrea leads Atlantia sales and operations from their headquarters in Cork, managing the US and Irish clinic sites and an expert team of medical professionals, nutritionists, business development and operational personnel.



## DR ANNE CUSACK

Anne studied Science for her undergraduate degree and focused on Cancer research for her PhD. After her doctorate, Anne worked abroad for a multinational, followed by a biotech start-up to broaden her experience. Returning from the UK to start a business in 1999, Anne and her husband established Critical Healthcare. As CEO, Anne brought Critical Healthcare through many milestones: winning and retaining multiple public and private contracts, including the NHS, and Falck Europe, (the largest provider of Emergency Services globally), the design and patenting of innovative products, the creation of an own brand portfolio of medical consumables & medical devices, and the design & development of their own software procurement platform, adopted by multiple Irish & European Emergency Service providers. In 2021 Critical Healthcare was acquired and Anne is now pursuing her many other interests.



## DR BARBARA ANNE MURPHY

Founder of Equilume Ltd, Dr Barbara Anne Murphy is Head of Equine Science and Programme Director of the BAgrSc Animal Science-Equine degree at University College Dublin. Following a BSc in Equine Science from the University of Limerick, she pursued a PhD in Veterinary Science at the prestigious Gluck Equine Research Centre, University of Kentucky. An important output from her scientific research was that low intensity blue light could profoundly influence physiology and behaviour when administered to just one eye of a horse. This led to the development of the Equilume Light Mask and its subsequent widespread assimilation into global breeding practices. In 2022, at least 10,000 horses of all types and breeds will wear an Equilume Light mask to optimise fertility, performance and well-being. Barbara is CSO at Equilume Ltd, which is head-quartered in Co Kildare, with subsidiaries in the US and Australia. The UCD spin-out was the recipient of an EI Commercialisation Fund grant.



## PROFESSOR EMMELINE HILL

Emmeline is Professor in Equine Genomics at UCD School of Agriculture and Food Science, where she leads an internationally recognised research group in equine exercise genomics, funded by Science Foundation Ireland. She co-founded the UCD spin-out company Equinome Ltd. with world champion racehorse trainer and breeder, Jim Bolger. In 2010 her UCD team published the research that described the discovery of the 'Speed Gene' in racehorses, coinciding with the launch of Equinome and the company's first commercial genetic test. Equinome grew quickly into an international enterprise, with the support of Enterprise Ireland HPSU funding. In 2015 Equinome was acquired by the equine science company Plusvital Ltd., where she now acts as Chief Science Officer, leading the research and product development team. Emmeline has been recognised with several awards for entrepreneurship. She continues at the forefront of Thoroughbred performance genomics research.



### FIDELMA MCGUIRK

Fidelma McGuirk, founder and CEO of Payslip, the leading global payroll control platform harmonizing global payroll operations through integration and automation for today's global businesses. Payslip enables multinational organizations to consolidate global payrolls, achieve centralised reporting compliance and data protection, and deliver strategic insights and real control to the business. Payslip clients are multi-national employers, growing aggressively in more than five countries. Founding Payslip in Westport, Ireland in 2016, it now has teams and clients across 120 countries in EU, AsiaPac, LATAM & the Americas. Clients include Cloudera, Databricks, GoTo, Airbus, Wave and Olympus. Payslip has secured investment from international investors including Frontline Ventures, Tribal, Mouro Capital and Middlegame Ventures. Prior to Payslip, Fidelma has over 18 years' experience in international business. Having worked in Irish telco Eir in HR, she later led Taxback.com as Director of International Operations and as CEO. Fidelma studied her Bachelors in Business & German and Masters in Business in Trinity College, Dublin, Ireland & University of Regensburg, Germany.

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### JENNIFER CORLEY

A graduate in veterinary medicine, Jennifer went on to complete an internship in large animal medicine in Canada, then became a Thouron scholar in Equine Surgery at the University of Pennsylvania. After completing her specialist training as an equine surgeon, Jennifer went into private practise in Co. Kildare. Jennifer is co-editor of the Equine Hospital Manual and has published widely in the veterinary field. After an accident ended her career as a surgeon, Jennifer set up her first company Veterinary Advances to share her specialist knowledge with Apps for veterinary surgeons. Veterinary Advances Apps are now used by all members of the British Equine Veterinary Association and Equine Veterinarians Australia. In 2018, Jennifer established a second company EquiTrace and led a successful funding round with HBAN for €1.25 million to establish the company's growth. EquiTrace is a digital health record and traceability platform designed to bring the horse industry into the digital age. EquiTrace are commercial partners with Merck in the USA, produce software for the US Trotting Association, and are helping to monitor the health of over 26,000 horses worldwide.

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### LEONORA O'BRIEN

Leonora qualified as a pharmacist and worked in pharmacy practice, regulation and policy development in Ireland and across the European Union. She founded Pharmapod in 2012, having noticed a gap in the market for inter-pharmacy interaction in respect of the reporting of critical incidents. Pharmapod developed a global software platform to reduce medication errors and deliver safe effective clinical services for patients worldwide. With Leonora as CEO, Pharmapod was widely adopted across 10,000 pharmacies and Long Term Care facilities by corporate clients such as Pillpack by Amazon in the US, CareRx in Canada as well as independent pharmacies and Pharmacy regulators. Pharmapod launched in multiple international markets including US, Australia, UK and Ireland, and secured over 65% of the Canadian market. In 2021, Pharmapod was acquired by Think Research in Canada and Leonora is now pursuing other business and charity interests. Leonora has won numerous awards for business, pharmacy practice and innovation, including Laureate for the Cartier Women's Initiative Awards, and the Tatler Woman of the Year Award for Entrepreneurship.

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### LOUELLA MORTON

Following a degree in computer science, Louella gained deep knowledge and experience in the education technology sector. This allowed her to observe trends in the sector, particularly the growing need for assessment tools and simple, easy-to-use online testing for certification. She saw a gap in the market to provide a full end-to-end online exam management system with in-built proctoring, and knew she had enough experience to set up a business to meet this need. As she said herself: *"I couldn't not do it!"* And so TestReach was founded in 2014 by Louella Morton and co-founder Sheena Bailey, to provide a complete online assessment solution. Today, TestReach employs 120+ people directly, plus over 200 exam invigilators. TestReach's main markets are professional bodies, educational/training organisations, and corporations, particularly those in highly regulated sectors like financial services, pharma and aviation. Over 80% of their business is currently from export markets, mainly the UK and EU. Future priorities will be to increase business in the corporate sector and also further expand in the US, where the company has established a presence.

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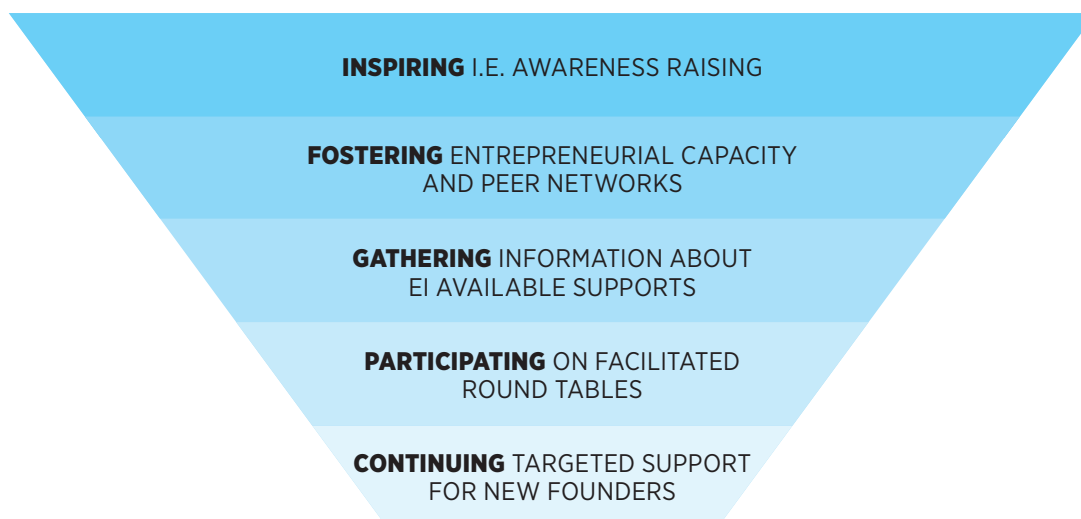


### VANESSA CREAVEN

Highly qualified dentists, sisters Dr Lisa and Dr Vanessa Creaven were working in their dental practice in Galway, when they identified a gap in the market for safe and effective oral care products to target their clients' dental needs. Launched in 2016, with headquarters in Galway, Spotlight Oral Care initially concentrated on developing teeth whitening strips and toothpaste. It has since grown to provide a variety of products, combining the latest advances in research, with highest quality ingredients. All products are cruelty free, vegan friendly, free from toxic ingredients, and are not tested on animals. The products are on sale throughout Ireland, through their website, and are well known in the United Kingdom. In 2020, they launched in the US, opened an office in California, and completed a Series A funding round, with an investment from Development Capital fund of €12million, to allow the company grow and scale. Award winning entrepreneurs, Venessa and Lisa believe that the insights they gained from their first-hand experience with patients is one of the major reasons Spotlight Oral Care has been a success from the get-go.

# WHAT IS INVOLVED

Supported by Enterprise Ireland and KPMG, *Inspiring Women Entrepreneurs* is a specially tailored initiative, which is mindful of the specific challenge of encouraging more women to establish scalable, innovative business, which are focused on export markets. It proposes a five-step inverted pyramid approach to meet the objective set.



## STEP 1 INSPIRING



In Going for Growth, the focus is on nurturing ambition and supporting female entrepreneurs to realise their growth ambitions, regardless of sector or market orientation. It assumes that the female entrepreneur is the owner manager of a business that has been successfully established for some years. Even in Starting Strong, the requirement is that the entrepreneur has set up a new business that is currently trading, even in a small way.

The *Inspiring Women Entrepreneurs* initiative is targeted at women who may be latent or aspiring entrepreneurs, that is they will not yet have started a business. Indeed, they are unlikely to have taken any concrete steps to becoming an entrepreneur and may not even have identified or fleshed out an entrepreneurial idea.

In this instance the panel of Inspiring Women Entrepreneurs are inspiring in themselves and in their achievements. They come from relevant backgrounds and illustrate the type of innovative businesses with global ambition that we are endeavouring to nurture. They will seek to inspire others to consider following their example. All are volunteers.

Many organisations are committed to working with the Inspiring Women Entrepreneurs initiative. In the

coming months, they will invite suitable groups of women to come together to hear a talk from a group of Inspiring Women Entrepreneurs.

Up and down the country at present, entrepreneurs of different types respond to requests to go into the colleges to share their stories. They also speak at a variety of events with corporate audiences. Their inspiring talk, however, typically does not have a follow through or call to action, even if their story and insights may have motivated their listeners to consider an entrepreneurial career.

The Inspiring Women Entrepreneurs initiative, however, is different in that the speaker will mirror the background of the audience and her business will have the characteristics we wish to see replicated – innovative and ambitious for scale on global markets. She will also make it clear that there is an opportunity for those within the audience, who are *latent* entrepreneurs, to follow through and tease out their innovative idea into a potentially fledgling business. Those interested will be encouraged there and then to register on their laptops or mobile phones on the website

[www.inspiringwomenentrepreneurs.com](http://www.inspiringwomenentrepreneurs.com).

## STEP 2 FOSTERING ENTREPRENEURIAL CAPACITY



We will follow up by phone, at a time convenient to those who register on the website and identify themselves as wishing to become an entrepreneur. We will ascertain the nature of their interest and how best we can support them.

Those that wish to further develop an innovative idea into a new business, with global ambition, will be invited to participate in an intense series of Inspiring workshops, facilitated by KPMG among other experts.

They will then be sent full details of what will be covered in the workshops, the time and date on which they will take place, the confidential and collaborative

culture that they must sign up to, and the commitment involved on the part of the individual. There is no cost to the individual for participation in the workshops.

Fostering networks will be another key part of this step. The participants will be encouraged to develop a peer support network. They will get to meet some of the Inspiring Women Entrepreneurs who will share their early stage funding story, some boot strapped, some with angel investing, some with VC funding, to learn from their experience and mistakes made. They will get to understand the Business Angel/Investor's perspective and how best to approach same.

## STEP 3 GATHERING INFORMATION



A separate event will be organised in Enterprise Ireland to which those who had attended the workshops described above will be invited. The intention would be for the participants to meet Enterprise Ireland

executives and to gather information on Enterprise Ireland supports. This would explain eligibility criteria, describe the supports available from EI, and clarify the application process.

## STEP 4 PARTICIPATING ON A ROUND TABLE



Following completion of Steps 2 and 3, the participants would have the opportunity to apply for inclusion in a round table led by an Inspiring Lead Entrepreneur. Selection will be on a competitive basis, as a limited number of places will be available.

The round table will meet four times over four months. Those that wish to apply for participation on the round table should all potentially meet the criteria for innovative businesses, focused on growth with global ambition.

Each *Inspiring* participant will find a group of like-minded women around the table. The businesses will be different but many of the issues will be similar. A circle of trust will be developed, and all matters discussed will remain confidential. The structured agenda will ensure that all issues pertaining to starting an innovative business focused on growth, with an export orientation, are covered.

The approach will reduce psychological isolation, as each participant can see at first hand that other nascent entrepreneurs are facing the same challenges as she

is. The culture of collaboration and shared experience provides a supportive environment to address challenges. The focus on the articulation of SMART goals and milestones encourages the participant to spell out what she wishes to achieve and what is required to do so. Relevant "homework" and checking in each month applies good peer pressure to keep her on track.

Getting to know her Lead Entrepreneur brings real success and growth within reach. She realises that this very successful woman has the same concerns and worries as she has, has had to surmount challenges, and yet has achieved significant growth. The Lead is not just someone whose success she reads about in the media. She becomes a real role model.

When the round tables have been completed, the participants will have a roadmap for the future development of their businesses and will be aware of the supports available to help them to achieve their entrepreneurial aspirations. They will also be aware of the various sources of debt and equity funding and the supports available from Enterprise Ireland in this area.



## STEP 5 CONTINUING SUPPORT



By the end of 2023, these nascent entrepreneurs should be well positioned to apply for Enterprise Ireland support through New Frontiers, BICs or other EI supported accelerators; or it may be considered that they are sufficiently prepared to move directly to feasibility study support, pre-seed funding, or investment funds such as HBAN.

Those that successfully complete the series of *Inspiring* round tables will be celebrated at a Going for Growth Forum.

Each participant who successfully completes the Inspiring cycle will be offered free membership of

the Going for Growth Community to the end of the following year, so that Going for Growth can continue to support the participant on her early entrepreneurial journey as many of the topic based workshops offered to members would be relevant to her.

When they have begun to generate revenues, the participants will be eligible to apply for Starting Strong and so continue their Going for Growth journey.

There is a powerful culture of collaboration around Going for Growth and a strong sense of belonging. The size, depth and power of the individual participant's relevant network will increase in spades.

## THE GOING FOR GROWTH SUITE OF INITIATIVES

Going for Growth is the brainchild of Paula Fitzsimons who put it forward in response to an initiative on women and entrepreneurship proposed by the NDP Gender Equality Unit in the then Department of Justice, Equality and Law Reform. 'My mission in Going for Growth is to support women entrepreneurs to achieve their growth ambitions and to get more women entrepreneurs into a growth frame of mind'.

Since 2009 the merits and excellence of Going for Growth have been recognised repeatedly by the EU, OECD, and European Institute of Gender Equality. In 2015, Going for Growth was awarded the European Enterprise Promotion Award, Investing in Entrepreneurial Skills. In 2016, the initiative was included by the EU and OECD in a compendium of examples of innovative initiatives. The entrepreneurship tool for policy makers, released by the EU and OECD, includes Going for Growth as a case study.

Since its initial creation, Going for Growth has developed into a complementary suite of initiatives which focuses on supporting ambitious women entrepreneurs to achieve their growth aspirations throughout the various stages of their entrepreneurial journey. It also has developed into a virtuous circle whereby many of those who have benefited from the peer support willingly take the opportunity to give back. The one area that has not been covered up to this point is the earlier pre revenue stage.



## PHASES ON THE ENTREPRENEURIAL JOURNEY

### WHO ARE THE FOCUS OF THE INITIATIVE?



Credit: Adapted from Global Entrepreneurship Monitor 2021/2022 Global Report



# A SUITE OF COMPLEMENTARY INITIATIVES

## STARTING STRONG

Starting Strong is designed for ambitious female entrepreneurs who are at an earlier stage in the development of their business than traditional participants on the Going for Growth programme. However, the application process is the same with those interested registering on [www.goingforgrowth.com](http://www.goingforgrowth.com) in the first instance. To be considered the businesses will have moved well beyond the concept and prototype stages and will have made some initial sales. Starting Strong is aimed at exceptional female entrepreneurs whose length of pre-revenue development, degree of innovation and growth potential are all significantly greater than the norm. They should also expect to be exporters.

Starting Strong participants have a specially tailored programme including round table sessions with Lead Entrepreneurs and relevant topic based workshops. This is made possible by the contribution of the following Starting Strong Supporters – Beauchamps, Glandore, KPMG, PayPal and SoftCo.



*Starting Strong is a rejuvenating program that encourages you to take a holistic review of your company, vision, strategy, tactics, and assumptions, while learning from fellow new entrepreneurs and accomplished business owners. It gives you new tools and skills that can help springboard your company to the next level of growth. But most importantly, it connects you with a network of incredible women who will make you realise you are not alone.*

**ÁINE KERR, KINZEN**



*The opportunity on Starting Strong to engage with a group of talented women with such diverse backgrounds, skills and aspirations but all facing similar challenges is a rare and invaluable support. It's such an engaging and supportive network. Our Lead Entrepreneur was a terrific sponsor and role model. I took learnings away from every session and there was an extra bounce in my step on the days we met.*

**TRACY O'ROURKE, VIVID EDGE**



## GOING FOR GROWTH

Going for Growth, which is about to begin its 15th cycle, is focused on established female entrepreneurs, who wish to be supported to grow and develop their businesses. Most of those selected for participation have many years revenues, at a minimum at least two. The initiative is based on peer support – *entrepreneurs supporting entrepreneurs*. The selected participants are grouped at round tables, which are facilitated by a Lead Entrepreneur, who gives their time on a voluntary basis. They meet once a month over a six month period to look at common issues, share experiences and explore ideas and strategies for growing their businesses.

The most important attributes of the Lead Entrepreneurs are that they have experience of growing a business and have personal experience of the growth journey on which the participants are embarking. They are not, and cannot be, experts in every area of business, but they have first-hand experience of facing the challenges of growing a business. Many are past participants of Going for Growth.

At the conclusion of the six month cycle, participants attest to heightened confidence, motivation, and ambition and the great majority report that they feel nearer to attaining their growth goals. Combining their feedback, the tangible results of increased revenue, employment, and the number of participants with export experience are reported by the participants at the end of each cycle.



# A SUITE OF COMPLEMENTARY INITIATIVES

## CONTINUING THE MOMENTUM

On successful completion of a cycle, participants can stay connected by joining the Going for Growth Community. Members can apply to participate in Continuing the Momentum round tables, take part in topic based workshops, attend a Meet the Leads event, and are invited to attend the annual Community Forum. The Community of past participants has developed into a powerful network of female entrepreneurs all committed to supporting each other to overcome challenges, seize opportunities and continue their growth journey.

Continuing the Momentum was developed following a clear demand by many participants for continued participation on Lead facilitated round tables to continue their growth journey, through a focus on goals and milestones and the benefit of an advisory panel of peers.

Supported by Enterprise Ireland and KPMG, the activities of the Community are tailored to deliver focused developmental support to the individual member and her business, together with enhanced networking opportunities.



## LEAD ENTREPRENEURS

The Lead Entrepreneurs are the backbone of Going for Growth. One of the strengths of the Going for Growth programme is the high quality of the Lead Entrepreneurs, all of whom give their time on a voluntary basis to the programme.

They are not and cannot be experts in every area of business, but they have faced the challenges of starting and growing a business. Their facilitated group sessions are a central part of the initiative. Several of the Lead Entrepreneurs are previous participants.



## INSPIRING WOMEN ENTREPRENEURS

Inspiring Women Entrepreneurs is a natural extension of the Going for Growth suite of initiatives. To include the ideation/ pre revenue stage in the entrepreneurial journey of female entrepreneurs further strengthens the virtuous circle - supporting female entrepreneurs at every stage of their growth journey, while creating structured and coordinated mechanisms for those further along the journey to reach back to those less advanced, in a spirit of altruism and peer support.

The proven approach of peer support, voluntary role models, goals and milestones and measured outcomes (qualitative and tangible) will be harnessed for a new group of potential women entrepreneurs - those with an innovative idea. Like the other initiatives, Inspiring Women Entrepreneurs draws on the voluntary contribution of time and enthusiasm of women entrepreneurs, and the contribution of expertise, time and other support from Enterprise Ireland, KPMG and other experts.

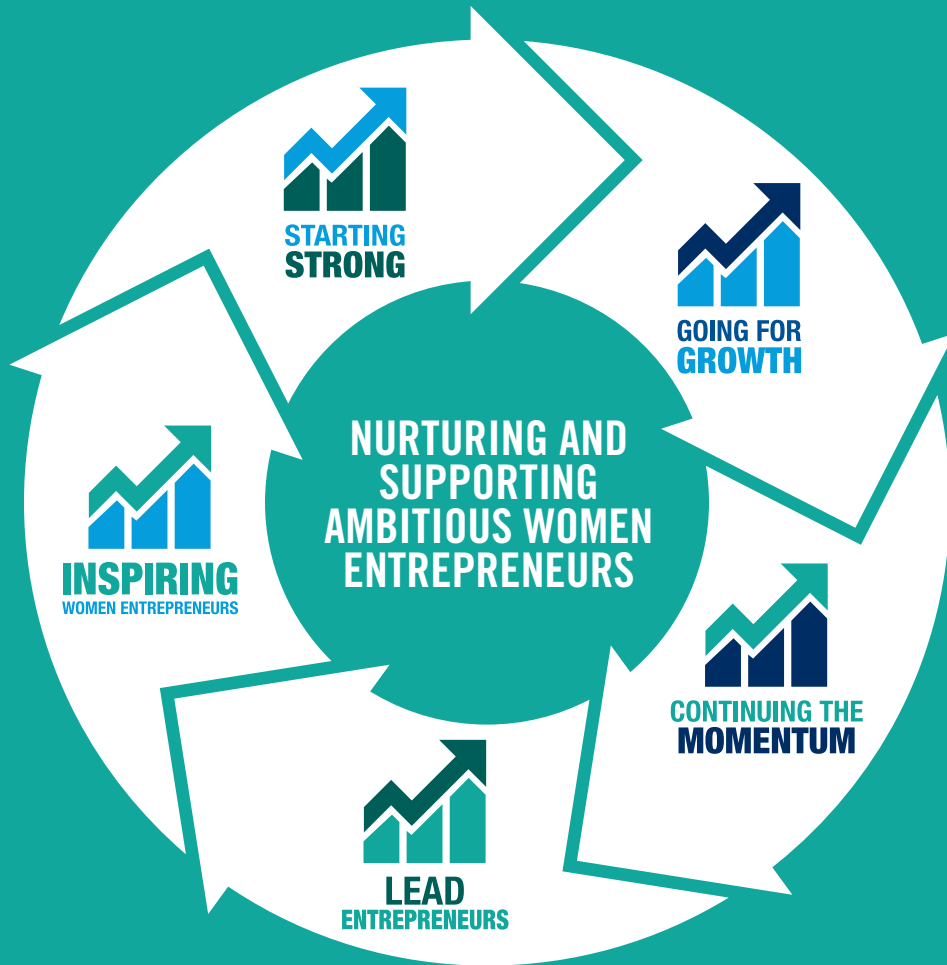
The positive effects of this initiative may be expected to be far reaching as the Inspiring Women Entrepreneurs is intended to open minds to entrepreneurial possibilities among those with good potential entrepreneurial capacity. The effect may be at another time or may give rise to another type of new enterprise.

We look forward to this new cohort of potential entrepreneurs stepping forward, who themselves in time may become Inspiring Women Entrepreneurs.



**AS WE SAY IN GOING FOR GROWTH...  
WHAT'S STOPPING YOU?**

# THE GOING FOR GROWTH SUITE OF INITIATIVES: A VIRTUOUS CIRCLE



## OUR SPONSORS

Enterprise Ireland (EI) is the government organisation responsible for the development and growth of Irish enterprises in world markets. EI works in partnership with Irish enterprises to help them start, grow, innovate and win export sales on global markets. In this way, EI supports sustainable economic growth, regional development and secure employment. You can find detailed information on Enterprise Ireland's activities, strategy and performance on [www.enterprise-ireland.com](http://www.enterprise-ireland.com)

KPMG in Ireland is a provider of professional services, offering a range of audit, tax, advisory and consulting services to a broad range of domestic and international clients across all sectors of business and the economy. We operate on an all-Ireland basis and have 117 partners and over 4,000 people in offices in Dublin, Belfast, Cork and Galway. KPMG works with entrepreneurs and start-ups to support the early achievement of business objectives and has a reputation for continuing these strong relationships as organisations evolve and grow. KPMG's reputation for excellence is based on passion for business and an unrivalled understanding of key industry issues in all sectors of the economy. Find out more at [www.kpmg.ie](http://www.kpmg.ie)

Supported by  **ENTERPRISE IRELAND** 

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