

## HPSU Class OF 2014



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### The Media Room

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#### Press Coverage - The High Potential Start Up Class of 2014

<b>Silicon Republic Video:</b>	<a href="#">Enterprise Ireland predicts 1,500 new jobs through high potential start-ups</a>
<b>RTÉ:</b>	<a href="#">Start-up companies promise 1,500 jobs in three years</a>
<b>RTÉ Video:</b>	<a href="#">Companies Pledge to Create over 1500 Jobs in three years</a>
<b>UTV Ireland:</b>	<a href="#">1,500 new jobs in Enterprise Ireland-backed start-ups</a>
<b>The Journal:</b>	<a href="#">The level of female start ups in Ireland has increased 600% since 2011</a>
<b>Irish Mirror:</b>	<a href="#">1,500 jobs to be created over next three years by over 100 'high potential' startup companies</a>
<b>98FM:</b>	<a href="#">Hundreds Of New Start Up Jobs For Dublin</a>
<b>Department of Jobs, Enterprise and Innovation/Enterprise Ireland</b>	<a href="#">1500 new jobs to be created over next three years by 102 High Potential Start Up companies supported by Dept of Jobs through Enterprise Ireland – Minister Bruton</a>

## SPEAKERS:

**Keynote Speaker:** [John Power, Aerogen](#)

**Topic:** The Journey & The Challenges

### Speaker Details



[in](#) [View John Power's profile](#)

#### **KEYNOTE SPEAKER – John Power, MD & CEO at Aerogen Ltd**

John Power is a serial entrepreneur having founded or co-founded several tech start-ups. He has also held executive level positions including R&D, Operations, Sales and General Management. He has worked in SME and multinational companies and as an innovator he holds International patents in many products ranging from robotics to life-support ventilation. He is an Adjunct Lecturer at National University of Ireland, Galway and a member of the Board of Irish Medical Device Association and the Irish Research Council for Science, Engineering and Technology.

Aerogen is a medical device and drug delivery company that was founded in 1997 in Galway. It is an award winning company investing in R&D, product design and development. Aerogen is the global leader in acute care aerosol drug delivery equipment and today Aerogen's products play a critical role in the treatment of life-support patients in over 65 countries.

## INVESTOR PANEL

#### **Conor Stanley, Tribal.vc**

Conor is co-founder of Tribal.vc, a new early stage venture fund and Dublin based incubator. Established during Conor's Kauffman Fellowship, Tribal is financing and supporting a new wave of breakout Irish tech companies.

He is an established investor with Irish & US start-ups Intercom (Marketing Automation); Boxever (Big Data); PageFair (AdTech); Phorest (SaaS); Barricade (InfoSec); Capso (Fintech) and LikeCharity (Payments).

After exiting his first start up, Conor was the lead investor and a board member of Jolt Online Gaming, a pioneering social games publisher in Europe that was acquired by GameStop Corporation.

[in](#) [View Conor Stanley's profile](#)

### **Mike Ryan, Irrus**

Mike is currently Managing Director of Sedana Medical AB, a Swedish medical device start-up company with a turnover of €2.5million in 2014 and growing at 40% p.a. He is also a director of 6 companies, 2 of which are involved in the medical devices business.

More recently Mike co- founded Irrus Investments, the first angel investment syndicate in Ireland. In the last 4 years Irrus has invested over €10 million as part of overall investment rounds of close to €30 million in 10 early stage technology companies with disruptive technologies.

In the last 20 years Mike has invested in 13 companies in Ireland, Sweden, London and Portugal.

 [View Mike Ryan's profile](#)



### **William Prendergast, Frontline Ventures**

Will is a founding partner of Frontline Ventures, a \$50 million early-stage fund established in 2012. He has spent the last decade focused on software and the internet. Before Frontline he was a partner with NCB Venture Capital and prior to that he worked in the strategy division of Accenture UK. During his career he has led investments in a wide range of Irish software companies including CurrencyFair, Boxever, AMCS and Britebill.

Will is a member of the Society of Kauffman Fellows, a network of 200+ venture capital professionals in leading firms around the world. Will holds a Chemical Engineering Degree from University College Dublin - See more at: [www.frontline.vc](http://www.frontline.vc).

 [View Will Prendergast's profile](#)



### **Rob Kniaz, Hoxton Ventures**

Rob is currently a founding partner at Hoxton Ventures, an early stage venture capital firm investing across Europe. He is an active board member at Campanja, Immunio, and Raptor Supplies. He was also an advisor to Jaycut (acquired by RIM) and SocialMedia.com (acquired by LivingSocial).

Prior to Hoxton, Rob was formerly a member of the investments team at Fidelity Ventures in London, focusing on consumer internet and software as a service sectors. Prior to Fidelity, he was on the new business development team at Google and was previously a lead product manager for AdSense's front-end systems. While at Google, he also launched the AdWords

pay-per-action (PPA) product and was actively involved in the acquisition of Feedburner in 2008.

Rob began his career in Intel's highly selective technical sales program where he worked to grow their entrepreneurial reseller channel in the Federal Government vertical and later in Latin America from Bogota and Miami Beach.

He holds a BS in Computer Science from the University of Maryland and a Masters certificate in Management Science & Engineering from Stanford University.

 [View Rob Kniaz profile](#)



#### **Andrew Murphy, Sláinte Healthcare**

Andrew Murphy began his career as a chemical engineer and spent his early career with Henkel as Plant Manager of one of the world's largest adhesive plants, he developed a reputation for innovative use of technology to improve efficiency and quality and cost reduction.

Following the completion of an MBA at Dublin's Smurfit Business School in the summer of 2006 and with no background in the health system, Andrew founded Sláinte Healthcare, with the ambition of applying a combination of software and process innovation to the health sector. As an initial challenge, he sought to move the health insurance claims industry in Ireland from a paper to electronic process with Sláinte's Claimsure platform. As of today over €1bn euro of claims are processed annually through Claimsure, saving public and private providers tens of millions annually.

In 2011 Sláinte brought its Vitro platform to market in order to address the worldwide gaps in moving from paper to electronic patient charts. At the time of writing, the product is implemented internationally and adoption is growing significantly. This has contributed to Sláinte being ranked as the fastest growing healthcare software company across the EMEA region over the last number of years and growth continues to accelerate.

Since 2006 Andrew has brought Sláinte Healthcare from its first client to becoming a global company with offices and clients worldwide. Andrew's drive comes from his core belief that you can apply simple processes through technology to ultimately improve patient outcomes.

 [View Andrew Murphy's profile](#)

#### **James Murphy, Lifes2good**

James Murphy was born in Galway, did a BComm in NUIG and then qualified as a Chartered Accountant in 1986 before joining Coopers/Lybrand in Brussels and spending five years in Belgium and Luxembourg. James returned to Ireland in 1991 to join BMR – Slendertone where he built the brand into an international success. He then set up Irish Response/Lifes2good in 1997.

The business was founded in Galway and continues to be headquartered there whilst having various international offices in Chicago, London, Madrid, Lisbon, Vancouver, and Sydney.

Since their purchase of Viviscal hair loss brand in 2007, the product range can be found in 35,000 health and drug stores in the US and over 40,000 across 43 countries worldwide. Viviscal is supported by 11 clinical studies, numerous international models and celebrities and has TV and Radio campaigns running in each market. In addition to Viviscal the company distributes a range of personal care products under the brands MicroNail, MicroPedi and Sonic Chic

Their philosophy is to bring to market clinically proven health and beauty products that improve people's lives. Their primary product is a hair supplement marketed under the international brand name of VIVISCAL, aimed at people who want to treat hair loss or thinning hair problems. Hair loss and thinning hair are worldwide problems and forms part of the nutricosmetics industry (ingestible beauty products that have been developed to promote healthy skin, nails and hair). Independent US Retail data supports the fact that Viviscal is the number 1 selling hair growth supplement in the US. Their other key product line is their Emjoi range of premium beauty products for the feet.

 [View James Murphy's profile](#)



### **Shona McManus, Osborne Recruitment**

Shona McManus is a highly accomplished and innovative business professional. While she commenced her professional life in the hospitality industry it is the competitive world of recruitment that she found her niche. With close to 15 years experience in the Recruitment Industry Shona has successfully led and managed in both large multinational and indigenous Irish recruitment firms and has excelled in both among some of the most challenging times the industry has faced. She is an ex Vice President of the National Recruitment Federation and is currently completing the final stages of an MBA which will conclude in May this year.

The recruitment industry, as with most others, in Ireland has changed drastically since the economic down turn. In order to survive companies needed to innovate and since Shona took over the helm at Osborne in April 2013 innovation and entrepreneurship have been at the fore front of everything Osborne have done. By ripping up the play book, implementing a unique Business Model and cultivating a productive but fun work culture during difficult times, Osborne have emerged in a very strong position. While this success was initially built on disciplines that Osborne was well established in, Shona's entrepreneurial attitude and strategic vision saw Osborne attack new markets, both home and abroad which in turn has opened up significant opportunities for Osborne.

These new ventures have seen Osborne extend their footprint and innovative solutions to service both their national and international client base. Shona leads operations as well as planning and implementing new strategies to achieve the long term vision that she has identified for the company.

 [View Shona McManus's profile](#)

# NETWORKING TIPS

General Tips on networking at events and conference

<http://www.bothsidesofthetable.com/2009/12/07/how-to-re-approach-people-advice-on-the-eve-of-leweb/>

Conference Networking Etiquette

<http://techcrunch.com/2009/09/20/greetings/>

Give before you get when networking

<http://www.bothsidesofthetable.com/2013/06/12/why-you-should-give-before-you-get/>

7 Tips for Networking

<http://www.entrepreneur.com/blog/223468>

Networking Tips for Introverts

<http://www.right.com/blog/careerpluswork/2012/networking-for-introverts/>

The Six Principles of Influencing

<http://www.mindtools.com/pages/article/six-principles-influence.htm>

Networking Tips from The Godfather Movie

<http://www.personalbrandingblog.com/networking-tips-from-the-godfather/>

It's called Networking, not Using

<http://paulcbrunson.com/2013/06/its-called-networking-not-using/>

Think Twice before you send that Intro Email

<http://www.bothsidesofthetable.com/2012/03/21/why-you-should-think-twice-before-you-send-that-intro-email/>

Network with coffee meetings

<http://www.bothsidesofthetable.com/2011/08/15/why-you-need-to-take-50-coffee-meetings/>

10 Marketing Lessons for early stage start-ups

<http://www.bothsidesofthetable.com/2011/06/27/10-lessons-for-managing-marketing-at-an-early-stage-startup/>