

## **We salute your courage, tenacity and generosity!**

It is now over six weeks since the IADT campus closed and the Media Cube team began to work remotely. All of our Cube companies and New Frontiers start-ups have faced new challenges caused by COVID-19. We want to applaud you all for the courage, 'true grit' and sense of humour you have shown during this crisis.

### ***Zendra Health COVID-19 app for St. Luke's Residential Care***



'Serious Respect' is due to David and Thomas Coleman, co-Founders of [Zendra Health](#) (New Frontiers 13) who have launched the [St. Luke's Staff Self Care app project](#) for the staff members of St. Luke's Residential Care home in Cork.

This app being piloted provides self-screening options, educational materials and mental health monitoring to provide the frontline team members at St. Luke's with these supports as they continue their caring work during this COVID-19 crisis. We wish Zendra Health every success with their continuing work in digital healthcare and we look forward to reading future updates on the project.

There has also been a great level of interest in the [COVID-19 Rapid Response Fund](#) – which closes **1 May 2020 at 1pm**. Make sure to check out all of the grants and supports we are listing in the newsletter – we know application forms can be daunting, but we are here to help you. We want to make sure that you get every support available at this time.

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

## MEDIA CUBE NEWS

### *Feed the Heroes – Over One Million Euros raised!*

The support for the Feed the Heroes campaign is still strong - over one million euros has been raised to provide meals for the people who have been putting their own lives and health at risk over the last six weeks to offer support to patients suffering from COVID-19. You can read the FTH blog to find out how the frontline workers have to protect themselves while working and the difference the donations have made!



*A frontline nurse - celebrating Easter thanks to Feed the Heroes!*

The National Library of Ireland recently put out a call for suggestions for websites that should be included in their COVID-19 archives. We are delighted to report that the National Library has confirmed that the Feed the Heroes website is on their list. Click [here](#) to suggest a website for the NLI archives or support the inclusion of the Feed the Heroes website!

### *Enterprise Ireland – Sustaining Enterprise Fund – open for applications*

This fund is open for businesses with ten or more employees, which are involved in manufacturing or internationally traded services. Applicant companies must have experienced increased costs due to the COVID-19 virus and a reduction in turnover of 15% or over. More information is available [here](#).

### *Reminder – Seedcorn Competition – deadline – 29 May 2020*

Put this deadline in your diary and click [here](#) for the details about the competition criteria. You can register [here](#) for the daily online Seedcorn application briefings.

## MEDIA CUBE NEWS

### ***Watch the shelves at Super Valu – Porter and Nash sauces have arrived!***

Congratulations to Gavin Cassidy and Eoin Lennon, co-founders of Porter and Nash, both professional chefs with over 50 years combined experience, whose range of Plant based gravy and sauces are now on sale in Supervalu stores in Leinster as well as



selected food specialist stores! Tune in to Gavin being interviewed by [Pat Kenny!](#)

These fat-free, low sugar and low salt sauces are created from roasted root vegetables and Irish kombu seaweed harvested by a small independent sea forager on the west coast of Ireland, they are gluten free and suitable for vegans, vegetarians and meat-eaters. You can find a range of recipes and serving suggestions on the [Porter and Nash](#) website.

Gavin completed the New Frontiers programme at the Media Cube in 2019 and Porter and Nash received Competitive Start Funding from Enterprise Ireland in early 2020. The company is now based in Wicklow and the team are currently engaged in R & D for a further range of plant based sauces as well as other products.

"We are delighted with the feedback for our sauces and we definitely want to expand our range further. Ireland has a great reputation for food quality and we are committed to ensuring that our sauces add to that reputation".

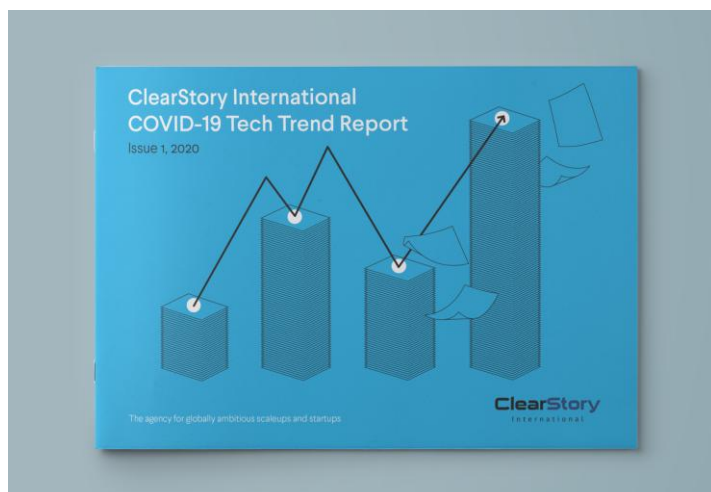
The Porter and Nash range will be 'piloted' at the end of May in all of the Aldi supermarkets nationwide - we wish Gavin and Eoin the best of luck with the trials!

## MEDIA CUBE NEWS

### ***ClearStory International - COVID-19 Tech Trend report - Read it now!***

Media Cube's ClearStory International have published their first COVID-19 Tech Trend report this week and we strongly recommend that you sign up for the report and more importantly, take 'time out' to read it as it should spark some further innovations.

Analysing the surge of media coverage of key tech trends since December, the team plan to publish an updated report at the end of the year.



This report focuses on the disruptions that have been caused by COVID-19 and the tech trends that have come under the spotlight as a result. Knowledge is power and the data that has been collected from Ireland, the UK, Singapore and Hong Kong, will be useful to any start-up designing their business and operational plans for the months ahead.

Thank you to James McCann and his team on their work to provide this valuable data.

Go to [www.clearstoryinternational.com](http://www.clearstoryinternational.com) to download the report.

### ***ERAvsCorona - European Data Platform for Researchers launched on 20 April 2020***

A key strategy in the European Commission's fight against the COVID-19 virus is a focus on collaboration between innovators and researchers.

To accelerate this collaboration the COVID19 Data Portal was launched to facilitate the exchange of important data – to learn more about the hub and submitting data click [COVID19Portal](#).



## MEDIA CUBE NEWS

### ***Introducing – New Frontiers 16.2 Participant – Sam Bungey – Yarn***



We are delighted to introduce Sam Bungey, the co-Founder of [Yarn](#), a podcast production company.

Sam and his co-founder, Jennifer Forde produced the 'West Cork' [podcast show](#) in 2018 for Audible which covered the unsolved murder of Sophie Tuscan Du Plantier. The team also produced an 8-part series for [Spotify](#) titled [Stay Free: The Story of the Clash](#), which was recently shortlisted for NME podcast of the year. We will definitely be listening to these podcasts during the bank holiday!

Yarn is currently accepting pitches for shows – so do circulate this to anyone who is pitch ready with a great idea!

### ***Screen Skills Ireland – Changes to funding schemes and free online training on offer!***

Screen Skills Ireland is an agency responsible for investing in training and skills development for people working in the screen industries in Ireland. Due to the COVID-19 virus, two new funding schemes have been launched. More information [here](#).

### ***LEO DLR – Trading on-line voucher briefing – 11 May 2020***

The criteria for the TOV vouchers have recently changed for applications that are made between April – September 2020. If you are making an application, attendance at the briefings is mandatory – click here to book your [place](#).

## MEDIA CUBE NEWS

### ***Introducing – Derek McNamara – New Frontiers 16.2 - Ruckie Analytics***



Frustrated by not being able to measure the progress of his rugby team, Derek McNamara used his background in processes re-engineering to design a sports analysis process to create a standardised test for rugby players and teams.

[Ruckie](#) now has a number of clients using the MVP. We predict it will be an essential tool for players and [managers](#) alike!

### ***Germany's Smart City Challenge – closing date – 3 May 2020***

Start-ups are invited to participate in [Germany's biggest smart city challenge](#) to solve the following four problems in the Ruhr area - You can read about the challenges [here](#) – if you think you have a solution to one of these key areas, we would be interested in working with you to help you to deliver it!

### ***Ebay launches Up and Running Initiative – assisting in online sales!***

eBay has launched a new programme to assist small businesses who are redirecting their energies to sell their products online. The programme offers a free ebay store for three months to new clients and offers a suite of supports to help their businesses to trade online. To register for the eBay Up and Running Initiative, click [here](#).

### ***Human Rights and Equality Grants Scheme – deadline extended – 19 May 2020***

Grants are available for research and policy analysis and digital campaigns – find out more [here](#).

## MEDIA CUBE NEWS

### ***Introducing – Alison Stroh – Co-Founder of Dr. Coys Health Foods!***

'Kudos' to Alison Stroh, Co-Founder of [Dr. Coy's](#), who closed a 400k funding round in October 2019 and is planning another round later in 2020. The Dr. Coy's range of health foods are now stocked in 600 Irish stores including SuperValu, Centra, Tesco, select Dunnes stores, Fresh and Donnybrook Fair.



All of the Dr. Coy's range of products can be bought currently online at their flagship website: [www.drcoys.ie](http://www.drcoys.ie) and are also listed in the UK on Ocado.co.uk. The range will soon be available on Amazon. The company recently partnered with Simply Fit Food to offer a 'Self Care' package tailored for online consumers.

The two most popular Dr. Coy's products being ordered online currently are the Stevia for baking and Organic Vegetable Bouillon – they are proving to be cupboard essentials for healthy cooking!

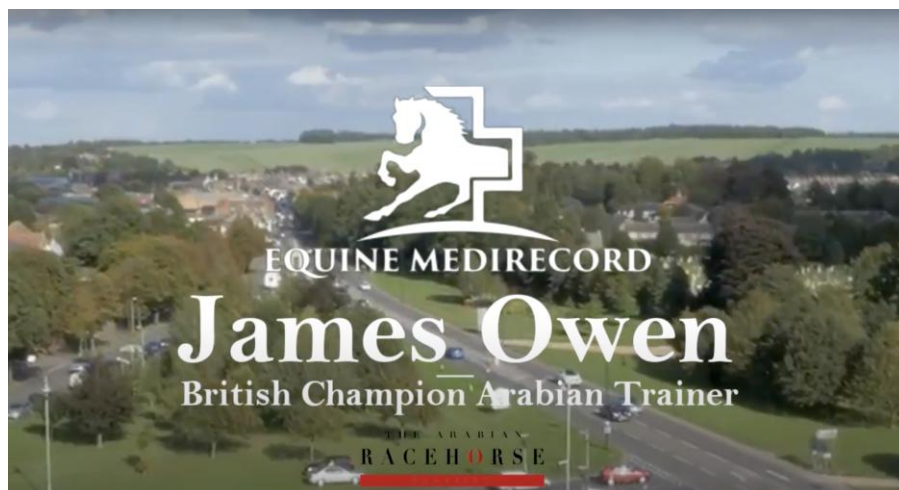
Alison was a participant of the first New Frontiers programme that took place in the Media Cube in 2013. Since Alison completed New Frontiers, Dr. Coy's received Competitive Start funding from Enterprise Ireland, while the range of patented nutritional chocolates won several food quality awards. Alison also proved herself a winner at the 2016 Nissan Generation Next Competition for Entrepreneurs!

Dr. Coy's now employs a team of five and the company plans to employ more staff and focus on expanding their export markets. We wish Alison and her team at Dr. Coy's every success with their plans and look forward to buying her 'Festive Friends' chocolates with orange pieces at Christmastime 2020! To find out more about Dr. Coy's click [here](#).

## MEDIA CUBE NEWS

### ***Equine MediRecord – There's no stopping this team!***

Two rounds of congratulations are due to the team at Equine MediRecord! Pierce Dargan, the CEO of [Equine MediRecord](#) has been named in Sport for Business 30 Under 30! The Sport for Business 30 under 30 list, supported by PwC, brings together those who have been nominated and selected in 2020 as being among the likely future leaders in the business of sport. You can read the full article [here](#). Congratulations Pierce!



EquineMediRecord has been featured in a video produced by Champion British Arabian Trainer 2019, James Owen. You can watch the video [here](#).

Owen trains many of the leading Arabian horses of Sheikh Hamdan bin Rashid Al Maktoum, who is the owner of the global racing operation Shadwell with their main operations in Europe and the United States. Sheikh Hamdan bin Rashid Al Maktoum is the Deputy Ruler of Dubai and the Minister of Finance and Industry of the United Arab Emirates (UAE). This endorsement from such a prestigious training operation is a great foundation for the credibility of the EMR system. A great case study of how a digital solution can save time and money by providing an accurate record!

### ***Screen Skills Ireland – Training Courses – Free of Charge***

An interesting course on [Managing Unconscious Bias in the Workplace at a Time of Crisis](#) is being held on the 30 April by Screen Skills Ireland – more information [here](#).



## MEDIA CUBE NEWS

### *Certificate in Sport Psychology – Applications now being accepted!*



Are you interested in understanding how top performers in sport, education and business settings prepare to perform at their optimum level? Or, how such individuals develop the mental fortitude to cope with the adversities life can present, at any time?

If so, IADT's very popular Certificate in Sport Psychology could be for you! This Level 8, Special Purpose Award, part-time programme is delivered in IADT by Dr. Olivia Hurley and the programme has been completed by many of Ireland's elite athletes, coaches and business people over the past 10+ years.



You can learn more about Olivia's book and research work in the field of sport psychology [here](#). Olivia's classes are known for being fun as well as informative! This applied programme is run on Wednesday evenings in IADT from September through to March each year. The assessment is via 2 pieces of submitted coursework in December and March; Places are limited, so if you are interested in joining the class in September 2020 email **Olivia** asap. You can find out more about the course and read the testimonials [here](#).

## MEDIA CUBE NEWS

### *Brendan Kiely –Thinscale Technology – showing his lighter side to the Irish Times!*



All of the Cubists know that Brendan Kiely is the CEO of [Thinscale Technology](#). Many of you know that he started in the hotdesk room, before expanding his team and moving to the third floor.

We know he is interested in social affairs and is the King of the crepe makers at the Media Cube - but if you really want to find out how he ticks, take a look at [this Irish Times article!](#)

PS - Brendan, we are looking forward to the next round of crepes when we are back in the Media Cube!

### *Reminder – LEO Dún Laoghaire – Business Continuity Voucher*

A reminder that this scheme is open for applications. Click [LEO DLR](#) for more information about the Continuity Voucher Scheme! As always, the Media Cube team is available to assist you with an application.



### *Reminder - Enterprise Ireland – Lean Business Continuity Voucher Scheme!*

Vouchers are to the value of 2.5k in funding for companies who require training or advisory services support in relation to the continued functioning of their business during the COVID-19 crisis. Click [here](#) for more information.