

THE RIGHT ENVIRONMENT

Turning innovative ideas into successful businesses requires a powerful blend of people, place, culture and imagination. Developing an enterprise culture is about providing the right environment for new ideas to grow alongside existing flourishing enterprises. The shared vision of the Institute of Technology, Tralee (ITT) and Shannon Development for the seamless integration of the business and learning communities has resulted in the development of one of Ireland's most successful business environments - Kerry Technology Park. The shared campus has become a national role model and the interchange of ideas, skills, knowledge and energy between the ITT and Park-based enterprises involving students, researchers, lecturers and entrepreneurs, underpins the success of the campus as a whole.

Located in the Kerry Technology Park, Endeavour will provide you with open door access to people who have done it and to the expertise of successful CEOs located in this powerhouse of entrepreneurship.

The Park is home to several Irish start-ups that have grown into global success stories, including Stockbyte, FreeFlow, Altobridge, PulseLearning, Continuum Commerce Solutions and Aspen Connect. Park companies have been recognised in several International Awards including Ernst & Young Entrepreneur Of The Year, Deloitte Fast 50, DHL Exporter of the Year and Frost & Sullivan Technology Awards. The Park has produced four finalists and two winners in the Ernst & Young Entrepreneur Of The Year Awards, a record unrivalled by any other business location in the country.

Entrepreneurship forms a central focus of ITT from undergraduate to post graduate level. The Young Entrepreneur Programme www.youngentrepreneur.ie was conceived and developed by ITT and its partners. The Programme is now studied by over six hundred second and third level students in the county each year. The Young Entrepreneur Programme has received international recognition for its innovative approach to entrepreneurship education and the high level of interaction between students and entrepreneurs.

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Entrepreneurs share their views on locating in the joint campus of the Institute of Technology, Tralee and Shannon Development's Kerry Technology Park.

"Access to proven entrepreneurs and a skilled, educated graduate pool through the Institute of Technology, Tralee makes this location perfect."

Vincent Lynch, CEO, Donseed



"The opportunities for collaboration, learning, sharing and advancement make the Park an ideal location for technology companies. Aspen Connect is proud to be here"

Sean Ryan, Managing Director, Aspen Connect



"Kerry Technology Park has enabled me to leverage the resources of the Institute of Technology, Tralee and the seasoned entrepreneurs of the Park"

Ogie Sheehy, Managing Director, You Comply



"The Park is the perfect location for a global launch"

Jerry Kennelly, Founder and Former CEO Stockbyte and Stockdisc



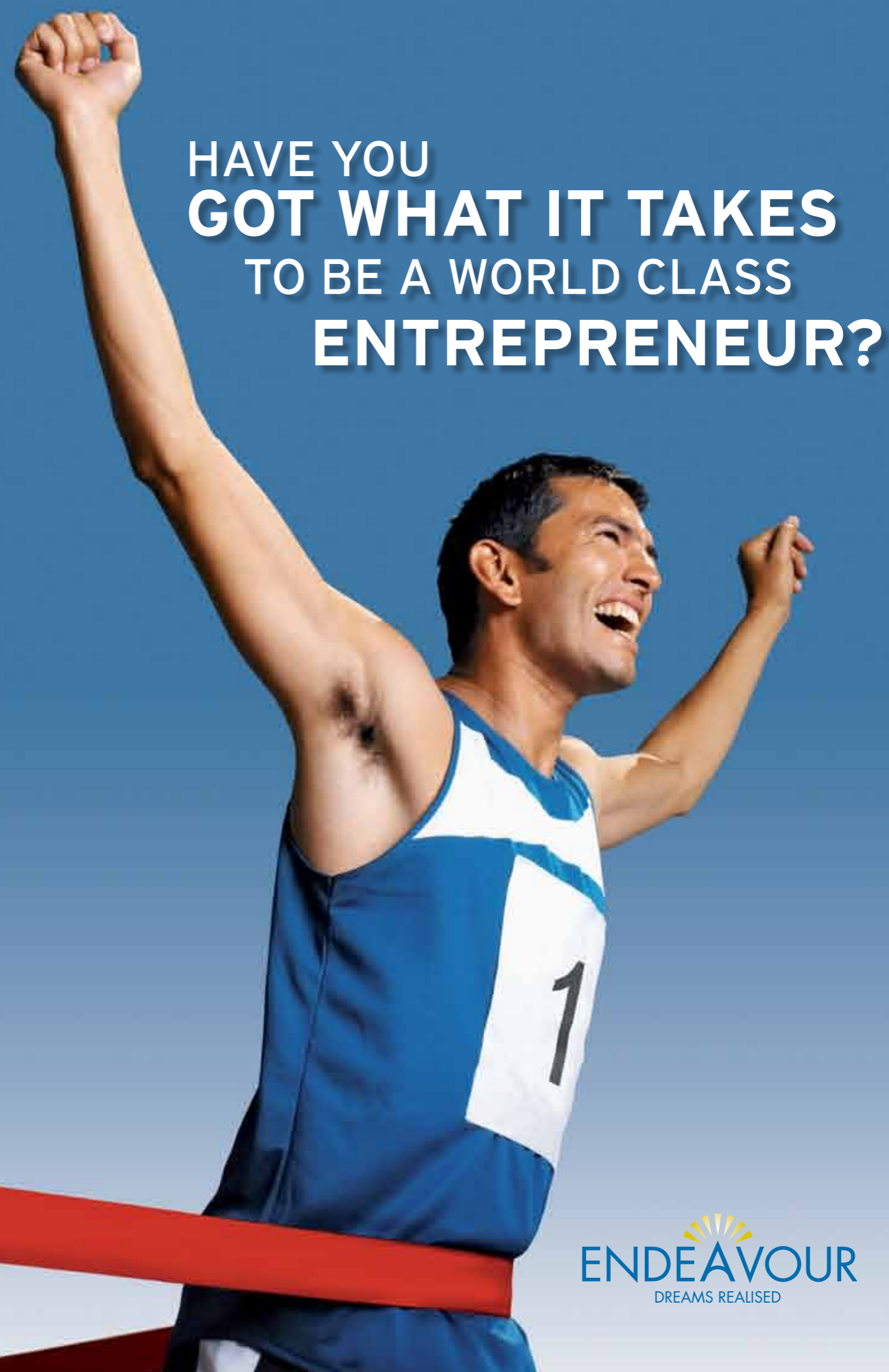
"Technology companies rely on quality graduates and research projects as their raw material. This location underwrites the successful growth of technology companies."

Mike Fitzgerald, CEO, Altobridge



"Our location in Kerry Technology Park with the accompanying supports has been one of the most critical factors in our continued growth."

Alan Scroope, CEO, FreeFlow



HAVE YOU GOT WHAT IT TAKES TO BE A WORLD CLASS ENTREPRENEUR?

Media Partners:



Learn More www.endeavour.biz



A GLOBAL LAUNCH PAD FOR ENTREPRENEURS



You have a great business concept. Globally-scalable and executable. A business that could generate annual sales of €5m within five years.

You need more than the usual supports. Much more. You need advice. Smart advice. Research. Marketing. Sales. Location. Funding. Lots of decisions to be made. Quickly.

That's an exceptional challenge. **Endeavour** is the exceptional response.

We're going to find, grow and launch Ireland's next generation of entrepreneurs. By April 2010.

Prove that you have what it takes and become part of this select group of entrepreneurs. It's the opportunity – and the challenge – of a lifetime.

Have you got what it takes?



Tom Crean Business Centre – Kerry Technology Park

THE ULTIMATE FAST-TRACK EXPERIENCE

ENDEAVOUR

To enter **Endeavour** you will pitch your business concept to a panel of successful entrepreneurs. Some of the most ambitious, scalable, realistic global business start-ups will come through the selection process. The successful applicants will join an intensive, full-time, seven month immersion process based at the Kerry Technology Park - the ultimate fast-track experience, accelerating your potential. If you're one of the successful applicants, here's what you'll get:

- High-powered training from real-world experts with serious international experience.
- Access to Ireland's leading Finance, Communications, Sales, HR, Technology, Legal and Marketing experts. For one-to-one consultation.
- Personalised one-to-one mentorship throughout the programme will help you through the roadblocks that plague most start-up companies.
- Office space, meeting, conference facilities and broadband at the Tom Crean Business Centre.
- Enterprise Ireland support and salary subvention for qualifying applicants.
- Business Stress Testing. Your business plan will be measured and challenged by our panel of experienced entrepreneurs.
- Access to specialised expertise from the lecturing staff at the Institute of Technology, Tralee and a realtime staffing resource pool from graduates and work placements.
- Showcase your business plan to state agencies, private equity investors, banks and venture capitalists.

ACTION!

If you want to be one of the **Endeavour** participants, you'd better move fast.

Access your application form at www.endeavour.biz

Complete and submit them by September 25th, 2009.

No ifs, buts or maybes.

TIMELINES

September 25th, 2009

- Deadline for applications

September 30th, 2009

- Announcement of shortlisted applicants

October 5th, 2009

- Business model validation workshop

October 15th & 16th, 2009

- Business case presentations to entrepreneur panel

October 19th, 2009

- Announcement of successful **Endeavour** participants

And then, the real work starts....

November 2009 to April 2010

- Once participants are accepted onto **Endeavour** they will be matched to a mentor who has conceived, created, launched and run a successful entrepreneurial business.
- Each mentor will spend six half-day sessions examining and challenging the business model as well as providing advice and contacts.
- Endeavourees will participate in an extensive workshop programme and will receive one-to-one consultations with Ireland's leading professionals in Sales, HR, Technology, Legal and Marketing, Finance and Communications.
- In addition Endeavourees will receive separate Business Stress Testing sessions throughout the programme to ensure they are fully on track with a business plan that is real-world-ready.
- The programme culminates in an international funding showcase.

May 2010

- International funding showcase

APPLY TODAY AT WWW.ENDEAVOUR.BIZ

WORKSHOP PROGRAMME

Endeavour Kick Start November 5 & 6, 2009

This is where it all starts - with a wide ranging group of thought leaders and experts offering their opinions on how value can be sustainably created in entrepreneurial businesses today. This two-day session will whet appetites for what is to follow.



Dick Spring
Executive Vice
Chairman,
FEXCO



Paul Ashe
CEO,
Zeit Solutions



Padraig O'Ceidigh
Chairman,
Aer Arann



Paul O'Dea
CEO,
Select Strategies

Strategy and Business Model November 12, 2009

Experts help you develop a strategic view of how your business can be profitable and sustainable, examining customers, competitors and potential partnerships.



Monique Meche
Senior Director,
Cisco Global
Technology &
Environment
Policy



Dr. Tom McCarthy
CEO,
Irish Management
Institute



Stewart Stephens
Director,
FEXCO



Jimmy Martin
Managing
Director,
AMCS Group

Communications November 13, 2009

Understand how to develop a complete communications roadmap. Everything from branding to internal communications, from clear business writing style to presentations, from media appearances to crisis communications.



Terry Prone
Head of Crisis
Clinic, The
Communications
Clinic



Gerard Teahon
Managing
Director,
SalesSense

Marketing and Branding November 19, 2009

International experts will share with you how they identified and targeted customers in a scalable way. Branding and design experts explain the vital role of branding at every customer touch-point. See the real-world case studies of successful branding implemented in an entrepreneurial business.



Aldagh McDonogh
Managing
Director,
Alternatives
Marketing



Richie Ryan
Creative Director,
Greenhouse



Pierette O'Shea
Managing
Director,
Greenhouse



Carolyn Odgers
Strategy Director,
Chemistry

Financials November 20, 2009

Understand what's needed to produce financials that will work, not just for your business but for investors too. Focus on the key performance indicators which will determine your success or failure. Experts and successful entrepreneurs who have achieved global success will share a view of how important the numbers really are.



Stan McCarthy
CEO,
Kerry Group plc



JT O'Sullivan
CEO,
BioAtlantis



Frank O'Neill
Partner,
Ernst & Young



Frank Walsh
Regional Director/
Principal,
Enterprise Equity

Sales November 26, 2009

The engine room of the business will be explained in detail by an experienced sales professional who has travelled the road of internationalisation many times. Direct and channel strategies will be explored as well as pricing models and incentives to drive scale.



Ray Nolan
Founder,
Hostelworld.com



Brian English
Managing
Director,
Qupact Intl.



Vincent Lynch
CEO,
Donseed

Technology November 27, 2009

Learn the opportunities offered by today's lean and mean technology offerings - including software-as-a-service solutions and highly scalable cloud computing solutions which can help minimise your start-up costs. Understand the disciplines required in creating new software applications and learn how to score high on search engine optimisation.



Colm Lyon
Managing
Director,
Realex Payments



Alan Scroope
CEO,
FreeFlow



Sean Ryan
Managing
Director,
Aspen Connect

Team December 3, 2009

The world has changed in recruitment - learn how to find the talent you need from social networks, blogs and other networks. Understand what makes employees tick and how to create a long term sustainable relationship. Take on board the hard-earned lessons of entrepreneurs and help set a benchmark for yourself on culture and reward.



Adrian Grey
Director of HR &
Organisational
Development,
UCC



Ogie Sheehy
Managing
Director,
You Comply



Anna Pringle
Group Strategic
HR Director,
NTR

IP / Patents / Legal December 4, 2009

This is where your 'moat' is built. Ensure the safety of your ideas and concepts as you build your business and learn about a checklist that will keep you out of court and ready for exit when those big cheque books are produced.



Jerry Kennelly
Founder &
Former CEO,
Stockbyte



Andrew McIntyre
Partner,
William Fry

THE MENTORS : EXPERT ONE-TO-ONE MENTORING

EXPERT ONE-TO-ONE MENTORING is what you can expect from our panel of experienced entrepreneurs who have successfully set up Irish and International businesses of some repute. While Endeavourees will be matched to mentors most closely suiting their business space, what our mentors will provide is the broad business experience, vision and contacts which have made their own award-winning business ventures benchmarks of entrepreneurial zeal.

David Bobbett CEO, H&K International



David is the majority shareholder in H&K International. He joined H&K in 1985 and went on, as CEO, to lead an Irish management buyout in 2002. Under David's stewardship, H&K was restructured and is now a leading global supplier of kitchen equipment solutions to the Food Service Industry, selling to 20,000 restaurants in 70 countries worldwide. H&K sales worldwide have increased from \$154m in 2003 to \$380m in 2008. H&K were recently awarded the Deloitte Best Managed Company 2008 Award and David was a finalist in the 2008 Ernst & Young Entrepreneur Of The Year Awards Programme.

www.hki.com

Frank Salmon Group MD, CMS Peripherals Ltd



Established in 1988, with premises in London and Mayo, CMS Peripherals is the largest independent distributor of data storage solutions and digital consumer products in the UK and Ireland. At the age of 24 Frank joined the start-up as General Manager (and its first employee) and has built up the company to grow from £1m revenue in 1991 to close to £157m in 2008. Frank is still as passionate about innovation and technology today as he was 21 years ago and believes that to succeed you need to not only meet but to exceed the expectations of all your stakeholders.

www.cmsperipherals.com

David Walsh Co-Founder, Netwatch



David Walsh and Niall Kelly formed Netwatch in Carlow in 2003, as the first Irish company to use modern communication technologies to provide remote visual monitoring systems to businesses throughout Ireland and abroad. Their unique technology allows highly trained Intervention Specialists in the Netwatch command centre to watch in real time any intrusion at a client premises and more importantly, speak directly to the criminals, clearing them from the site.

www.netwatchsystem.com

Michael Carey Exec. Chairman, Jacob Fruitfield Food Group



Michael is executive chairman and majority shareholder of the €100m Jacob Fruitfield Food Group. He is also the majority shareholder in Westport Property Ltd, non executive chairman of the boards of both the Soul of Haiti Foundation and the Marketing Institute and on the boards of Bord Bia and the African NGO Traidlinks. Michael has previously held the Managing Directors' roles at Kellogg's (UK/Ireland), Fox's Biscuits and Evian/Volvic (UK/Ireland) and was Marketing Director at Cantrell & Cochrane and Jacob's in Ireland.

www.jacobfruitfield.com

Eamonn Fallon CEO, DAFT



Eamonn is co-founder of Ireland's largest property website Daft.ie, one of Ireland's most recognised Internet brands. Started in 1997 with his brother Brian, Daft has revolutionised how consumers in Ireland find property to buy or rent. Last year over 50bn of property was sold through Daft and over 1bn in rent was collected. Daft now have nine out of every 10 properties currently for sale in Ireland listed on the website and practically every estate agent in the country is a customer.

www.daft.ie

Jenni Timony CEO, Doolittles Sandwiches



Jenni founded Doolittles Sandwiches in 2003 as an expansion of her café side-line of making pre-packed sandwiches for local shops. Doolittles is now one of the largest pre-packed sandwich producers in Ireland producing over 8,000 sandwiches per day. Doolittles delivers nationwide to over 300 customers, six days a week. Customers include Aer Arann, Topaz Energy, Aldi Ireland to name a few.

www.doolittles.ie

Conor Foley CEO & Founder, WorldSpreads Group plc



Established in 2000, WorldSpreads provides individual investors with the quickest, easiest and lowest cost way to trade shares, currencies, stock indices and commodities, by telephone or online. The company has offices throughout Europe, Asia and South Africa and is quoted on both the London and Dublin Stock Exchanges. Conor has been short-listed for Ernst & Young Entrepreneur Of The Year Awards Programme on three separate occasions. He is also Chairman of IIBN, an organisation made up of Irish entrepreneurs in London and New York.

www.WorldSpreads.com

Mike Fitzgerald CEO, Altobridge



Mike, co-founder of Altobridge, a leading provider of telecommunications solutions, has 21 years of experience in the telecommunications industry, primarily focused on wireless network solutions. He has held the position of Vice President of two NASDAQ-quoted companies - ADC Telecommunications (ADCT) and interWAVE Communications (IWAV). Mike has been named as one of 24 Irish finalists in the 2009 Ernst & Young Entrepreneur Of The Year Awards Programme.

www.altobridge.com

Brendan O'Regan CEO, Zenith Technologies



Zenith is a privately owned Irish company, founded in 1998. Its main focus is in Consultancy, System Integration and Support services for the highly regulated pharmaceutical / biotech sectors, where automation and validation are intrinsic requirements in production. At present Zenith Technologies employ in excess of 300 people worldwide. Headquarters are located in Cork, with offices in Dublin, India, Singapore, UK and USA. Brendan was a finalist in the 2008 Ernst & Young Entrepreneur Of The Year Awards Programme.

www.zenithtechnologies.com

Pat O'Flynn Principal, OFactum



OFactum is the management vehicle for the business activities of John and Pat O'Flynn and it has a wide ranging portfolio of Chemical logistics, PetroChem storage, energy conservation and life sciences companies. Equity and proficiency from the executives of OFactum is actively invested in the business sectors and OFactum will often originate its own investment opportunities but also completes many joint ventures where the fit is rewarding. Pat was a finalist in the 2008 Ernst & Young Entrepreneur Of The Year Awards Programme.

www.ofactum.com

Dave Ronayne CEO, Irish Mainport Holdings



The Mainport Group is an integrated marine services company providing global shipping services to offshore oil & gas exploration companies and international seismic operators. Mainport has offices in Ireland, Scotland, South Africa, Norway, and the Caspian Sea area. Dave was a finalist in the 2007 Ernst & Young Entrepreneur Of The Year Awards Programme.

www.mainport.ie

Frankie Whelehan CEO, Choice Hotels Ireland



Choice Hotels International is one of the largest and most successful lodging companies in the world. In 1996, Frankie, with partners, purchased Morrisons Island Hotel in Cork. Then in 1998, Frankie secured the Choice Hotel franchise for Ireland. Within eight years, Choice Hotels Ireland grew to become the largest three star and four star hotel group in Ireland. Choice Hotels Ireland in 2007 successfully executed a sale of both the Quality Hotel Group and the Comfort Inn Groups at the top of the market.

www.choicehotels.ie

Jim Breen CEO, PulseLearning



Jim founded PulseLearning in 1999 and is the driving force behind the company's high standards of excellence and its rapid progression as a globally dominant e-learning organisation. In 2007, Jim was shortlisted for the Ernst & Young Entrepreneur Of The Year Awards Programme and graduated from the Executive Development program at Stanford University in California. In that same year PulseLearning received 1st place in the Deloitte Fast 50 Awards.

www.pulselearning.com

BUSINESS STRESS TESTING

In addition to the professional advisers and mentors, separate Business Stress Testing sessions will be held regularly throughout the programme to ensure that each Endeavouree is fully on track with a business plan that is real-world-ready. Endeavourees will be expected to rapidly adapt flaws highlighted in their plans and presentations in keeping with the commercial spirit of the programme.

The team performing the Business Stress Testing sessions will include: John Concannon, Managing Director, JFC Manufacturing; John Rice, CEO, JAM Media; Michael Dawson, CEO, The Gift Voucher Shop; Paddy Sugrue, Director, Kelliher's Electrical; Joanna Gardiner, Director, Ovelle Pharmaceuticals; Colum O'Sullivan, co-founder, Cully & Sully; Anne Heraty, CEO, CPL Solutions and Maeve Donovan, Managing Director, Irish Times.