

IDLS

COMPLETE LABORATORY SOLUTIONS
DIAGNOSTIC LABORATORY SERVICES



Irish Diagnostic Laboratory Services



Presentation to Enterprise Ireland

By

**Tom Buckley, MSc, FIBMS, FAMLS, *and*
Mark Sherry, BBS, FCCA**



Who we are

- IEC – www.irish-equine-centre.ie
- IDLS - www.idls.ie



Identity Crisis

- IEC
- IDLS

Enterprise Ireland

- Maria Jennings
- Martha Cahill

Future Curve

- Cindy Barnes
- Helen Blake

- Define and refine our marketing message
- Confirmed that we are too multi-directional
- Poor market focus
- Service ill-defined
- No real focus

- Develop export market – First Flight
- Existing UK business
- Decided what we would not do, i.e. replicate existing business

- Mentor
 - Fintan Corrigan
- Identified the do's and don't's
- Identified where our expertise and opportunities lay
- Brought focus and logic

Completed Exercise

- Positive experience
- F F F (Focus)

Outcome of first flight



Back to first principles

- Develop business plan
- Define product
- Define market space
- Develop a road map to achieve this

Outcome

- Clearer separation between IDLS and IEC
- Business plan
- Invested in equipment
- Secured funding through grants
- Hire expert staff
- Clearer road ahead