

A Special Newsletter this month

The original plan was to send out the Media Cube newsletter before the St. Patrick's Day bank holiday. We had a lot to celebrate. January and February 2020 had been enjoyable, busy months. Companies were expanding. We had welcomed a new group of New Frontiers participants (NF16, Phase 2), hosted a successful Enterprise "Bootcamp" for IADT students and celebrated that Snapfix, one of our NF companies had won the 'Lead Entrepreneur Award' at the New Frontiers "Class of 2019" Showcase at [William Fry](#).

We are now facing a challenging time. What has been inspiring is the generosity shown by many companies and New Frontiers participants who are offering assistance to each other and their local communities. This core decency will make a difference in the months ahead. In the meantime, you can email [myself](#) or [Fionnghuala](#) or call us on our mobile numbers during office hours if you need to get in touch with us. Updates on grants and business supports will be posted on our Slack account and on our WhatsApp account: @MediaCubeCommunity.

Finally, please look after yourselves and your families during this challenging time.

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

Feeding the Heroes – Go Fund Me Page – 500k+ raised in 14 days

Sincere thanks to Cian O'Flaherty and Tad McAllister ([The Convex Lens](#), [Safecility](#), M103) for their magnificent efforts to support the staff at our hospitals, ambulance services, fire stations and other frontline supports. Their [Feed the Heroes GoFundMe](#) page was set up just over a week ago to raise funds to bring food supplies to the healthcare workers who are fighting the COVID-19 virus. The original goal was to raise 250 euros. This fundraising goal was surpassed within a few hours and today, just over half a million euros has been raised. 20 nationwide teams are now bringing food to our frontline health services heroes. Thanks also to the donors for their generosity. To watch an RTE report on 'Feed the Heroes' click [here](#).

MEDIA CUBE NEWS

Vitropics win 'Best Women's Product 2020' - OTC Retail and Pharmacy Product Awards



Congratulations to Donna Ledwidge and Renée O'Shaughnessy, the co-founders of [Vitropics](#) whose 'Created by Women for Women' Triumph® Monthly Cycle supplement won the prestigious industry award for 'Best Women's Product 2020' at the OTC Retail & Pharmacy Product Awards. These awards recognise the high standards of 'over the counter' products.

Donna is a graduate of the New Frontiers 15 programme at the Media Cube, while Renée

is currently participating in the 'Going For Growth' programme with the NDRC. This is the second win for Donna and Renée, having won gold at the [National Startup Awards](#) in December 2019. **Note:** The OTC Retail & Pharmacy Product Awards ceremony was cancelled. The winners will be showcased in the next edition of Independent Pharmacy News.

LEO Dún Laoghaire – Supports for your Business

[LEO DLR](#) are committed to supporting your business during this challenging time and are open for applications for the Business Continuity Voucher scheme. If you would like any guidance or feedback about the application, [Ann Marie](#) would be delighted to assist you.



Click [LEO DLR](#) for more information about the Continuity Voucher Scheme!

MEDIA CUBE NEWS

Science Foundation Ireland – Rapid Response Fund – opened 27 March 2020

The Rapid Response Fund has been launched by Science Foundation Ireland to support their 5 point plan that has been developed to combat the COVID-19 virus. The five key areas of the plan include: Collating information, problem curation, financial support, making connections and collaborative engagement. We believe that our 'Cubists' and New Frontiers participants have the expertise and experience that could be used by SFI. So please check out the [Rapid Response Fund](#). [Ann Marie](#) and [Fionnghuala](#) are, as always, on hand to assist with any applications.

Ambr Eyewear – Supporting the Over 60s with free glasses

Bravo to Dan Nugent and Sacha Cahill of [Ambr Eyewear](#) – who posted the following announcement on twitter on 16 March 2020: **"To do our best to help with the situation, we'll be donating reader glasses to anyone over 60, who may be particularly isolated or have a lack of access to shops. In times like this, reading whether on screen or paper, is a vital outlet. DM us if a loved one could do with a pair."** If you know someone over 60 who could benefit from these glasses – you can directly message on twitter: @AmbrEyewear



Dan Nugent and Sacha Cahill, Co-founders of Ambr Eyewear at the launch of their pop-up shop in Wicklow Street – December 2019.

Dún Laoghaire Town – Trading through COVID – 19

We are delighted to be working with Eoin Costello, to bring you the information that is available on the [Dún Laoghaire Town website](#) – One resource that could assist many businesses is the [‘Trading through COVID-19’ – Click and collect module](#). Please circulate this link to any entrepreneurs who could benefit from this module.

MEDIA CUBE NEWS

Paul McCarthy, Snapfix – Winner of the Lead Entrepreneur Award!



Celebrating at the Showcase: Left to right, Fionnghuala Ní Néill, Media Cube Administrator, Paul McCarthy, CEO and Creator of Snapfix and a graduate of the New Frontiers programme at the Media Cube, IADT.

Our first New Frontiers event of 2020 was the New Frontiers Graduate Showcase for the “Class of 2019”. Paul McCarthy, the CEO and creator of [Snapfix](#), a New Frontiers graduate from the Media Cube won the “Lead Entrepreneur Award” sponsored by [William Fry](#). Paul wanted to find a simple solution to a problem he had noticed while viewing buildings that needed urgent repairs. The solution he devised was Snapfix, a mobile app that offers a practical digital solution for companies involved in facilities. Paul’s focused, no-nonsense approach at the Q & A made him a clear winner! A special thank you to the team at William Fry for their support and hospitality. We are looking forward to Showcase 2021 already!

Enterprise Ireland – Competitive Start Fund – now open – closing on 14 April 2020



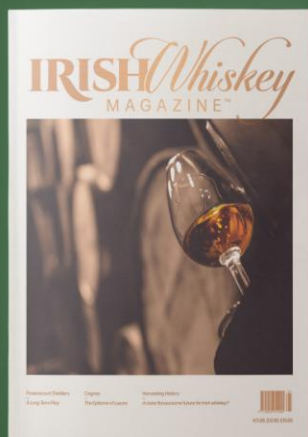
The [Competitive Start Fund](#) is now open for applications from all sectors – we would encourage all of our companies to make an application for this round of funding. [Ann Marie](#) would be delighted to discuss all enquiries by phone or email. It goes without saying, that [Fionnghuala](#) is also available to proof-read any materials for any applications or submissions.

MEDIA CUBE NEWS

LEO DLR — Leading Your Small Business Through COVID-19 – online course

LEO DLR have launched a range of on-line supports designed to tackle the difficulties that are being experienced by businesses. These courses book out quickly but additional courses are being added, subject to demand. We would recommend that you look at the [DLR online](#) training page and view the supports. We will also post updates on upcoming LEO DLR courses on WhatsApp, Slack and Twitter!

Irish Whiskey Magazine – Current edition now available on-line – no charge!



FREE DIGITAL ISSUE

In response to the global Corona virus pandemic we would like to support those who cancelled visits or are in social isolation by offering a little piece of Ireland. View our latest issue of our publication in digital format for FREE until things return to normality.

Sláinte

#StrongerTogether

Many thanks to Serghios Florides, of [Irish Whiskey Media](#), (M101) the founder and editor of Irish Whiskey Magazine who has made the recent digital edition of the magazine available, free of charge. Irish Whiskey Magazine has grown in popularity with a circulation of 1800 per print magazine. This edition includes contributions from Seáneen Sullivan and Peter White. Click [here](#) to read it. The hard copy is now available for sale at Super Valu or alternatively, you can sign up for a subscription by clicking [here](#).

MEDIA CUBE NEWS

Intertrade Ireland – Seedcorn 2020 Competition – Now open for applications



We are delighted to learn that the entry process for the Seedcorn 2020 Awards, delivered by [Intertrade Ireland](#) has opened as planned. [The Seedcorn Competition](#) offers a significant prize fund of 280k to assist newly started companies that require equity funding. We will be back to you with dates for the online briefings very shortly!

The Convex Lens – Safecility Emergency Lighting launched!

Congratulations to Cian O’Flaherty and his team at the [Convex Lens](#) who launched the first automated emergency lighting project on NBIOT in early March 2020. The company delivered their new [Safecility](#) emergency lighting solution to Halton Housing, a housing association based outside Liverpool in the UK. This solution creates safer buildings and homes using cutting edge IoT technology and is the first application of its type in the world.



Plans are underway for more projects into the summer and new features in the Autumn.

MEDIA CUBE NEWS

Introducing – New Frontiers 16.2 Participant – Siobhan Dee



Click [here](#) to out more about Siobhan Dee's work on diabetes

Welcome to Siobhan Dee who moved into the New Frontiers co-working space (M107-M18) in February! Siobhan produces occupation specific on-line programmes to create a diabetes resilient workforce. Occupations that feature particularly high on the at-risk group are manufacturing, driving, carers, cleaners and accountants. Siobhan's programmes help people who are at a high risk of type 2 diabetes to avoid a diagnosis or those with a diagnosis to reverse it and avoid debilitating medical complications.

Introducing – Jay Antonio – CJ Cube Technologies



Jay Antonio, CEO and Co-Founder of CJ Cube Technologies!

"Welcome Back" to Jay Antonio, an NF graduate and the CEO and co-founder of CJ Cube Technologies! Jay brings 20 years of enterprise architecture experience in the insurance industry. [CJ Cube Technologies](#) will provide a state of the art master data management platform that is purpose built for the insurance industry. Jay and his team are looking forward to developing their operations further at the Media Cube!

MEDIA CUBE NEWS

Thinscale Technology – introducing the new arrivals!



Left to right: Danny Lambert and Smile Dudee are now based in M304 – be sure to say hello to them at our next meetup!

There has been a lot of recruitment recently with many Cube companies expanding their teams! A warm welcome to Danny Lambert and Smile Dudee who joined the Thinscale Technology team.

Danny: I'm delighted to be joining the team at Thinscale as Senior Sales

Executive, and everyone has been so friendly and helpful. I'm excited in particular by the power and utility of Thinscale's product suite; it's a real winner.

This is my first time in the start-up/scale-up world, and I'm greatly enjoying the experience so far. I have 6 years' experience in Sales, and my last company was Google. Before that I was at Indeed and Vodafone, and my sales career started by selling a power supplier door-to-door after college.

Smile: I have been part of the team for 3 months now. It's been a great experience so far and everyone in the Cube has been very supportive. I recently graduated with an MSc in International Management from Trinity College Dublin. Before that, I was working at Ingram Micro as a Sales Executive in Dubai.

Click on the link for more information about [Thinscale Technology](#) .(Please note, this article was produced before the COVID-19 virus emergency)

MEDIA CUBE ALUMNI NEWS

Where Are They Now? Alumni Equine MediRecord are raising the bar!

INNOVATOR of the YEAR Highly Commended



#SFAAwards2020



Congratulations to Pierce Dargan, Simon Hillery and Finlay Dargan of [Equine MediRecord](#) who were 'Highly Commended' in the Irish Innovator of the Year competition which is awarded as part of the [Small Business Association's National Small Business Awards 2020](#). These awards aim to reward outstanding achievements and to recognise a company who has demonstrated excellence and creativity in the design, development, and introduction into the marketplace of one or more technologically significant products over the past five years.

Equine MediRecord is the first company to provide a system to automate compliance for equine welfare regulations ensuring that horses are given the best possible care. Pierce Dargan and Simon Hillery are New Frontiers graduates from the Media Cube who have regularly contributed to Media Cube training events and hope to do so again in the very near future.

IADT NEWS

IADT Student Enterprise Bootcamp – Our Next Generation of Entrepreneurs



Left to right: Lorraine Elder (Graduate, (BA (Hons) Art – 3d Sculpture), James Byrne (Student – Entrepreneurship and Management), Johnny Morrison (Student-Entrepreneurship and Management), Thomas Tabaka (Student, Entrepreneurship and Management) Nessa Coffey (Post Graduate Diploma in Business in Cultural Event management), (Miguel Escobar De Silva, MA in Creative Production and Screen Finance) Madeleine Collins (Student: Postgraduate Diploma in Business - Digital Entrepreneurship) and Jennifer Shortt (Graduate, BA, (Hons) in Photography).

The Media Cube team were delighted to host our third IADT Student Enterprise Bootcamp

during January and February 2020. A great mix of students and graduates from the IADT disciplines of photography, film production, digital entrepreneurship, cultural event management and business and entrepreneurship participated in the Bootcamp. The Bootcamp facilitators, many of whom are mentors for Enterprise Ireland, commented on how enthusiastic the participants were about the programme and supporting each other with their business ideas. The highlight of the Bootcamp was the 'Final Pitch' event.

The winners of the IADT Student Bootcamp were as follows: Congratulations to **Jennifer Shortt (Graduate, BA in Photography for 'Best Innovative Business'**, to **James Byrne for "Best Developed Business"**, and **Nessa Coffey for "Most Promising Promoter"**. We would like to thank Tom Shinkwin (Enterprise Equity, M207) and Therese Moylan for their participation on the judging panel. Huge thanks to Mariea Mulally, (LEO, Dún Laoghaire), Susan Cahill (Enterprise Ireland) and Emer Halpenny (Anu Skincare) and Ian Kiely (Drones Consultants Ireland) for giving their time to the group and sharing their expertise.

MEDIA CUBE NEWS

Thinscale CEO – Celebrating Pancake Tuesday!



Just over a month ago, Brendan Kiely, the CEO of [Thinscale Technology](#) treated all of the ‘Cubists’ and New Frontiers participants to crepes to celebrate Pancake Tuesday! It was an enjoyable event and was the last unofficial ‘meet-up’ in the Media Cube before the COVID-19 crisis began.

The Media Cube team are looking forward to going back to the Media Cube and supporting you all. In the meantime, stay safe and well.

LEO DLR – Online Trading Voucher Webinar – 6th April 2020

[LEO DLR](#) will be holding its next information session on the online trading voucher scheme on the 6th April. You can register for this online seminar [here](#). This voucher scheme is designed to assist small businesses with their digital strategies.



Finally – We will be publishing a newsletter every week while we are off-campus!

Expect a newsletter to arrive in your email in-boxes every Monday afternoon, for as long as the Media Cube team are working from home!