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# U**START**

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*Supporting Ireland's Next Generation of  
Leading Entrepreneurs*

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**UStart 2016 Selected Teams**



**Company Name:** Hydrasure

**What is Hydrasure?**

Hydrasure is an award-winning brand that provides smart stabling solutions to the equine and agricultural industries. Horses are valuable assets, and water is the most important ingredient in their diet.. Our products capture data relating to animal water intake, and this data can be used as a labour-saving tool, or to reduce mortality and veterinary costs associated with illnesses such as colic. This data can also be used to ensure that equine athletes are well hydrated for optimal performance. **Hydrasure has raised €50,000 from Enterprise Ireland via Competitive Start Fund. Emer is a serial entrepreneur, she is also MD of Science Media, a non-profit startup which has raised €10,000 to date.**

**Lead Applicant:** Emer Ní Chuanigh

**Subject of Study:** MSc Science Communication

**Team Members:** Angela Stevenson

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# effector



**Company Name:** Effector

**What is Effector?**

Effector is a digital marketing agency that helps businesses make an impact online through website development and social media marketing. Effector has worked with all sizes of business from local cafés to large multinationals such as Audi and has been featured in the Irish Times. Effector and aims to reach 10 full time staff over the next 12 months.

**Effector currently has significant levels of turnover with 4 full time employees.**

**Lead Applicant:** Karl O'Brien

**Subject of Study:** MINT, 3<sup>rd</sup> Year

**Team Members:** Darren O' Reilly





**Company Name:** Pop Up

**What is Pop Up?**

Pop-Up is a service which connects Irish SME's, who are seeking short-term rental agreements, with property owners in possession of suitable vacant commercial/office, premises. Pop up shops are now becoming an important aspect of the retailer sector, a recent study showed they contributed over £2.3 billion to the British economy in 2015.

**Cormac generated sales of over €10,000 with his previous clothing business.**

**Lead Applicant:** Cormac Kelly

**Subject of Study:** Marketing Innovation & Technology 4<sup>th</sup>

**Team Members:** Sophia Ellis



**Company Name:** WhyBuy.ie

**What is WhyBuy.ie?**

WhyBuy is an online classifieds website for short term rentals of outdoor/sporting items. This service aims to provide an online platform which facilitates consumer to consumer rental transactions.

Airbnb co-founder Brian Chesky summed up this service when he asked: "There are 80 million power drills in America that are used an average of 13 minutes. Does everyone really need their own drill?"

According to Forbes, the sharing economy sector exceeded €2.5 billion in 2013.

**Lead Applicant:** Sean Molony

**Subject of Study:** Business Studies, Final Year

**Team Members:** Conor Duffy, Gareth Jordan, Ciaran McNamara, Farrelly, Rashad Al Harazy.



**Company Name:** Tap

**What is Tap?**

Tap is an NFC and GPS enabled wristband that allows users to connect with each other at networking and business events. Tap allows conference attendees to exchange contact details when shaking hands. A study in 2011 showed over 1.3 million networking events took place in the UK attracting over 116 million attendees, which accounted for spending of just under £40 billion.



**Lead Applicant:** Daniel O'Farrell

**Subject of Study:** Marketing Innovation & Technology 4<sup>th</sup>

**Team Members:** Saoirse Allen ,  
Stephen McSweeney, Ógie Laoire.



**Company Name:** Hitch

**What is Hitch?**

At Hitch we connect commuters with drivers who are undertaking the same journey, saving money and time for the commuters and cutting costs for the drivers. Initially aiming at the student market as a test bed, it will then extend to commuting professionals. Users will advertise lifts, book lifts and pay for them all within the app. A recent survey by National Transport Authority showed that 39% of all students would use carpooling over any other mode of transport to get to and from college.

**Hitch were the overall winners of HackDCU 2016, DCU's annual hackathon.**



**Lead Applicant:** Oisín Hoy

**Subject of Study:** Global Business & Spanish, 3<sup>rd</sup> Year.

**Team Members:** Luke Scales, Shane Carter



CitySwifter

**Company Name:** Cityswifter

**What is Cityswifter?**

Cityswifter is an award-winning social transportation network allows commuters to crowd source their commute. Cityswifter's technology powers a luxury, direct shuttle bus service that gets you to work faster with more convenience and is the same price or cheaper than any other form of transport.

**Cityswifter have been featured on almost all of the national news outlets, and have 3 routes operational full time currently.**



**Lead Applicant:** Brian O'Rourke

**Subject of Study:** Business Studies, 2014 Graduate

**Team Members:** Sean Byrne, Alan Farrelly



**SLAPP**  
*time is everything*

**Company Name:** Slapp

**What is Slapp?**

Slapp is a time management app aimed at students. Our missions is to make time management easier for students, while empowering marketers with powerful marketing data. The first iteration of their product is targeting the problem of university student calendars.

**Slapp has yet to officially launch and has over 1,000 downloads with over 70% of their users using it multiple times daily.**



**Lead Applicant:** Shane Carter

**Subject of Study:** Business Studies, 2<sup>nd</sup> Year

**Team Members:** Connor Bradshaw



**Company Name:** Squeazy Eazy Science

**What is Squeazy Eazy Science?**

Squeazy Eazy Science is an educational toy company all about making science fun and easy. Squeazy began in 2012 when three transition year students spotted a boring science demonstration sitting at the back of their science lab. They reinvented this into Squeazy which is a fun and addictive science based challenge. The Squeazy Story has seen the company reach success across several student business competitions, national media and even RTE's Dragons' Den.

**Squeazy has generated over significant levels of revenue to date, and is the most recent winner of the DCU Presidents Award for Innovation.**



**Lead Applicant:** Matthew Hewston

**Subject of Study:** MINT, 1<sup>st</sup> Year

**Team Members:** Fergus Munday



**Company Name:** Sports Fuel

**What is Sports Fuel?**

Fitness Foods is an online e commerce site dedicated to 'delivering health conveniently'. Fitness Foods will supply a range of health foods, fresh meat, ready made meals & other nutritional products. All products can be purchased online and customers can receive delivery via courier. All products will be produced & packed on site at Fitness Foods HQ which is a custom built state of the art manufacturing facility.

**David already runs a successful B2B business with 11 full time staff. He has won Kildare's Best Young Entrepreneur 2014, 2015 and the Mason Hayes & Curran Entrepreneur of the Year.**



**Lead Applicant:** David Carey

**Subject of Study:** Sport Science and Health, 2013 Graduate

