



### Our Lady Crowned Church to host parish missions

■ THERE will be a parish mission in Our Lady Crowned Church, Upper Mayfield, above, from April 20 until April 24 at 7.30pm each evening. The mission will be lead by S. Patrick's Community which is based in Carrick-on-Shannon, Leitrim and is open to all. The community is a lay consecrated community which has given more than 200 missions in Ireland and the UK during the past 15 years.

### Poor eating link to boredom

■ STUDIES in the University of Limerick have found a link between boredom and unhealthy eating.

The studies were carried out with the University of Southampton and the University of Kent, and showed that the experience of boredom can lead to unhealthy eating, especially when people are aware of their own self. Results of the studies were published recently in the journal *Frontiers in Psychology*. The series of studies found that boredom leads to unhealthy eating, as it helps to distract from the unpleasant boredom experience. The project involved a diary study and two experiments to measure the correlation between boredom and unhealthy eating. The week long diary study showed boredom predicted calorie, fat, sugar, and protein consumption.

# New Frontiers

THE New Frontiers Entrepreneur Development Programme, an Enterprise Ireland-funded programme which is entering its fourth year, aids local start-ups through training, business mentorship and a €15,000 scholarship to support the development of ideas into commercial enterprises.

The 12 businesses participating in New Frontiers, which is based in Cork Institute of Technology's Rubicon Centre - Ireland's leading business innovation hub - span a spectrum of sectors from mobile gaming to composite recycling and from food to e-commerce.

Speaking at an awards and showcase evening in CIT this week, Minister Simon Coveney commended the graduates, saying: "It is very encouraging to see a group of such high potential businesses graduate from the esteemed New Frontiers programme.

"I am aware of the success of the programme and the opportunity it creates for entrepreneurs who have gone on to successfully enter into international markets. The future of Ireland's economy is extremely promising and programmes such as New Frontiers ensures that those with strong business ideas can gain the support where needed to build and expand, and importantly create jobs in the future."

For those participating in New Frontiers, the programme has been immeasurably beneficial.



The Rubicon Centre programme this week celebrated the 12 latest companies to pass through its doors. **AUDREY ELLARD WALSH** reports.



Enda Keane, Treemetrics, receiving the Rubicon Alumni Award from Minister Simon Coveney TD, Minister for Agriculture.

Derry Horgan, CEO of Martina's, a handmade seafood pie company from Mallow, says that New Frontiers has been a valuable experience for their young business.

Beginning as an offshoot of the family fishmonger business, Horgan's Fresh Fish, their range of recipes created by wife Martina are now available in 20 SuperValu stores in Cork and Limerick. Now baking 1,000 fish pies a week, they have taken on staff and say that the business is booming.

"We're doing exceptionally well. The New Frontiers programme has helped us develop our packaging and branding as well as our business plan.

Andrew and Mark

Kingston are brothers from Bandon running Group Booked, an online marketplace which connects organisers of private group events with service providers.

New Frontiers has enabled them to turn a part-time venture into a full-time enterprise.

"We heard about the programme through a friend and it's funny when you hear about something once you hear about it again and again. We came and spoke to Peter and he was extremely helpful and it's been a massive help to us.

"We were up and running when we started the programme but this had been a part-time business but when we got onto the programme we went full time with it.

"We've already done more sales in 2015 than we did in the whole of 2014 so thankfully we're quickly growing and getting a lot more service providers who want to work

with us."

Tony McCarthy from digital advertising company Adapptise in Glanmire feels that the stamp of approval by the programme is the most valuable aspect.

"Being in the New Frontiers programme you can go to any company and say 'I am an Enterprise Ireland-backed company' and it opens doors for you and endorses you to go on and raise more money because we've kind of been vetted and have gone through a process that the investors understand. They are much quicker to talk to us and quicker to engage with us."

Hajni Kele creates handmade soaps at her dedicated workshop in Douglas. She says that the Rubicon has helped her expand her business, Mianra Artisan Soaps, through a number of programmes.

"Mianra Artisan Soaps was born in 2012 and it's growing ever since. I took part in the PINC programme which is a smaller-scale version of New Frontiers aimed at women entrepreneurs at the concept stage. I did that course and became aware of New Frontiers and was delighted to be accepted.

"This experience has been fantastic. Lots of changes were made to the business which have been a big boost and we had a fantastic group of people from various backgrounds and skills and it was just an amazing soundboard to be surrounded by that group."

Maevie O'Keeffe, a dairy farmer turned entrepreneur from Ballynoe agrees. Inspect 4 Hoof Trimming creates hydraulically operated crates to enable safe administration of treatments to cows and bulls.

"The New Frontier programme has just been amazing. Since I've



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## Programme provides opportunities for entrepreneurs with a good idea

### ■ Audrey Ellard Walsh

PETER Finnegan is the Rubicon Centre's case manager, working with start-ups in all of the centre's entrepreneurial programmes including New Frontiers, PINC and EnterpriseSTART.

With nine of the 12 companies graduating from the 2014 New Frontiers programme already trading, it is clear that the mentor programme is providing valuable skills.

"When they came into us they had validated their ideas to a certain degree but the market really is the ultimate validator of whether or not an idea has potential.

"They have had to build a business plan and a business strategy and they have had to then go off and try to imple-

ment that plan. For the past nine months they have been very much engaged with finding out exactly what the market is looking for and then trying to build solutions that meets the needs of the marketplace, which is what customers pay for.

"Being immersed in an environment with like-minded people who are willing to help one another there's a sense of camaraderie and the learning that happens as a result of that is hugely important.

"The amount of work they have had to put in on an individual basis is immense and they are only a short way along the development pathway but, saying that, they have made great strides."

Peter believes that Cork is fortunate to have a resource such as the Rubicon to assist

local businesses.

"If you talk to our European partners, there are very few people who have supports like this in their countries in terms of programmes and both financial and non-financial schemes.

"Organisations like Enterprise Ireland, local enterprise offices and innovation centres like the Rubicon Centre - nothing like that exists in many countries so we really are at the forefront in terms of supporting innovation and entrepreneurship."

Now that this year's group has moved on, Peter is putting a call out to new recruits.

"We are always looking for new people to get involved," he said.

Those interested in participating should see [www.newfrontiers.ie](http://www.newfrontiers.ie).



# opened for Cork businesses



joined the programme we've made sales in Ireland and overseas and made a load of connections. We also have a clear strategy now.

"Being on the New Frontiers programme has made me see outside of the box which has been hugely valuable in selling our product."

A range of awards were presented as part of the showcase evening with Paul Brugger of TIC named overall programme winner.

TIC's flagship product is BizTweet, a software that currently uses Twitter to increase a corporation's ability to communi-

cate automatically with their customers in real-time.

With clients including Dubai Airports and London City Airport, Brugger says that the New Frontiers programme has enabled him get first-class clients on board and become investor ready.

"I began the programme with a ready to market software which enabled me to focus on business development. During the programme BizTweet received a global award for passenger innovation in San Diego and our first client is the largest international passenger airport in the world, Dubai Airports."

**Paul Brugger, TIC; Dr Frank Riedewald, Composite Recycling and Deirdre Ni Luasaigh and Adrian Legg, CultureArk, at the CIT Showcase.**

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## Treemetrics' Alumni award

MAHON based company Treemetrics were awarded the Rubicon Alumni Award at this week's New Frontiers Entrepreneur Development Programme showcase and awards.

The annual awards recognise companies which have made substantial progress in their commercial field and have used their new knowledge to contribute to the economic framework of the region and the country as a whole.

Enda Keane, CEO of Treemetrics, which specialises in the use of satellite imagery in forest mapping and valuation, thanked the Rubicon staff for supporting them when they were a start up on the Genesis programme- a precursor to New Frontiers.

"This is a great opportunity to thank all of the staff of the Genesis programme who mentored us," he said.

"The Rubicon was an unbelievable place."

Founded in 2005, Treemetrics now operates in 16 countries including New Zealand, Uruguay, and Brazil.



## SF's Ó Caoláin calls for timely universal free GP access

■ FREE GP care for under sixes must be followed by universal free GP access in the earliest possible timeframe, according to Sinn Féin Health spokesperson Caoimhghin Ó Caoláin, above.

"A WHO report from 2012 recognised that Ireland was the only EU country that did not offer universal coverage of primary care. The present Government has failed to ensure that the majority of the population that currently do not have access to medical cards or GP visit cards have free GP care extended to them," he said. He added that it is essential that the rollout for the rest of the population is time-framed.

## Carrigaline Tidy Towns call

■ CARRIGALINE Tidy Towns Committee is seeking help with its goal of winning a silver award for the town in this year's competition. Carrigaline has won several bronze awards in the national Tidy Towns competition, and this month is hoping to win a silver.

A spokesperson said this will require an increased level of attention, and the committee is asking all residents, residents' associations, sporting groups and businesses to focus on the aspects marked in the competition.

Carrigaline Tidy Towns Committee meets regularly and work has already begun in preparation for the competition this summer.

Volunteers meet each Wednesday at 7pm in the Owenabue car park.

For more, see [www.carrigalinetidytowns.com/contact\\_us](http://www.carrigalinetidytowns.com/contact_us).

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