

Introducing - David Smith – the New President of IADT

The Media Cube is proud to announce that David Smith, the new President of Dun Laoghaire Institute of Art, Design and Technology (IADT) commenced his role on the 1st of April 2020.



A graduate of IADT, David brings a wealth of professional and academic experience to the role. Over 20 years unbroken service in IADT (as Lecturer, Programme Chair, Senior Lecturer and formerly Head of the Faculty of Film, Art and Creative Technologies) is coupled with a record of significant success in business, professional practice, consultancy and external stakeholder engagements.

He is the principal and creative director of [Atelier Projects](#), an independent design practice. The studio is among the most decorated and awarded Irish design studios.

David was the first Irish designer inducted into the [Alliance Graphique Internationale](#) (AGI) – “an alliance and professional body of the world’s best graphic and communication designers”. He was a member of the AGI Executive Committee, with responsibility for Education (2012–2015) and was Vice President & International Secretary (2015–2018). He was a professional advisor and member of the Steering Group for the year of Irish Design 2015 (ID2015) and he is a member of the National Design Forum convened by the Minister for Business, Enterprise & Innovation.

In an open letter to staff last week David remarked, "Even in these trying days, we can imagine new opportunities and new futures... This crisis will force change and transition in our lives. Our Institute is best placed to employ our resilience, imagination and creativity to see us ably navigate any "new normal" we will encounter. Together." Remarks, I believe will resonate with our innovative and entrepreneurial community here in the Media Cube.

David hopes to visit the Media Cube to introduce himself to all of the Cube companies and New Frontiers participants when we return to the campus. The Media Cube team would like to wish David every success in his new role and look forward to working with him in supporting the entrepreneurs, students and staff.

Ann Marie Phelan, Enterprise and Innovation Manager, Media Cube, IADT.

MEDIA CUBE NEWS

Drones Consultants Ireland secures H2020 Funding!



Left to right: Peter Downey, Ian Kiely and Keith Tracey, Drones Consultants Ireland with Bruce Hannah, the National Space Centre at the final of the Galileo Masters 2018 where Irish Drones Consultants won a 'Space Oscar'! The 2020 Galileo Masters competition is now open for applications – see page 7 for more details!

Congratulations to Ian Kiely and his team at [Drones Consultants Ireland](#) (M206) who have been awarded a [H2020](#) development grant in a collaboration with two teams from Poland and France respectively to design and manufacture a satellite navigation pin point location chip to access GNSS and 5G. The concept was launched in December with the support of The Global Satellite Navigation HQ in Prague (GSA).

The overall project aims to narrow down the accuracy of satellite navigation and applying it to a variety of use cases including professional sport and transit management. The DCI team are focusing on the future of autonomous Drone applications and Urban Transport connectivity. The testing partner for this project is [Manna Aero](#) based in UCD who are 'leading the field' in the application of fast food deliveries by drones. We will keep you updated about the project!

Reminder - Science Foundation Ireland – Rapid Response Fund!

We would urge you all to read the updated criteria for the [Rapid Response Fund](#) as we believe we have talented people at the Media Cube that could offer solutions in the war against COVID-19!

MEDIA CUBE NEWS

Welcoming ZiggyTec – an incoming company to the Media Cube



You can watch Peter Murphy giving an interview about [LEO DLR](#) support for ZiggyTec [here](#).



“We are delighted to be moving to the Media Cube as it is an excellent environment for learning and growth. Being surrounded by fellow startups, like-minded people and having access to such fantastic facilities will undoubtedly help us grow even more in the coming years,” says Kieran Murphy. “The team are excited about the move and we look forward to meeting everyone”.

Listed by [Silicon Republic](#) in early March 2020 as one of the top five companies in sustainability, ZiggyTec's primary focus is helping commercial property owners and property management companies to meet their sustainability reporting obligations. ZiggyTec use IoT (Internet of Things) technology to measure the electricity, water and gas usage within a building. ZiggyTec runs a Data as a Service (DaaS) commercial model and clients pay ZiggyTec to deliver the data. No installation fees, no maintenance fees, no hidden costs. This provides an important service for property owners and managers who need to obtain consistent, reliable and accurate data in order to meet their sustainability obligations.

Since 2018, ZiggyTec have secured many blue chip clients in their space such as Savills, CBRE, JLL, Green REIT, IPUT, Hines Real Estate, Irish Life, Port of Waterford, Clayton Hotels to name a few. They are setting their sights firmly on the UK and European markets in 2020.

You can also follow ZiggyTec on twitter [@Ziggy_tec](#)

MEDIA CUBE NEWS

Introducing – Christine Antonio – CJ Cube Technologies

Welcome back to Christine Antonio, Co-Founder, CFO and Chief Marketing Officer for [CJ Cube Technologies](#) who participated in the New Frontiers 15.1 programme at the Media Cube. Christine has over 20 years experience in the management, sales, trading and marketing in the automotive and vehicle parts distribution industries in the Philippines.

I knew the minute I walked in to the Media Cube in 2019, that we wanted to base ourselves here. We were made to feel so welcome and taking part in New Frontiers was a game changer. We are looking forward to settling in and meeting everyone properly in the very near future."



Reminder –The Competitive Start Fund – closing on the 14 April 2020!



The Competitive Start Fund is currently open for applications from all sectors – the deadline is the 14 April at 3pm and late applications are not accepted.

Enterprise Ireland – Innovation Vouchers Scheme – 2020 – Continuous Call.

The “continuous call” for the Innovation voucher scheme in 2019 has been extended to the end of 2020. The voucher scheme is designed to assist companies in developing a new product or knowledge transfer project. Click [here](#) for more information.

MEDIA CUBE NEWS

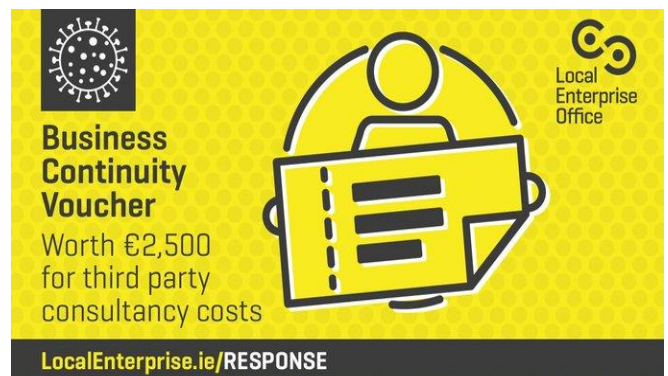
Introducing – Cormac Glynn - New Frontiers 16 - Pitch Release



A warm welcome to Cormac Glynn (New Frontiers 16.2) from [Pitch Release](#) who started the programme in January 2020. Cormac is a self-taught Python developer with extensive experience in programming and creating solutions for IT challenges. Pitch Release is a new platform for PR agencies for the management of campaigns, news accuracy monitoring and prompt accurate distribution of information for clients. Cormac is looking forward to working closely with [ClearStory International](#) on developing the software MVP for Pitch Release.

Reminder - LEO Dún Laoghaire – Business Continuity Voucher Scheme

A reminder that the Business Continuity Voucher scheme offered by [LEO DLR](#) is still open for applications. You can find the details on how to apply [here](#). If you are thinking of applying, [Ann Marie](#) would be delighted to assist you.



Reminder - LEO DLR – online training courses and meet-ups online

[LEO DLR](#) are offering online training courses and meet-up events to entrepreneurs – to view the courses and on-line events that are happening this week – click [here](#).

MEDIA CUBE NEWS

Introducing - Rebecca Lee - Strategic and Editorial Campaign Director for ClearStory International



After graduating with her primary degree, Rebecca completed the Higher Certificate in Radio Broadcasting at IADT in 2007 with a distinction. Rebecca was also elected Education Officer for the IADT Students' Union in 2008! Rebecca then built a career as a radio presenter and broadcaster at Q102 and FM104, two of Dublin's flagship radio stations. In parallel with her broadcasting career, Rebecca created a successful profile as a print journalist. Rebecca's articles and interviews have been and continue to be featured in *The Irish Independent, The Mail on Sunday, The Irish Daily Star, The Irish Sun, The Sunday Business Post, The Sunday World, Dublin People Newspapers, The Gazette, Woman's Way, Independent.ie and Journal.ie.*

Always eager to upscale and upskill, Rebecca completed an MSc. in Marketing at the Michael Smurfit Graduate School of Business in 2015.

In March 2018 Rebecca teamed up with James McCann, the CEO of Clearstory International and the company moved to the Media Cube in May 2018.

Q: How does it feel to be back on the IADT campus after so many years?

A: It's amazing to be home! I always loved my time as a student and Education Officer in IADT. I was delighted to hear we would be moving from a small office in Harold's Cross to the hustle and bustle of the Media Cube where everyone was so welcoming and inventive. I have so many fond memories and have even reconnected with some of my old lecturers - I love the community spirit!

Q: Was this your first time working at a start-up?

A: Yes. Entrepreneurship has always interested me and after leaving radio I needed a role that aligned with my ambition, years of media experience and 'don't stop me now' work ethic. I also really wanted to help to build a company from the ground up and I figured I could learn more through a startup than any larger sized company.

MEDIA CUBE

Introducing - Rebecca Lee - Strategic and Editorial Campaign Director for ClearStory International – continued

Q: Clearstory International is an International PR Agency for Startups – how does it differ from conventional PR agencies?

A: Prior to working with ClearStory, I was with an Irish agency. It differs hugely in that every day is varied and you are constantly facing new challenges. Startups are exciting to work with, I love seeing companies grow and succeed and being part of that excites me.

Q: Could you describe your typical working day?

A: Everyday is different! I tend to transition from conference calls with clients in Asia to meetings with staff and social outings with media. It can be hectic but as they say, variety is the spice of life!

Q: You have recruited IADT students for internships in the last two years – what are you looking for when you are hiring?

A: We are looking for strong communicators with a creative brain and an ambitious mindset. Experience in PR or media is always a plus, as is a second language, however the ability to do whatever it takes to help ClearStory succeed is paramount!

Galileo Masters Competition – Now open for entries!

The submissions process for the [Galileo Masters 2020](#) opened on the 1st April and applications will be accepted up **until the 30 June**. There is no entry fee for making a submission. The prize includes 6 Galileo incubation support packages and cash prizes. This competition is an international one and the organisers have asked that anyone planning to make a submission, to bear in mind, that solutions to solve the problems caused by the Corona IV- 19 virus are particularly welcome.

If you would like to consider making an application, Ian Kiely, the CTO of [Drones Consultants Ireland](#) (M206) was a winner of one of the “Space Oscars’ in 2018 and would be happy to discuss the application process with any potential entrant. We hope that we will be able to announce another Media Cube winner at the end of 2020!

MEDIA CUBE

New Frontiers Alumni - Changing the World - Change Donations!



Congratulations to Lizzy Hayashida, (New Frontiers 14) who recently closed a seed round of €800K for [Change Donations](#), the charity donation platform, which she co-founded with Will Conaghan while studying for an MBA. While conducting their research, Lizzy and Will discovered that the decline of the use of ‘loose change’ had seriously impacted donations to charities. The Change Donations platform was designed to allow shoppers to “round up” purchases to the nearest euro, with the difference being allocated to their preferred charity.

The latest version of the Change Donations Platform is due to launch at the end of April 2020 –The Media Cube team also looks forward to collaborating on innovation projects with Change Donations in the very near future. You can read a recent interview about the company [here](#).

Plato - Online Training Course – How to Retain and Build Your Customer Base

This course will take place on-line on **Thursday, 9th April** Click [here](#) to register.

MEDIA CUBE

New Frontiers Alumni - Changing the World - Dan Nugent launches Lensbuild

FOCUS

A nation of innovation: Five firms facing up to Covid-19

Agile startups have been quick to shift to new products amid the pandemic, writes **Sean Pollock**

IN the five weeks since coronavirus hit Ireland, businesses the length and breadth of the country have had to make the often heartbreaking decision to pull down their shutters and close. Despite this, many companies have refused to cave in to Covid-19. Many have diversified into new fields to help the public – and keep people in jobs.

Michaela Herron, a product regulatory partner with Mason Hayes and Curran, said her firm had experienced a sharp increase in the number of queries from businesses looking to develop new products during the pandemic.

She said businesses were looking to do what they could to help. She pointed to reports that alcohol companies such as Irish Distillers were assisting with the production of hand sanitizers and noted that companies with 3D printers such as Riot Games were exploring the possibilities of printing face shields.

Despite the rush to help, Herron said it was important that companies considered the regulatory environment. "While a lot of businesses have been quick to want to offer help, there are still regulatory issues that have to be considered," she said. "Most queries relate to what companies need to do to supply these products."

"Product liability issues are also something that companies do have to consider and think about before deciding if they want to go down the route of manufacture."

Stephen Dillon, founder of startups.ie, said many small and medium enterprises had also got involved. He believes such firms have benefited from being agile and able to pivot operations toward new spaces.

"It's been a tsunami for a lot of businesses," he said. "Depending on the business, it reflects how you can adapt."

"The massive winners in all this will be those looking to online, delivering their services remotely because logistics will still be working."

From stage manufacturers producing work desks to drones delivering medicines, Irish companies are playing their part on the front line in the battle against coronavirus. The *Sunday Independent* has identified five companies looking to keep the lights on through the pandemic.

FLYING ELEPHANT

When the coronavirus started its spread across Ireland, businesses opted to shut their offices. Subsequently, working from home has become the new normal. As it spread, orders dried up for Flying Elephant, which makes stages and bars for festivals and gigs. Company director Michael Keelan was forced to consider how he could keep the doors open. Inspiration wasn't long in coming.

"One of the lads in the office said: 'My friend is looking for a desk so he can work from home, can we make one?' I just thought: 'You know what, yeah we will. We put the desk up on Instagram to gauge interest and the rest is history.'"

The growth in popularity of the €150 desk has been phenomenal. On the first day of manufacture in early March, the firm made 10. On Thursday, the firm made 120, with the level of demand set to grow further as it gets set for launch in the UK. "The feedback has been unbelievable. We want to keep the ball rolling and the lights on. When all this madness is over, we'll get back to what we were doing before."

LOGOGRAB

Visual AI detection company LogoGrab's co-founders Luca Boschin and Alessandro Prest were looking to their homeland of Italy and growing concerned. The spread of coronavirus appeared relentless. The Dublin-based firm, which typically helps multinationals such as eBay detect brands and counterfeits online, sought to use its technology in any way it could to help combat the spread.

Two weeks ago, alongside research firm GhostData, LogoGrab carried out a study in Italy to detect how many people were breaking quarantine regulations. The recognition software was used to detect social media posts where people were gathering in numbers and in places they shouldn't have been. Its publicly-available results allowed people to identify what regions individuals were breaking the rules in, and get the public to take more responsibility.

"This was about a couple of concerned citizens looking to deliver technology that would be of use where our friends and family live in Italy," said Boschin. "No one asked for this. It's our way of helping in the fight against coronavirus."

Boschin said he had no plans at the moment to research the lockdown in Ireland, as the country is following the rules. However, he did say LogoGrab would engage in further studies and could look at how it can combat the spread of misinformation here on social media.

AMBR EYEWEAR/LENSBUILD

With opticians limited to offering emergency services or deliveries, Dan Nugent, founder of anti-blue light glasses firm Ambr Eyewear, decided it was time to launch a business that had been on his mind for some time.

Launched last week, Lensbuild.com is a by-mail lens replacement service. It means customers can order new glasses or sunglasses lenses online to be put into their existing frames. The customers can then send for and receive the frames, complete with new lenses, through the mail without leaving their home. Nugent admits he had been thinking about launching Lensbuild for nearly a year. He felt that with people's movements limited, and revenue nearly doubling since mid-March at Ambr, the time was right for launch.

"The opticians are closed, and the necessity for reading and screen time has never been higher," he said. "If people don't have suitable eyewear, they'd be in big trouble."

LEGIT FIT

Having received warnings from friends in Spain, Ryan O'Neill, founder of Legit Fit, knew the arrival of coronavirus in Ireland would soon result in the closure of gyms nationwide.

With Legit Fit focused on helping fitness providers manage their businesses by offering automated booking, payments and management services, O'Neill's company faced revenue streams being wiped out. To maintain the current business, O'Neill and his team took it upon themselves to diversify into helping providers deliver online virtual training sessions to their clients, who were forced to stay home.

O'Neill and his team helped providers to set up on Zoom and use it in tandem with their Legit Fit app. This allowed fitness providers to use virtual rooms as their own gyms/studios.

Clients of Legit Fit's providers can continue to pay and book as normal through the app and join the interactive virtual sessions.

Legit Fit is also building a fully integrated solution to make the move online completely seamless through its app. The app will automatically set up providers on Zoom and also develop notifications for their clients to alert them when their virtual sessions are starting.

"If people's gyms are closed and they're looking to work out, they can contact us and we'll connect them with one of our providers," said O'Neill. "It's our own way of helping people stay home, but also to stay active."

MANNA AERO

In March, Bobby Healy, founder of drone take-away delivery firm Manna Aero, saw his company's planned trial with Camille Thai takeaway at UCD disrupted due to coronavirus.

The serial entrepreneur, who also helped build CarTrawler, has remained busy, even diversifying Manna into a new sector. On Twitter, Dynamo Ventures, one of the firm's backers, confirmed Manna would soon begin testing the delivery of medicines to the most vulnerable people in Monegal, Co Offaly. According to the *Wall Street Journal*, Manna is to drop prescription orders to about a dozen residences in Monegal.

The company hopes its demonstration could lead to the widespread use of its delivery drones across rural Ireland.



Ambr's founder Dan Nugent has launched Lensbuild.com to cater for those stuck at home

Congratulations to Daniel Nugent, (New Frontiers 13) the Co-Founder of [Ambr Eyewear](#) who has launched [Lensbuild.com](#). You can read the article by Sean Pollock in the 5 April edition of the [Sunday Independent](#). Lensbuild is designed to assist people who are confined to the house to have their lenses and frames repaired or replaced through a mail service. A pre-paid box is sent to the customer for them to package their frames. The frames can either be left in the post-office or a collection can be arranged. This great idea also prevents old frames from ending up in landfills, by repairing them or donating the unwanted frames to world-wide charities. Bravo Dan!

William Fry – Articles and Insights online

William Fry have an interesting range of articles covering topics including the management of board meetings online and the tax measures that have been introduced in response to the COVID-19 crisis. You can access these articles [here](#).

IADT NEWS

IADT Enterprise Week – Our Next Generation of Entrepreneurs

Well done to the team at the Faculty of Enterprise and Humanities for their support!



Despite the very challenging circumstances, the Student Enterprise Society ran a very impressive series of events during Enterprise Week (2nd – 6th March). One of the week's highlights was the Dragons' Den competition. Congratulations to James Byrne on winning with his recycling mattress business. James was the winner of the 'Most Developed Business' category prize that was awarded at the completion of the IADT Student Enterprise Bootcamp that was held in the Media Cube from January – February 2020.

Left to right: Sean Kestell, Andy Molloy, Tomas Ashe, Grace O'Donovan, Wendy Stunt, Eoin Dixon Murphy, Ann Marie Phelan, Alan Keane and Nicole Grundy.

Many thanks to the Dragons: Ann Marie Phelan, Enterprise and Innovation Manager, Wendy Stunt, Managing Partner of Go Digicard and Aster Connects and Eoin Dixon Murphy, Founder & Creative Director at CASTLE33 & Craft Digital. Huge thanks to Red Square Media for making a super video of the event (available [here](#).)



Many thanks to Dawn O'Connor, Careers Officer with IADT who assisted the Media Cube in the recruitment of students for the IADT Student Enterprise Bootcamp and organised a series of successful mock interviews for students during IADT Enterprise Week!

IADT NEWS

Au Revoir – Edward Conmy – Rattleberry Talent Solutions



It is always hard to say good-bye to exiting companies, particularly as we had to cancel the 'Bon Voyage' meetup for Eddie Conmy that was planned for the 12 March 2020. We would like to take this opportunity to wish Eddie the very best with his move to "pastures new" in Stillorgan. We hope to see Eddie back at the Cube for a future meetup in the summer. See below for information about [Rattleberry](#) and you can follow Eddie on twitter @topdigitaljobs

James McCann – Creating a community spirit in Sallynoggin.

Three weeks ago, James resurrected the Sallynoggin community neighbourhood watch scheme he had set up several years ago, but had slowed down in recent times. An appeal by James for volunteers to look out for vulnerable older people yielded 25 volunteers from the Sallynoggin district. Over 1,000 homes have been followed up with a "Call Back" service with the assistance of the Killiney based Super Valu store.

"I know everyone wants to help in the fight against COVID-19 and we want to make sure that essential supplies reach the most vulnerable people in our community. It does raise morale to see that caring for our neighbours is well and truly alive in our communities'.

And Finally.....

Thank you for the positive feedback we have received on twitter, on WhatsApp and by email! The support you all show to each other and to the Media Cube, is what makes our jobs so enjoyable and worthwhile. We'll be back with an update next week! **Ann Marie.**