

December 2019

Happy Christmas! Looking forward to 2020 already!

It is hard to believe that we are coming to the end of 2019! When reviewing the content for this newsletter, I was reminded of the hard work and long hours our 'Cubists' have invested in their start-ups this year, to create these successes. Well done everyone!

Vitropics - Triumph at the National Start-Up Awards!



(Left: Donna Ledwidge and right: Renée O'Shaughnessy)

Welcome and congratulations to New Frontiers 15 participants Donna Ledwidge and Renée O'Shaughnessy, Co-founders of [Vitropics](#) who have moved their team into M009 on the ground floor of the Media Cube. Donna and Renée won a Gold medal at the recent [National Startup Awards](#) for their Triumph Monthly Cycle Supplement, beating 900 other start-ups for this prize.

Vitropics was listed in the top 100 Hot start-ups to watch in 2019 by [The Business Post](#) and recently featured in the [Irish Independent](#). We wish Donna and Renée every success in their new office space and the year ahead!

It has been a great year - we are delighted with the response to our Media Cube 'Business Meetups', the engagement at our in-house Venture Capitalist seminars and our recent Media Cube networking event with the Deansgrange Village Business Group – which has generated a great atmosphere - here's to our continued collaborations for success in 2020!

Best regards

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

December 2019

MEDIA CUBE EVENTS

Venture Capitalist in Residence Meetup – Sharing experiences and giving back!



Left to right, Dominic Conlon, Lemman Solicitors, Ann Marie Phelan, Enterprise and Innovation Manager, the Media Cube, Pat Garvey, Investor, Simon Hillary, CTO Equine MediRecord and Tom Shinkwin, Enterprise Equity.

Huge thanks to everyone who attended our VC in Residence event, which enabled companies to get investor ready. We had a great line up of guest speakers which included Pat Garvey (Angel Investor), Dominic Conlon, ([Lemman Solicitors](#)) and Simon Hillary ([Equine MediRecord](#)). Each speaker approached the topic of investment in start-ups, bringing their own experiences ‘to the table’ and offered feedback and advice. The energy created between the Speakers and the Cubists was exhilarating. We hope to welcome Pat Garvey back to the Media Cube for future events in 2020. The next VC in Residence event will take place in January 2020 – we will keep you updated about our guest speakers!

Thank you to the Cube companies for emailing their suggestions for our next event!

MEDIA CUBE EVENTS

ClearStory International – Facing Further Expansion!



Back: Left to right: Olivia Coughlan, (IADT graduate!), Lars Kitzmann, Kelly Horn, Rebecca Lee. Middle: Hannah Dempsey (intern and final year IADT Student) Anna Scola, Zoe Healy and James McCann, Founder and CEO of ClearStory International.

ClearStory International are bidding a fond farewell (not for good though!) to their Account Executive, Lars Kitzmann who will be working remotely from Hamburg. Clearstory are also delighted to announce the appointment of Joseph Garvey and Amy Keegan to the team and are currently recruiting for a Senior Account Executive. Spread the word!

[ClearStory International](#) are once again expanding their team to cater for the needs of their clients globally. Since ClearStory International joined the Media Cube in April 2018, they have run PR campaigns for over 60 clients worldwide, getting start-ups noticed by Forbes, CNN, Bloomberg and...the BBC!

This year has seen the team meet clients and manage conferences in Bahrain, Thailand, Singapore, London and Hong Kong among others. In addition to this, the team are just back from Europe's largest tech conference - [WebSummit](#) that took place in Lisbon.

The team are currently hiring for a Senior Account Executive. For more information about this role or to find out more about career opportunities at Clearstory International - check out the careers page on the company website [here](#).

MEDIA CUBE EVENTS

Deansgrange Village Business Group – Strengthening our local links!



(Left to right, Stephen Moore, Byrne and Moore, Deansgrange Village Business Group, Cllr. Mary Hanafin, Dún Laoghaire - Rathdown County Council, Ann Marie Phelan, Enterprise and Innovation Manager, the Media Cube, IADT, at the recent Deansgrange Village Business Group meetup at the Media Cube.

We were delighted to welcome members of the [Deansgrange Village Business Group](#) to the Media Cube in late October. The purpose of the meetup was for the local businesses to learn more about the Media Cube and IADT, the opportunities for collaborative projects and the academic programmes for both undergraduate and mature students. The event was a great success!

I would like to take this opportunity to thank Dr. Andrew Power, Registrar and the Vice President of Equality and Diversity, IADT for his presentation to the participants. Thanks also to the Cube companies who joined us and to Cllr. Mary Hanafin, Brendan O'Neill and Stephen Moore of the Deansgrange Village Business Group for their enthusiasm and commitment to working with the Media Cube and IADT.

MEDIA CUBE NEWS

SMART PMO – Construction Analytics Matter!



Dr. Housseem Jerbi, CEO of Smart PMO and expert in AI for Construction and Planning, with fellow panelists and the production team at Dublin South FM. You can listen to the station at 93.9FM.

It has been a busy few months for Housseem Jerbi, CEO of [Smart PMO](#) (New Frontiers 15)! During the summer, Housseem was interviewed on the 'Property Matters' programme for [Dublin South FM](#) and outlined the artificial intelligence opportunities for the construction industry. Housseem also participated as a panellist at the World Legal Summit in Dublin, which brought together global industry experts in the law and artificial intelligence to discuss the legal and societal challenges posed by AI.

More recently, Smart PMO (New Frontiers 15) was shortlisted at the [Highways UK Intelligent Infrastructure challenge](#). The challenge was an open innovation competition for intelligent infrastructure systems that have the potential to be trialled on a UK road within the next 6-18 months. Housseem will also be speaking at the [National Construction Summit](#) in 2020 – one start-up to watch!

MEDIA CUBE NEWS

Zendra Healthcare – Moving up in the world (From Hot desk to Room M110)



David (left) and Thomas (right) Coleman of Zendra Health have over thirty years' combined experience in IT and designing solutions for global institutions. They are currently building digital healthcare pathways in the fields of Cardiology, Oncology, and Neurology.

It is always great to see our New Frontiers graduates making the leap from the New Frontiers space to their own office! Well done to David and Thomas Coleman (New Frontiers 13) who founded [Zendra Health](#) in February 2017 and participated in New Frontiers 2 in 2018.

David and Thomas have developed a software platform that allows healthcare institutions to improve the patient experience and optimise patient outflow. Zendra Health is now rapidly growing in the digital care sector and has customers based in the US, UK and Irish healthcare systems. The company was one of fourteen in Europe selected for the [EIT Health Start-up Meets Pharma](#) program in June 2019.

Zendra Health graduated from the NF hot desk room in October 2019 and are now located in M110. We look forward to working with them in 2020!

MEDIA CUBE NEWS

The Pod Collection – Guest Speakers at the Wellness Event – December 2019

THE POD
COLLECTION

FOR ALL MAMA'S TO BE

PRENATAL WELLNESS MORNING

A FULL MORNING OF WELLNESS & MINDFULNESS

SATURDAY
7th DECEMBER

STRENGTH: 9.00 - 10.00am

Prenatal Strength with Emma Dowling of **Empowered Mama**.
Start your morning with a full hour of Prenatal Strength to strengthen your body & mind in preparation for the birth of your baby.

TALK: 10.00 - 11.30 am

Open & honest chats with 2 guest speakers talking all things pregnancy, birth & Motherhood.

DIGEST & CONNECT: 11.30 - 12 midday

Chat with your fellow Mums to be over complimentary refreshments & healthy bites.



TIME: 9am-12 midday, Saturday 7th December

VENUE: Union Cafe, Deerpark Rd., Mount Merrion, Dublin

TICKETS: €30.00, available to purchase on Eventbrite or by emailing info@thepodcollection.com

BOOKING ESSENTIAL (limited spaces)

We are delighted to announce that Emma Arblaster and Hazel Kinsella from [The Pod Collection](#) (New Frontiers 15) are participating at the upcoming Prenatal Wellness event on the 7th December! This event was created, to offer a supportive network to expectant mothers, which is a positive development!

The Pod Collection evolved from a desire by Emma and Hazel to provide stylish maternity wear for expectant mothers. Take a look at their [latest collection](#)!

We look forward to learning more about their story at the New Frontiers Showcase that is taking place this January 2020!

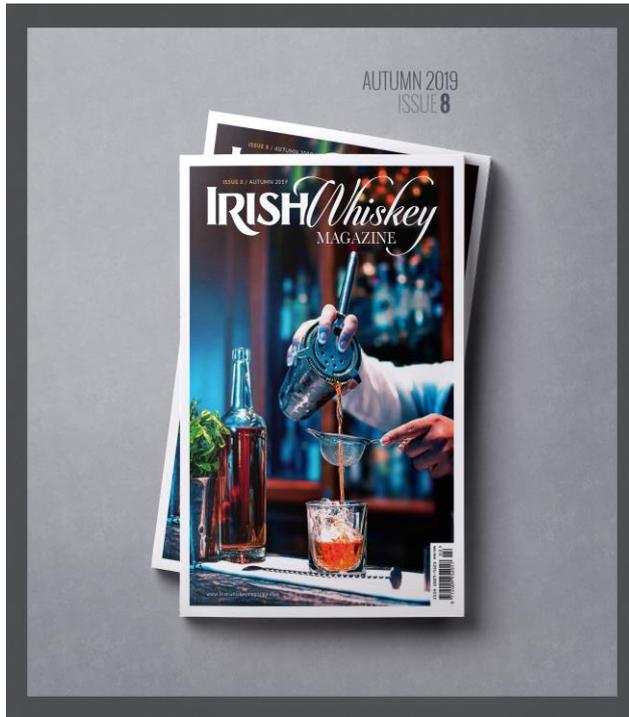
Reminder – New Frontiers 17.1 – Opening for applications – January 2020!

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

We are looking for talented, ambitious people with a great business idea! New Frontiers 17 Phase 1 will be opening for applications in January 2020 – and we are already accepting [expressions of interest](#). Please circulate this information to prospective entrepreneurs you may know!

MEDIA CUBE NEWS

Irish Whiskey Media – Going Digital with IADT!



Congratulations to Serghios Florides of Irish Whiskey Media, who was recently appointed to The Council of Whiskey Masters, a U.S. education and certification body for expertise in whiskey and runs accreditation courses for whiskey enthusiasts and professionals.

Serghios established Irish Whiskey Media in 2017 and began to publish the [Irish Whiskey Magazine](#) in 2018. Serghios recently signed a distribution deal with SuperValu and the digital version of the magazine will be launched in January 2020. This marks the completion of a digital collaboration with graduates of IADT's Visual Communications course. Watch this space!

Innovation Vouchers - working with IADT to develop your project!



If you have been thinking of applying for an [innovation voucher](#), Ann Marie would be delighted to discuss your project and to assist you in making an application. The vouchers are worth 5k – a great way to jump - start your business goals in 2020!

MEDIA CUBE ALUMNI NEWS

Where Are They Now? Ambr Eyewear – gazing at a bright future!



Daniel Nugent and Sacha Cahill have located the Ambr Eyewear office in Dún Laoghaire and are selling their glasses worldwide!



The Ambr Eyewear pop-up shop is open until the 10 January 2019.

Congratulations to Dan Nugent (left) and Sacha Cahill (right) co-founders of [Ambr Eyewear](#) who launched their pop-up shop on Wicklow Street in style on the 8th November with a fabulous party! The atmosphere was great with a mix of fashionistas, start-up entrepreneurs, buyers and the team from Lovin' Dublin. The pop-up shop will be open until 10 January 2019 – be sure drop in and give a treat to your eyes! (Reminder – Ambr Eyewear also has a concession boutique in Brown Thomas!)

It has been an exciting time for this New Frontiers 13 graduate company who won the Lead Entrepreneur Award at the New Frontiers Showcase 2019 and won the DLR County category at Ireland's Best Young Entrepreneur 2019 Awards! [Ambr Eyewear](#) is now selling to customers in over 60 countries!

MEDIA CUBE ALUMNI NEWS

Equine MediRecord – conquering the UK and US markets



Left: Ann Marie Phelan, Enterprise and Innovation Manager, Media Cube, IADT, Fionnghuala Ní Néill, Media Cube Administrator and Pierce Dargan, CEO of Equine MediRecord, at the Finals of Ireland's Best Young Entrepreneur Awards at the Google HQ.

'Thank you' and 'Congratulations' are due to Pierce Dargan and Simon Hillary, CEO and CTO of [Equine MediRecord](#) (NF10)! Equine MediRecord have shown their commitment to 'staying in touch' and 'giving back' by participating in our recent Venture Capital meetup!

Equine MediRecord evolved to address the problem of recording medicines prescribed for horses – by introducing a web-based and phone app method to record the medicines prescribed accurately. This solution has eliminated the need for paper records.

It has been a busy year for the company. Equine MediRecord was a regional winner and national finalist at Ireland's Best Young Entrepreneur 2019 Awards and is a national finalist for Ireland's Innovator of the Year in the [SFA National Business Awards 2020](#). The company currently employs 4 full-time and 8 part-time staff members. Well done!

Date for the Diary – New Frontiers Showcase – Wednesday, 29 January 2020

We are delighted to announce that the New Frontiers Showcase which will feature the 'Class of 2019' (New Frontiers 15 and 16) will take place on 29 January 2020! In January 2019, Ambr Eyewear, a Media Cube company won the top prize – who will it be in 2020?

Special thanks to William Fry, who have supported the Showcase and prize for the past few years – it has become a highlight of the New Frontiers calendar!

MEDIA CUBE SOCIAL NEWS

Thinscale Technology – Making a Wish for Halloween!



(Left to right: Durrah Taqiah – aka ‘Scary Spice’ and winner of the Best Costume Prize with Simona Placano, Thinscale Technology and ‘Make a Wish’ organiser!)



Getting into the spirit of the event! Thank you to Barbara Carraher (IADT Part-time courses) for helping Fionnghuala to decorate the boardroom for the fundraiser!

Thank you to everyone who attended the annual Halloween ‘Make a Wish’ fundraiser party on the 31 October and particularly to anyone who wore a costume! There was a great turnout and some original costumes! The funds raised will be used to grant ‘wishes’ for seriously ill children.

These wishes can range from a child getting a wheelchair swing to another having the opportunity to meet Nathan Carter! Click [here](#) for more information about ‘Make-A-Wish’.

If you were unable to attend the fundraiser, but would still like to make a donation, you can contact Simona Placano, [Thinscale Technology](mailto:simona@thinscaletechnology.com) at simona@thinscaletechnology.com

December 2019

MEDIA CUBE – SOCIAL EVENTS

Clearstory International – fundraising for Blackrock Hospice



Left to right: Rebecca Lee, James McCann (CEO), Kelly Horn, Anna Scola, Joseph Garvey, Olivia Coughlan, Lars Kitzmann and Zoe Healy.

Well done and thank you to Zoe Healy and the Clearstory team for organising a ‘coffee morning’ for the Blackrock Hospice on the 18th of September in the Media Cube boardroom. It was a lovely occasion that gave the Cubists a chance to socialise and raise money for a good cause. (We have a talented team of bakers based in rooms M208 and M209)! Huge thanks to everyone who attended, brought cakes, bought cakes and made a donation. You will be delighted to learn that €350 was sent to the Blackrock Hospice – a great result!

Christmas Drinks at McCormack’s – Thursday, 12 December 2019

Traditionally, we have held our Christmas Drinks in McCormack’s bar on the 2nd Thursday in December after work! Please support this tradition! All Cubists welcome!

December 2019

MEDIA CUBE – SOCIAL EVENTS

Fundraising for Respect Special Needs Charity

It is a humbling experience to witness the generosity shown by so many of our companies, who are engaged in charity work in addition to their 'day job'. We salute Tony Burke (GladCloud, M309) for supporting [Respect](#) who raise funds for the Daughters of Charity to provide residential care for adults and children with severe intellectual disabilities.

If you would like to find out more about the care that Respect provide or if you are interested in booking tickets or even a table for ten for the Respect Charity Ball, you can email Tony at tonyb@gladcloud.io or call him on 086-2330811.



IADT NEWS

Student Christmas Fair – 4 December 2019

The Enterprising Students of IADT are holding a Christmas Fair in the Chapel from 10am – 3pm! Crafts, Candies and other surprises will be on sale. Everyone welcome! We would like to encourage you to drop over to the Chapel (which is located next to Róisín Hogan House) and support the students' efforts. We hope these students will apply to the New Frontiers programme at the Media Cube in the next few years!

December 2019

MEDIA CUBE – PLANNING FOR 2020

Media Cube Business Community Events – January 2020



Former 'Cubist' friends in Enterprise meet again!

Left to right (Ann Marie Phelan, Enterprise and Innovation Manager, IADT, Graham Byrne, CEO, Your Smile Direct, (New Frontiers 6) Adrian Walsh, CEO, CheckVentory (New Frontiers 4) and Tom Shinkwin, Partner, Enterprise Equity.

If you have a suggestion for a Guest speaker or topic, contact Ann Marie on Slack – we would be delighted to hear from you!

When we started our Media Cube Business Community events in July 2019 under the guidance of Sean and Padraig Hyland from [The Core Story](#), we wanted to generate a great buzz in the building to encourage the New Frontiers participants and the Cubists to work together. We are delighted with the encouraging feedback from these sessions.

We are planning a new series of events starting in January 2019, when participants from New Frontiers 16 Phase 2 join the Media Cube – so make sure to keep checking our Slack account – MediaCubeIADT for updates!

Special thanks to the Guest Speakers over the last few months for their contribution: Graham Byrne ([Your Smile Direct](#)) Adrian Walsh ([CheckVentory](#)) Tom Shinkwin ([Enterprise Equity](#)), James McCann ([ClearStory International](#)), Keith Curley ([GladCloud](#)) and Brendan Kiely and Andrew McNeile ([Thinscale Technology](#)).

MEDIA CUBE – PLANNING FOR 2020

IADT Student Enterprise Bootcamp 2020 – Now open for applications!



In February 2019, ten students and graduates completed the IADT Student Enterprise Bootcamp and pitched their ideas to a panel that included Lisa Cunningham (Vogue Consulting), Ann Marie Phelan, (Enterprise and Innovation Manager, Media Cube, IADT), Dr. Therese Moylan (Head of Department of Entrepreneurship), IADT and Conor O'Connor, Partner, (Enterprise Equity).

IADT Bootcamp 2019 Pitching Competition Winners – Martha Gilheany, (Graduate of the BA (Hons) Arts Management Programme), Ronan Seary (Studying for a Bachelor of Arts in Arts Management) and Hugh Devine (Studying for a Bachelor of Business Studies) in IADT. Who will be our Winners in 2020?

The IADT Student Bootcamp commences at the Media Cube on the 27 January 2019! This three-week enterprise course is available to IADT students and recent graduates from different disciplines, who have a business idea that they would like to test!

We are proud to announce that this year's Bootcamp will feature guest speakers from Enterprise Ireland, New Frontiers, LEO DLR, Enterprise Equity, SNP Communications and a panel of Cube Alumni companies who will share their experiences on the New Frontiers programme and 'Bootstrapping' their business.

The Bootcamp is now open for applications! Students can register their interest by emailing bootcamp@iadt.ie – the closing date for the Bootcamp is the 15 January 2019!