

# NEW FRONTIERS

## IRELAND'S NATIONAL ENTREPRENEUR DEVELOPMENT PROGRAMME

**National Networking Event  
Thursday 8<sup>st</sup> March 2018  
Red Cow Hotel, Naas Road, Dublin**

- 8.00am:** Registration opens
- 9.15am:** Welcome – Joe Healy & Minister Humphreys T.D.
- 9.30am:** Overview of the day's events – Maria Gavin
- 9.35am:** HPSU Presentation – Sarita Johnston
- 9.55am:** Housemydog – James McElroy
- 10.10am:** Swiftcomply – Michael O'Dwyer
- 10.35am:** Tea/Coffee break
- 10.55am:** Q&A Panel with NF past participants
- 11.25am:** Pundit Arena – Ross O'Dwyer
- 12.00pm-1.15pm: Lunch**
- 1.15pm:** Networking Session (1-2-1 Meetings / General Networking)
- 3.00pm:** Official Close – Maria Gavin

# HPSU Start How We Work



**START**

**Turning potential into performance**

# HPSU Results...

## Start-Up Activity in 2017



**€31m**

Total Enterprise Ireland investment in Start-Ups



**91**

New Competitive Start Fund (CSF)



**90**

High Potential Start-Ups supported



**67**

Female led Start-Ups



**18**

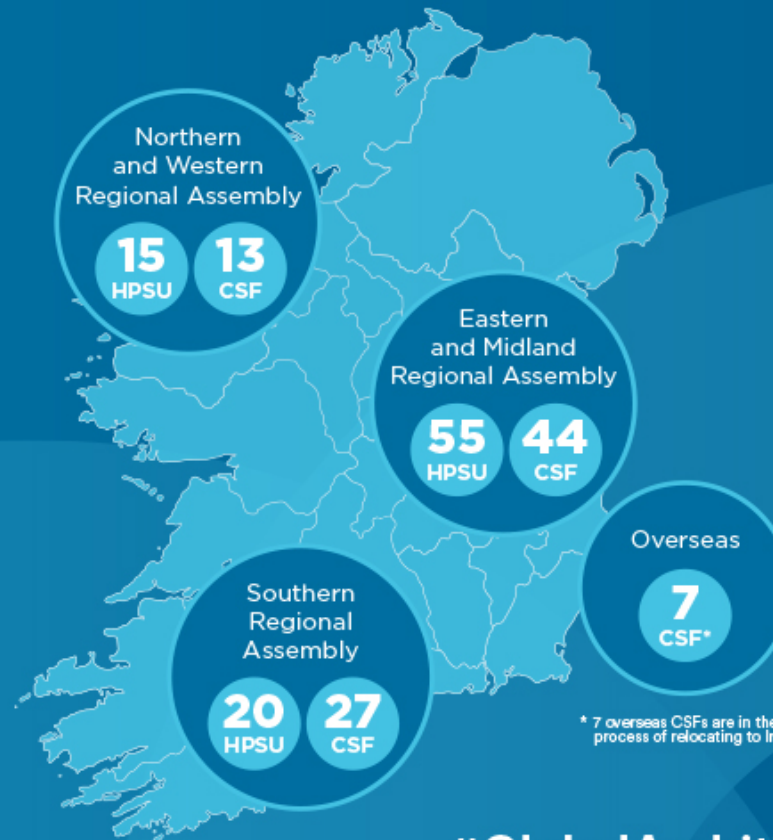
Investments in Overseas Entrepreneurs



**15**

High Potential Start-Ups from third level research

 **ENTERPRISE IRELAND**



**#GlobalAmbition**

# HPSU Focus...

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HPSU Start Goal

***“To Source and Develop Start-ups into Investable HPSU’s”***

HPSU Accelerate Goal

***“To Scale more HPSU’s faster”***

# Support for Start Ups in Ireland ..... Based on stage of development

## 1. Ideation

Supports to launch your business idea.

## 2. Concept

Develop business plan, mission & milestones

## 3. Validation

Developing a minimum viable product for an identified market

## 4. Getting Investor Ready

Seek investment, early sales & building a management team

## 5. Growth & Scale

Accelerating growth in international markets

### New Frontiers Programme

A national entrepreneur development programme, delivered by Institutes of Technology and funded by Enterprise Ireland – supports include Mentoring; Office Space and €15k tax free scholarship

### LOCAL ENTERPRISE OFFICE (LEO)

Working in partnership with Enterprise Ireland are 31 dedicated teams across Ireland to assist entrepreneurs, early stage promoters, start-ups and small business looking to expand. Supports include Feasibility Grants; Mentors; training programmes and Priming / Business Expansion Grants

### LOCAL ENTERPRISE OFFICE (LEO)

For non-rapidly scaling Start-ups

### Enterprise Ireland HPSU

Developing Irish start-ups with the capability to scale internationally at an accelerated pace

#### Start

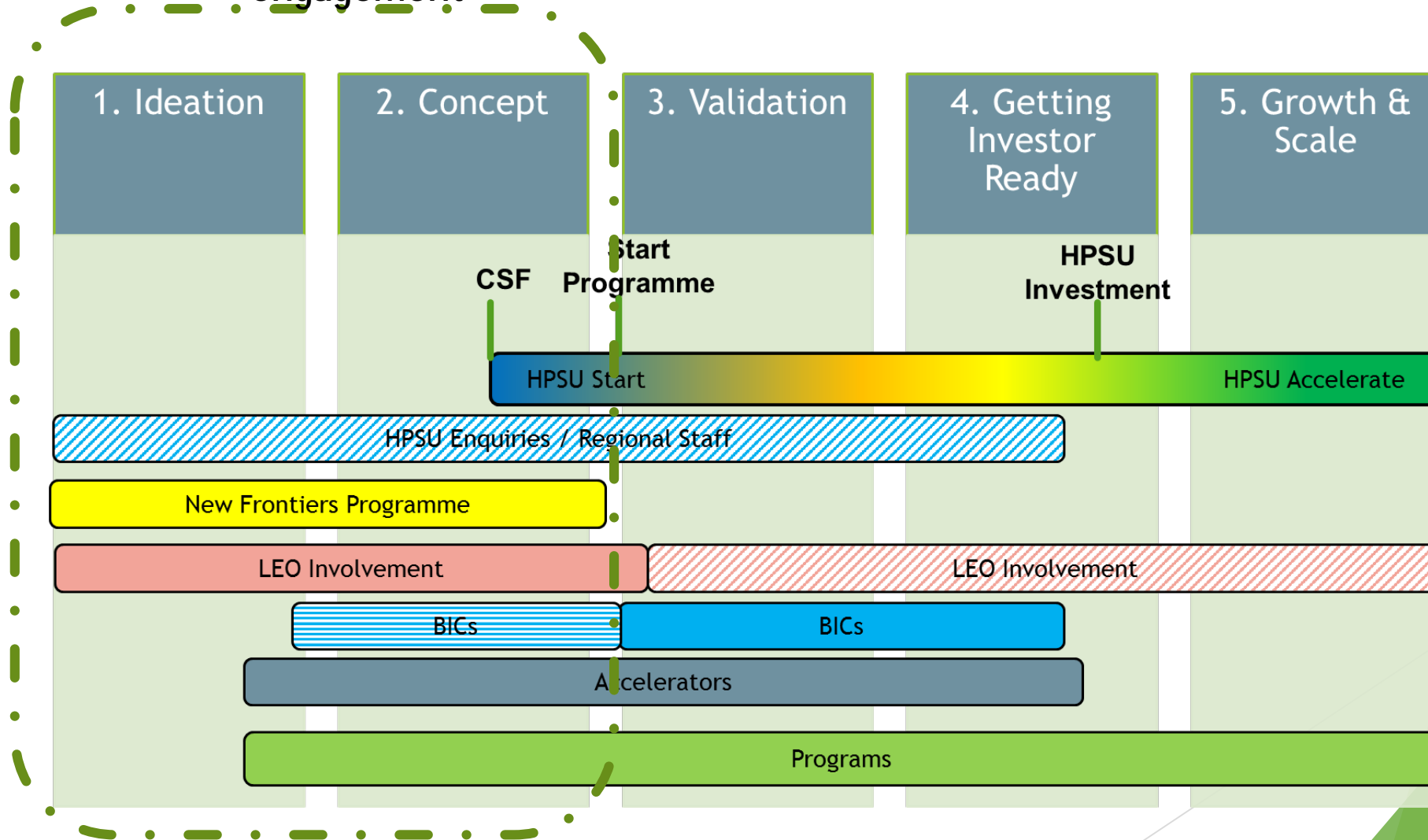
Mentor; Development Programs;  
€15k grant; Market Research  
Centre; €50k Equity Investment

#### Accelerate

C€250k Equity Investment;  
Overseas Office Support; Grants  
Founders Forum

# When does a start-up come in...

Prospecting & Stakeholder  
engagement



# 147 HPSU Start Additions – Jan 2017 to Dec ...

## Enquiries (Dublin)

1283 enquiries  
(258 overseas)

304  
Business  
Propositions

PAD  
96  
(1 in 5 convert)

New HPSU Start 90  
61%

## CSF

Calls 9

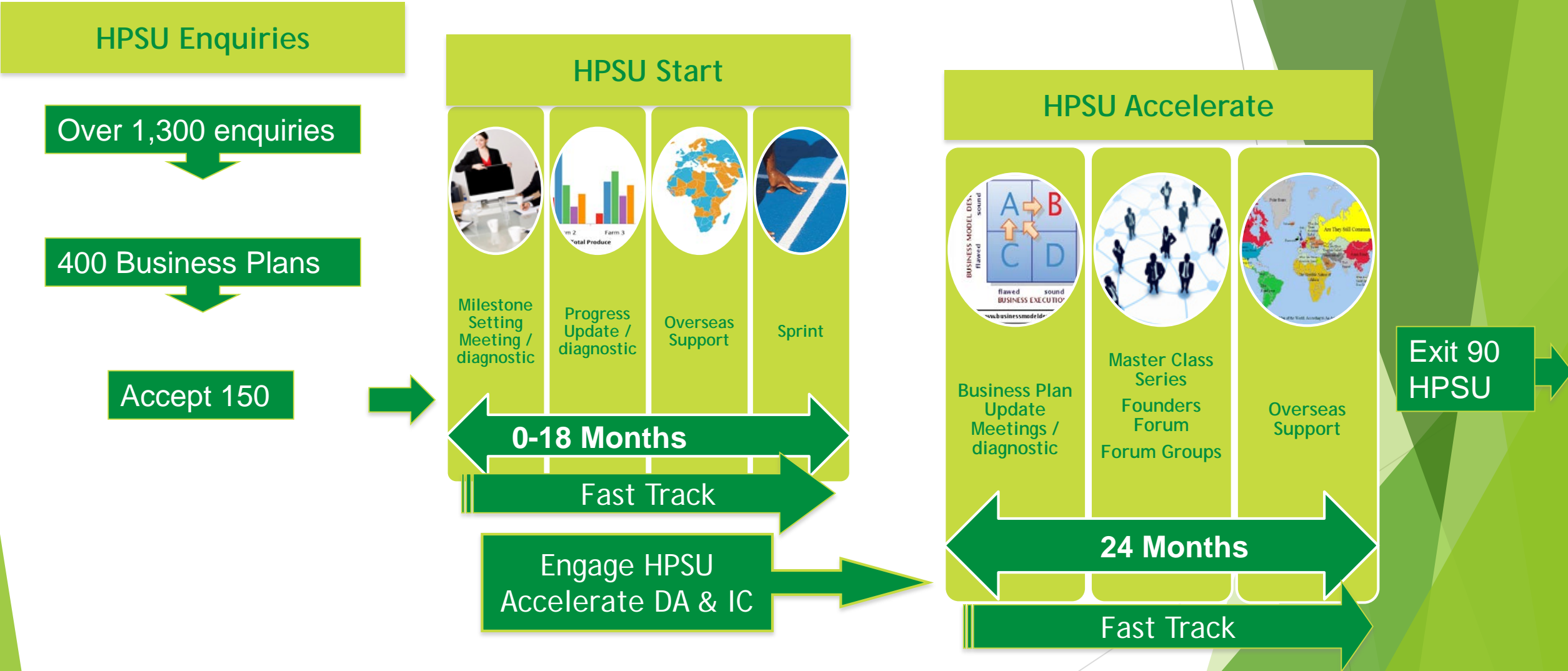
821  
applications

84+7  
approved

New HPSU Start 57  
39%



# How We Work With Start-ups...



# HPSU Start Soft Supports

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- ▶ Assigned a Development Adviser
- ▶ Access to a skilled mentor through the [Enterprise Ireland Mentor Network](#)
- ▶ Access to the [Enterprise Ireland Market Research Centre](#)
- ▶ Access to the Enterprise Ireland/Dublin BIC *SPRINT* programme
- ▶ 1:1 Support from your local Business Innovation Centre
- ▶ Access to overseas offices
- ▶ Access to the Enterprise Ireland Investor Ready Mentor Panel
- ▶ Investor Ready Workshops
- ▶ Invitations to Workshops, Networking and HPSU Start events
- ▶ ESA BIC
- ▶ Advertising of job vacancies on the Enterprise Ireland [website](#)

# How We Finance Start-ups...



Innovation Vouchers

Feasibility Grant

Competitive Start Fund

## HPSU Funding



# For More Information ...

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HPSU Funding Supports Overview

<http://www.enterprise-ireland.com/en/funding-supports/Company/HPSU-Funding/>

## **Contact HPSU Enquiries**

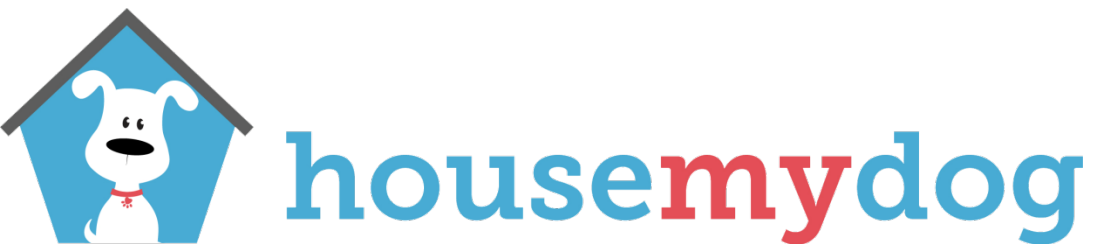
**Email:** [HPSUEnquiries@enterprise-ireland.com](mailto:HPSUEnquiries@enterprise-ireland.com)

**Phone:** 01 727 2130

## **Sarita Johnston, Start Department Manager**

**Email:** [Sarita.Johnston@enterprise-ireland.com](mailto:Sarita.Johnston@enterprise-ireland.com)

**Phone:** 01 7272974



For over 25 years clients have been asking me “who will care for my dog when I travel”; finally I have an answer!

*Celebrity Vet - Dr Pete Wedderburn*



FINANCIAL TIMES

The Daily Telegraph

*Lovin Dublin*

★ siliconrepublic

THE IRISH TIMES

**The Sunday  
Business Post**

# About me





# Problem



Dog boarding solutions are outdated - No feedback, vetting & high cost

## Kennels



## Offline

### Find a Loving Dog Sitters

1000+ Vetted & Reviewed Dog Sitters

1 Find a Sitter

2 Book & Pay Online

3 Enjoy Your Trip

Book through HouseMyDog and get all this...

Free 24/7 Customer Support

Free Emergency Vet Care

Vetted & Trusted Sitters

**£10 OFF**  
YOUR FIRST BOOKING!

Coupon code:

01 905 9056 [housemydog.com](http://housemydog.com)

## Online

### Advertising With Google

Use Adwords To Grow Your Business Start with a £75 offer today

Drop Sitter in Dublin 10  
£10

Post an ad like this for FREE!

Owner: [Name]  
Location: [Address]

No. of dogs: [Number]

House: [Details]

Don't have a garden or I can use the back yard?

Don't have a garden or I can use the back yard?

Don't have a garden or I can use the back yard?

01 905 9056

housemydog.com

## Family & Friends



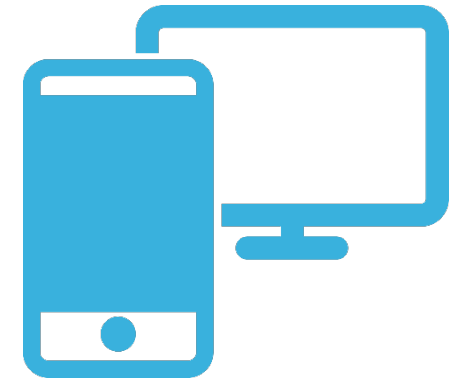
3 fundamental pet care industry trends are driving this opportunity

85%

Refuse to use  
current solutions



Pet humanisation is  
a driving trend



Airbnb/Uber  
platform solutions



Market - Large, Fragmented, Growing Fast



\$100bn+

Global Pet Industry

81,000,000

Household Dogs in  
Europe

\$12bn+

Pet Services Spend

12%

Market Growing Y-o-Y

2%

No Incumbent Has  
Even 2% Market Share

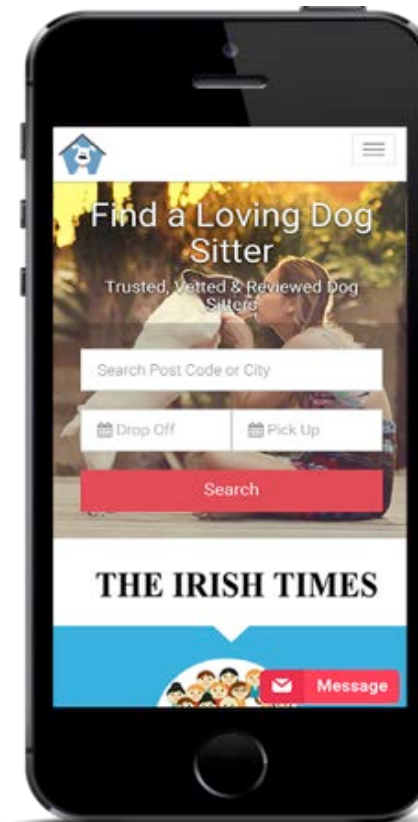
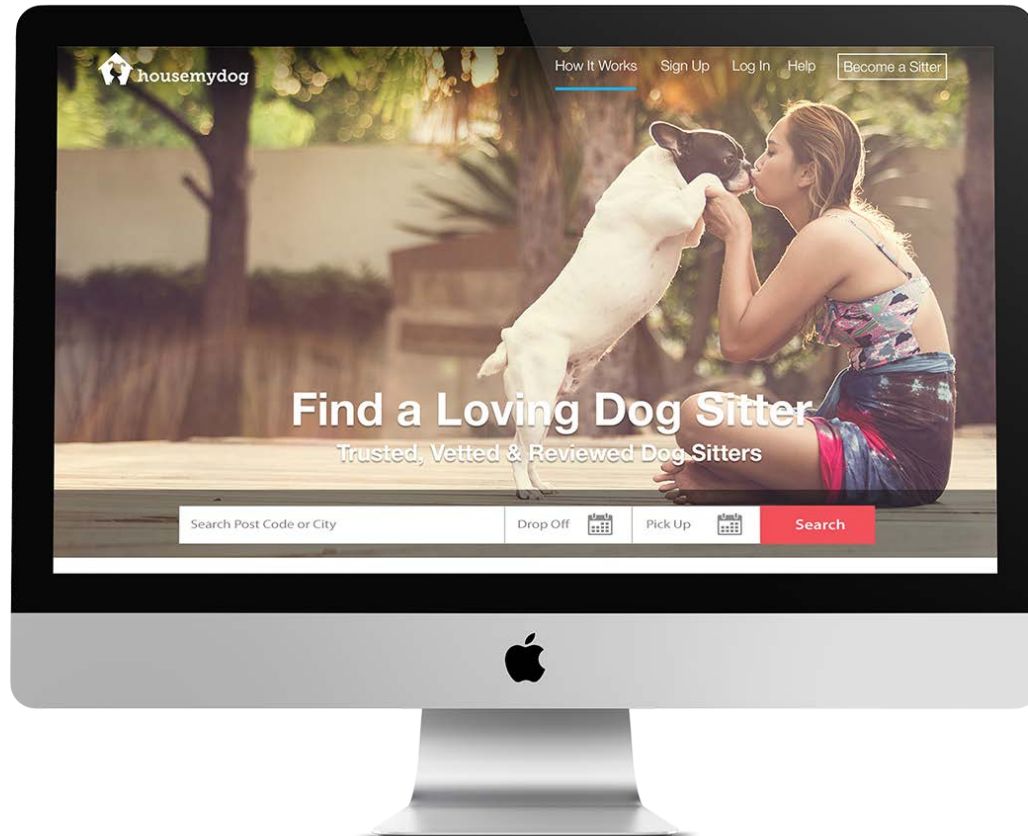
# HouseMyDog – The Beginning



- Got feasibility grant from Local Enterprise Office
- Moved into our first office



Leading platform for booking pet services online



# Find a Loving Dog Sitter

Trusted, Vetted & Reviewed Dog Sitters

[Dog Boarding](#)[Dog Daycare](#)[Dog Walking](#)[House Sitting](#)

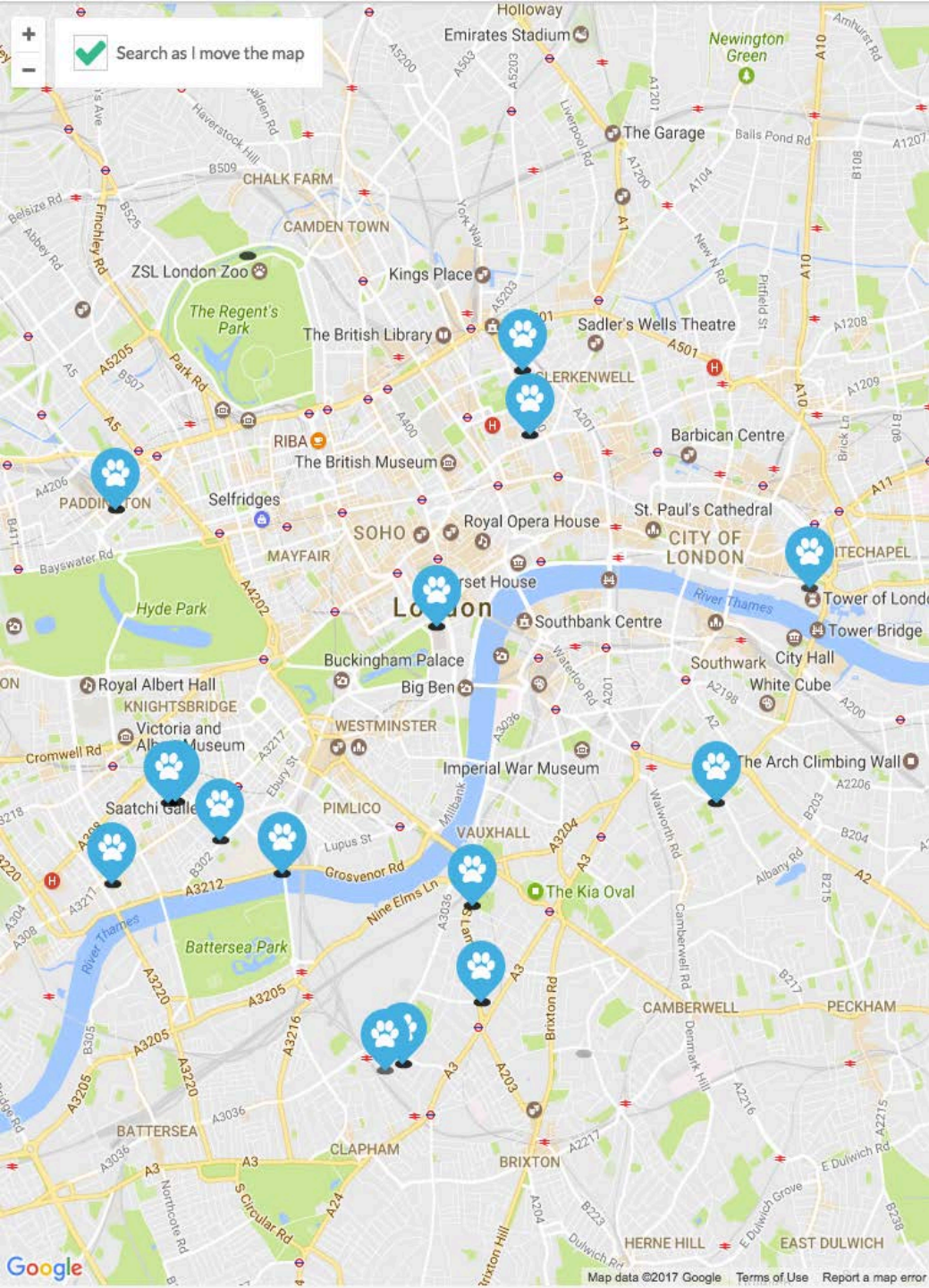
 Address (eg Ranelagh) or Postcode.

 Drop Off

 Pick Up

Search





Lisa

Cozy Paws @ Lisa's

📍 Dublin 16, Dublin 16

★★★★★ 14 reviews

Hello, My name is Lisa, I'm 39 and Irish. I'm a student. I love dogs and have had pets since I was a child. My little guy died recently at the grand old age of 12. Still a very lively and happy chap...

€ 24



Laura

WaggyMamas

📍 Stillorgan, Co. Dublin

★★★★★ 25 reviews

As avid animal lovers my family has rescued pets my whole life. Currently in my house in a quiet estate in Stillorgan, I live with my medium sized collie-mix, Trudi (3yrs, spayed) and my boyfriend Dan...

€ 20



Julie

Happy Doggy Home

📍 Castleknock, Blanchardstown, Dublin 15

★★★★★ 7 reviews

I am available full time to be a pet carer. I love animals and can give equally loving care to another pet as to my own. Friends of ours comment on how they envy the care our dog receives! I believ...

€ 20





Julie

## Happy Doggy Home

★★★★★ 7 reviews

Castleknock, Blanchardstown, Dublin 15



### Book online to get:

- ✓ 24/7 Customer Support
- ✓ FREE Emergency Vet Care
- ✓ Money Back Guarantee

1 dog



Drop Off

Pick Up

€20/night

Book Now

or

[Send message](#)

### Frequently Asked Questions

- [How do I pay?](#)
- [Is the payment safe?](#)
- [Do I have to pay any extra charges?](#)
- [When should I pay?](#)
- [Can I pay with cash?](#)
- [Is the dog sitter I want available?](#)
- [What if I don't get a response?](#)
- [Can I cancel a confirmed booking?](#)
- [What does my dog need for a stay?](#)
- [How do I contact HouseMyDog?](#)

## Hi, I'm Julie

I am available full time to be a pet carer. I love animals and can give equally loving care to another pet as to my own. Friends of ours comment on how they envy the care our dog receives!

# Solution - All Bookings Come With



Emergency Veterinary Coverage



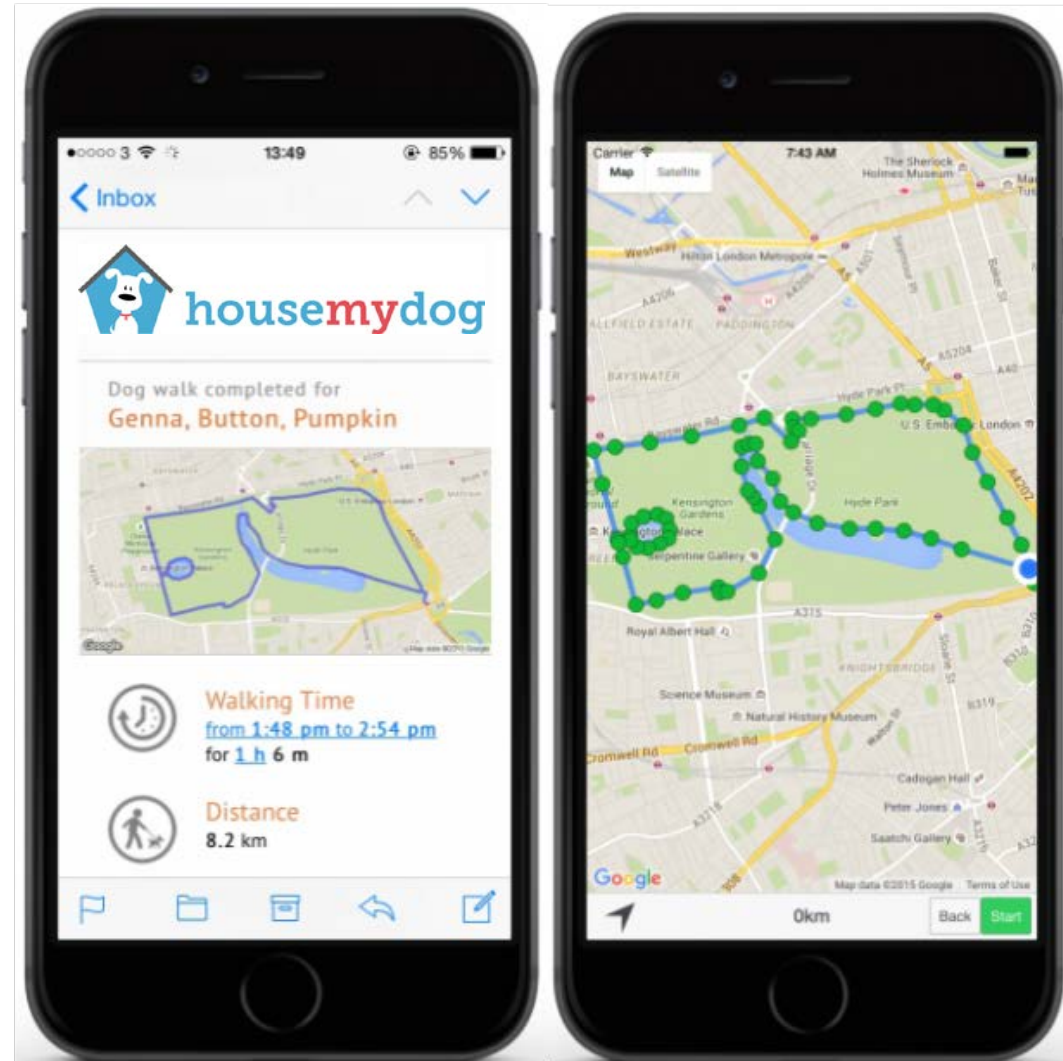
24/7 Emergency Telephone Support



Full Money Back Guarantee



# Dog Walking





# Our Service Provider Network



Tool  
Online Business



On Demand  
Instant accept



£1,000+  
Sitters Earning Per Month

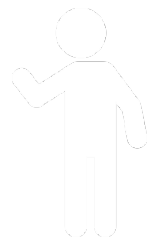
7 step vetting process

20% approval



100%  
Positive Reviews



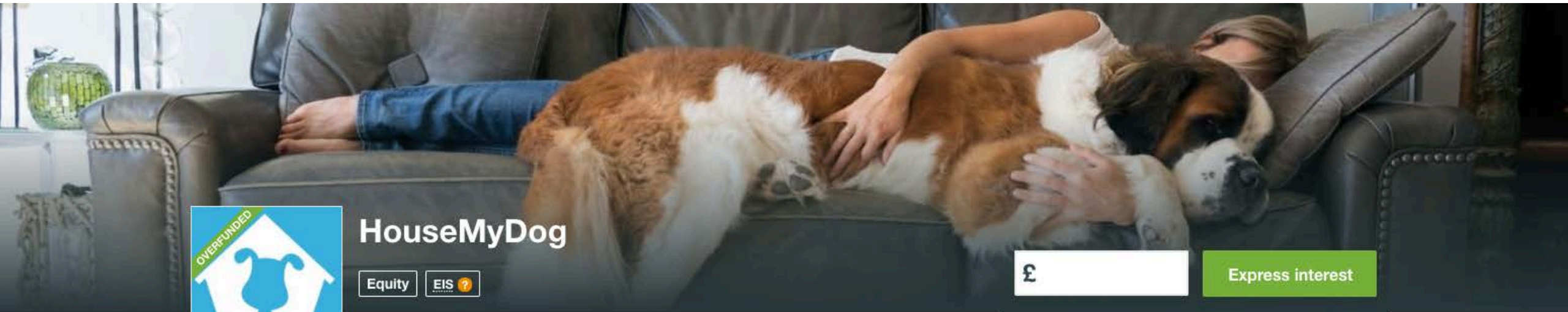
- 
- A simple line-art icon of a person standing with arms slightly out to the sides.
- Feasibility grant
  - New frontiers
  - Competitive start fund
  - IBYE
  - NDRC



We proved the business model worked in Ireland & the UK



We loved the idea of allowing our users to own a part of HouseMyDog.



## HouseMyDog

Equity

EIS ?

297%

★ Unfollow

£535,220

Raised

395

Investors

£180,000

Target

26.99%

Equity

£1,450,000

Pre-money valuation

Let us know if you would like to invest in this company in the future.

£

Express interest

HouseMyDog is a pet services platform connecting dog owners with local vetted dog sitters. Already operating across Ireland, the UK, and Germany, the company has over 40,000 users and over 48,000 nights booked to date.



Companies House

- Irish company raising to expand in Europe and grow the team
- 1,000+ new users are joining HouseMyDog each week
- 3x return on investment from acquiring each dog owner within 12 months
- Over £10 billion spent each year on pet services in UK and US alone

## Funding Timeline

€200k - 2 days

€600k – 6 days

Brexit | Irish | World | Technology | Personal Finance | **Small Business** | FarmIreland | Jobs | Commercial Property | In The Workplace

Tuesday 3 October 2017

 **Business Newsletter**

 **Business Small Business**

**FOLLOW CONTACT**

### Irish start-up HouseMyDog breaks crowdfunding record - hitting 200k target in 36 hours

A photograph of two men, Timothy and James McElroy, standing in front of a stone wall. Timothy is on the left, wearing a pink shirt, and James is on the right, wearing a blue and white checkered shirt.

*Brothers Timothy and James McElroy founders of HouseMyDog*

**Most Read** | Most Shared | Most Commented

This Irish teen (14) built a Tinder-style app for news - on his summer holidays **Your Stories**

Cork-based manufacturing software specialist in €3m deal with UK tech group **Small Business**

Supporting female entrepreneurship benefits everyone **Small Business**

Monaghan forklift company expands its market in Singapore **Small Business**

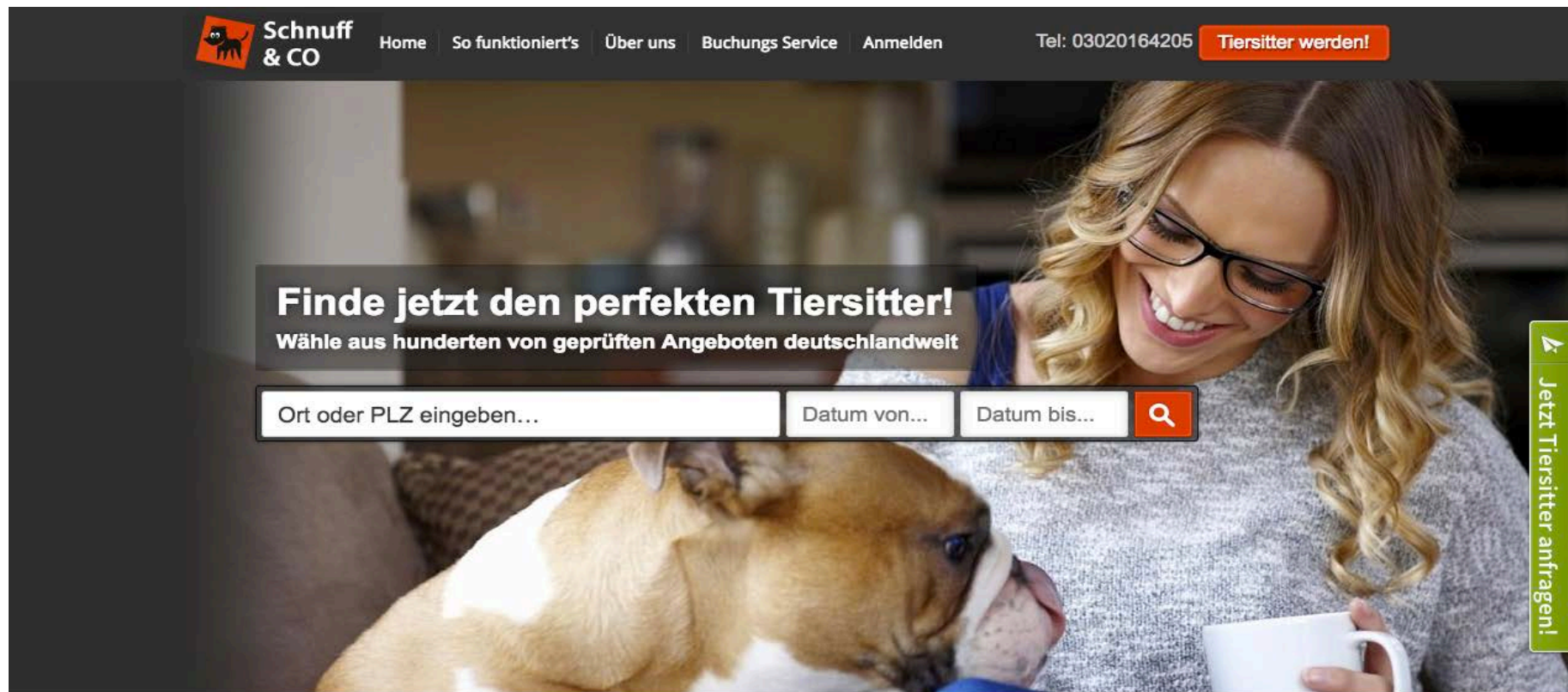
Duo who landed massive record deal for new Irish band open talent agency **Small Business**

**Promoted Links** by Taboola

 **Dublin Left Stunned By This New Laser Eye Surgery**  
Optical Express



Acquisition of Schnuff & Co provided a localised platform and sitter base to implement expansion in the German market



Schritt 1. *Tiersitter suchen* Schritt 2. *Buchen* Schritt 3. *Beruhigt in den Urlaub fahren*



Users  
55,000+



Cities  
35+





## Expansion

Expand to targeted EU markets

## Build team

Grow to 16 to support growth over next 24 months

## Product Improvement

Implement product roadmap to increase user lifetime value

# Expansion



## GROW

- Ireland
- United Kingdom
- Germany

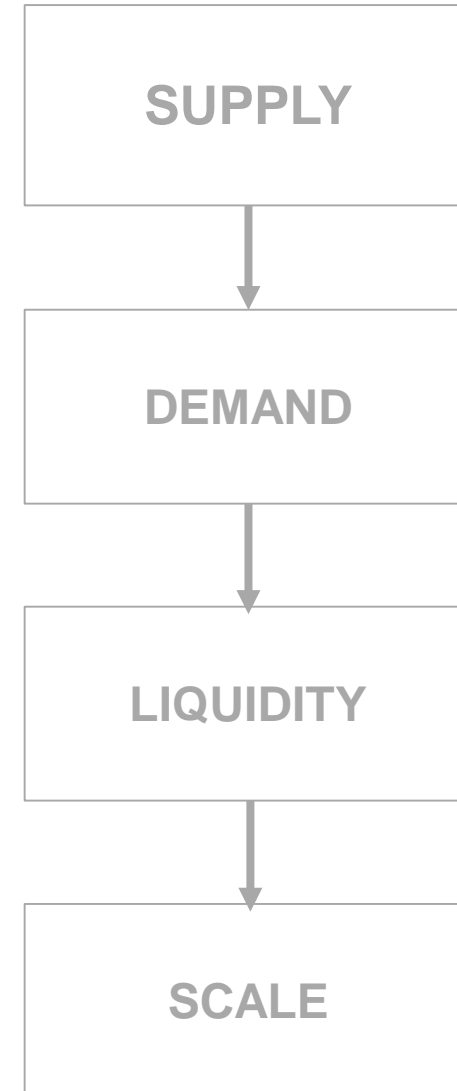


## EXPAND

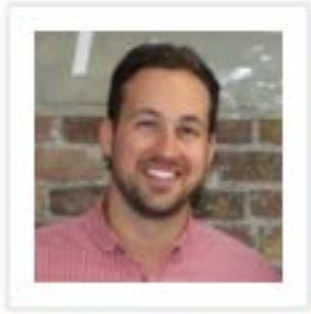
- Austria
- Switzerland
- France
- Spain
- Italy



HouseMyDog has built a repeatable  
4-phase playbook for new market  
expansion



# Team & Key Hires



Timothy Mcelroy



James Mcelroy



Igor Ferreira

Team  
of 6



## Today

 Dog Boarding  
(Overnight care)



€12bn

## Future

 Other Services  
(Daycare, Walking)



€8bn

 Etailing  
(Food, Toys, Bedding)



€85bn

# Thank You



Moxy was so happy being at Whitney's, we had to drag her back to our house. It was a loving, happy, fun stay! Thanks Whitney! 5 stars all the way!

(5/5) ★★★★★



Our dog totally adored Leonie, we won't leave him with anyone else now. Thanks HouseMyDog

(5/5) ★★★★★



Thank you HouseMyDog, Sarah was amazing, the emergency vet care was reassuring, we wouldn't have found Sarah without you! I hope this review doesn't mean she is always booked!

(5/5) ★★★★★

## Any questions?







# S

 **NEW  
FRONTIERS**  
entrepreneur developer  
an **Enterprise Ireland** programme



**Hothouse**  
where business meets innovation

[mick@swiftcomply.com](mailto:mick@swiftcomply.com)

# Ambition



- ✓ Food Safety
- ✓ Fire
- ✓ Building Control
- ✓ Environmental

To be the category-defining solution for all  
restaurant compliance





Startup of the Year & Best Emerging Startup at Bank of Ireland Startup Awards 2017

AMBA Global Entrepreneurial Venture Award 2017

Startup World Cup Finalist 2018



+ Angels and VC Investment

\$3.5m+ Funding Raised

# Company History

I HAVE AN IDEA

**2014 – 2015**

1 Person, Part-time

New Frontiers Phase 1  
New Frontiers Phase 2  
Startup Next  
Prototyping  
Outsourced Dev  
Market Research  
DublinBIC Business Planning

THIS IDEA MIGHT  
WORK

**2016**

3 People, Full-time

Horizon2020 Phase 1 [\$50k]  
EI HPSU Feasibility Grant [\$30k]  
First Customer  
TechStars Accelerator [\$120k]  
Engaging International Customers  
Started fund-raising  
Setup Company

LETS GIVE IT OUR  
BEST SHOT

**2017**

11 People, Full-time

Closed Seed Round [\$900k]  
Projects in US, UK & IRE  
Horizon2020 Phase 2 [\$1.9m]  
Seed Top-Up Round [\$750k]  
Hiring in US & EU

S

What Advice would I give myself if I  
was starting out again?

1. **Product/Market Fit** is more important than anything else
2. If you think you might have Product/Market fit, then you don't
3. Speak to customers, every single day
4. Start-ups are hard, shit goes wrong - be ready
5. Focus on solving simple problems well
6. Hire a great team, align them to your goals, empower them to execute and reward them well (with ESOP)
7. Your time is valuable, waste it wisely
8. Don't forget the people important to you



# Fund-Raising

- Good Investors invest in traction, Great Investors invest in the future
- 80% of founders that get 30% of their round committed, go on to successfully close a round
- Get soft commitments = clear yes, with a clearly defined set of conditions
- As you get close to closing your round these conditions will mostly fall away
- Lean in
- No is better than maybe – if you don't get a clear yes, then its a no
- Get off the Island!
- 6-months (at least)
- Closing a round is more important than the amount you raise or the valuation (e.g. SendGrid \$750k @ \$1.7m, Uber \$1.5m @ \$4m, Twilio \$1m @ \$3.5m)



# Recommendations

- **PODCASTS**

- How to Start a Startup (YCombinator)
- Entrepreneurial Thought Leaders
- Masters of Scale (Reid Hoffman)
- 20minute VC

- **BOOKS**

- The Lean Startup
- The Goal
- The hard thing about hard things
- Venture Deals
- Intercom on Product (+ Intercom on Marketing)

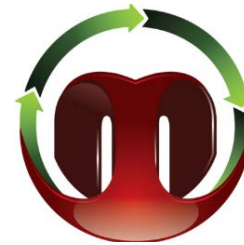
**PAUL CANAVAN – Invizbox**



**GEAROID KEARNEY – myaccesshub**

myACCESShub

**NIALL MIMNAGH – Mimergy**





# New Frontiers

About  
us

Contact



# About us

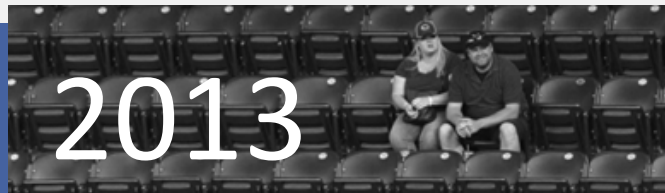
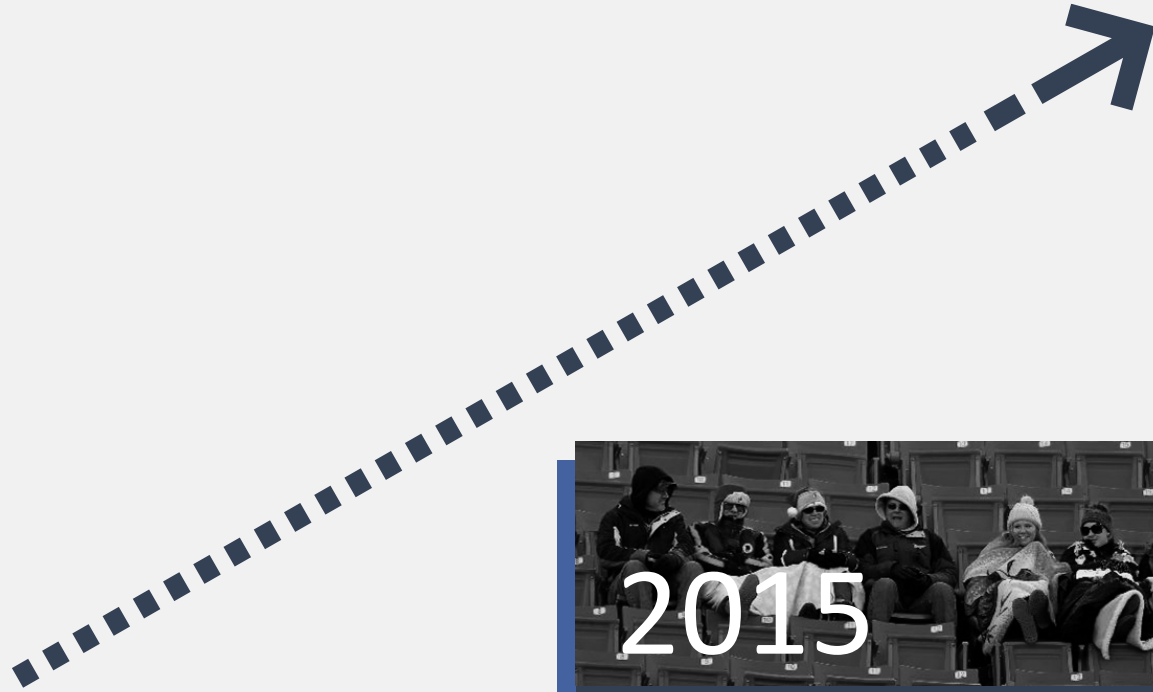








# Our growth



2013

365 monthly users



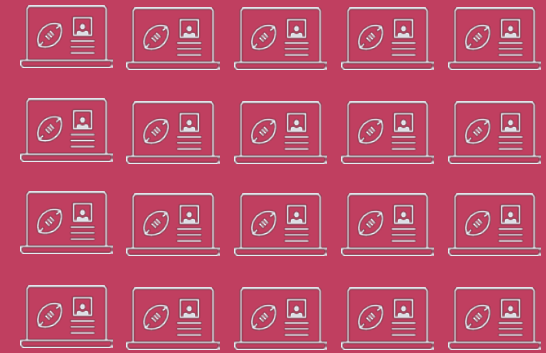
2015

1,000,000  
Monthly users



2017

2,000,000  
Monthly users



# User generated content



KEVIN  
DALY




RICHARD  
MCELWEE



EOIN  
LARKIN

≡ **PA PUNDIT ARENA**



Home GAA Fairytale Comeback Fitting For Cork Hero Michael Cahalane


## FAIRYTALE COMEBACK FITTING FOR CORK HERO MICHAEL CAHALANE

Kevin Daly • May 21, 2017 • 5,422 Views



In this evening's thrilling Munster Championship opener, Cork shocked the hurling world with a 2-27 to 1-26 victory over Tipperary. The second goal arrived from one Michael Cahalane, a fairytale

≡ **PA PUNDIT ARENA**



Home Rugby Irish Rugby Johnny Holland On The "Darkness" Of Rehab And Life After Rugby

## JOHNNY HOLLAND ON THE "DARKNESS" OF REHAB AND LIFE AFTER RUGBY


Richard McElwee • November 15, 2017 • 10,068 Views

Guinness PRO12, Thomond Park, Limerick 7/5/2016  
Munster vs Llanelli Scarlets Munster's Johnny Holland  
Mandatory Credit ©INPHO/Billy Stickland



It might not be as resonant across the country as

≡ **PA PUNDIT ARENA**



Home GAA Eoin Larkin: It's Like Limerick Brought 15 Players Off Side Of Street To Thurles

## EOIN LARKIN: IT'S LIKE LIMERICK BROUGHT 15 PLAYERS OFF SIDE OF STREET TO THURLES

Eoin Larkin • June 5, 2017 • 13,190 Views



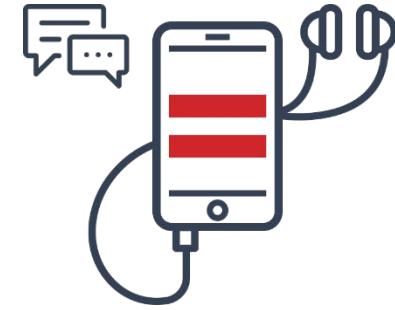
Limerick were terrible yesterday. I had a feeling it would be like that.

They have great individuals and talent, but as a team

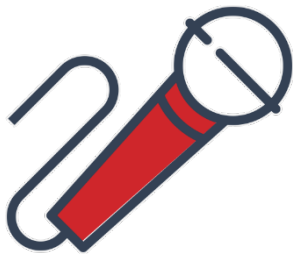
# What we do at pundit arena



Journalism



Podcasting



Events



Broadcasting







# In house production: VIDEO

Interviews: coach john kavanagh

Features: aig golf



**Pundit Arena** ✓

6 November 2016 · 🌐

Philly McMahon meets Coach John Kavanagh - Part 2 of Pundit Arena's "The Elite Edge" in association with [eir Sport](#). Watch part 1 here! <https://m.facebook.com/story.php...>

20k Views

👍 Like    💬 Comment    ➦ Share

👍❤️ 179

Top comments ▾



**Pundit Arena** ✓

21 August 2017 · 🌐

"Golf can be a lonely game when things aren't going well."

AIG Irish Amateur Close champion, Alex Gleeson, knows what it takes to succeed.

With [AIG Ireland](#)

58k Views

👍 Like    💬 Comment    ➦ Share





# In house production: VIDEO

News: tissot rugby



**Pundit Arena Rugby** was live.

16 February 2017 ·

Like Page

Put your questions to Andy Goode as we digest the week's rugby news and look out for a certain rugby loving hard man ex-Eastender who makes a cameo appearance....

90k Views

Like Comment Share

Ross O'Dwyer and 158 others

Real-time comments

Original series: "scars"



**Pundit Arena**

13 December 2017 at 17:36 ·

In Episode 1 of 'Scars', Johnny Dunleavy opens up on his career-threatening injury.

31k Views

Like Comment Share

Dan O'Brien, Ross O'Dwyer and 305 others

Top comments



# Events: broadcast



The Barbarians women scored three tries at Thomond

# Who we work with



DIAGEO



PADDYPOWER.



Ladbrokes



# New Frontiers





# WIT – New Frontiers

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ArcLabs



Eugene Crehan





# Raising Capital

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FFF's



Colm Lyon



EI



Kiely's



# Mission, Vision & Values

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# Contact

Ross O'Dwyer

CEO & Co-Founder

[ross@punditarena.Com](mailto:ross@punditarena.Com)

[@ross\\_odw](#)



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