

# THE UNSTOPPABLES

EY Entrepreneur Of The Year™ 2020

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EY Entrepreneur  
Of The Year™

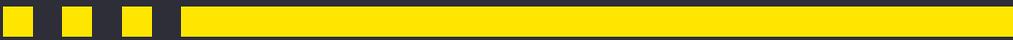


**EY**

Building a better  
working world



Do you have  
unstoppable  
ambition?



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EY Entrepreneur Of The Year™ is a world-class development programme that supports, advises and connects a community of entrepreneurs, championing entrepreneurship throughout the island of Ireland.

Our entrepreneurs are capable of great things. But to build something of long-term value takes grit, persistence and a sense of ambition that's free of doubt or fear. It takes a special kind of leader to ignore the critics and transform their ideas, thoughts and dreams into a new reality that contributes value and purpose beyond simple profits. We call these entrepreneurs the unstoppable - those whose unbounded ambitions deliver innovation, growth, and prosperity that transform Ireland and the world.

In our 23<sup>rd</sup> year of the programme on the island of Ireland, we look forward to celebrating inspirational men and women who have championed entrepreneurship and made an immense societal impact for the benefit of our small island. Through their relentless determination to succeed, these incredible individuals truly embody the human spirit of unstoppable ambition. Here's to the entrepreneurs creating a better world.

**#EOYIreland2020**



# WELCOME



**Frank O'Keeffe**  
Managing Partner, EY Ireland

Over the past 23 years, EY has been proud to lead a programme that celebrates entrepreneurship across the island of Ireland. Through the EY Entrepreneur Of The Year™ programme, we champion our island's incredible entrepreneurs who stop at nothing to achieve their greatest ambitions.

Entrepreneurs are special. Not only do they have great ideas, but they have that all-important drive to make them a reality. They use fresh thinking and hard work to create positive social change – bringing new concepts and products to market while creating jobs and opportunity within their communities along the way.

As Managing Partner of EY Ireland I am enormously proud of the community of 525 extraordinary business leaders who share this common experience of the EY Entrepreneur of the Year™ programme. This programme not only ensures national and international recognition for the finalists and Alumni of the programme, but also provides an invaluable network and business opportunity within a thriving and supportive community.

Our commitment to entrepreneurs allows us to work with tomorrow's global leaders today and this makes us fiercely proud. These individuals are the driving force behind job creation; their bravery is a key ingredient in the success of our economies, North and South. I will have the privilege again this year of spending a week with this year's finalists and members of the EY Entrepreneur Of The Year™ community at our annual CEO retreat in Cape Town, listening to them, learning from them and helping them reach higher in the pursuit of their goals.

The programme has been an essential bedrock of the Irish business calendar across this island for 23 years and it will remain so for years to come. I look forward to welcoming our 2020 finalists in what promises to be another rewarding and exciting year for EY and the programme.



**Frank O'Keefe**

Managing Partner  
EY Ireland

 Frank O'Keefe

“

Being an entrepreneur can be a lonely journey and one of the things that the EY network and the Alumni network provide is that connection.

Anne Heraty, CPL Resources  
EY Entrepreneur Of The Year™ 2006



# Initiatives

We passionately believe in promoting entrepreneurship across our island and empowering entrepreneurs to grow their businesses both in Ireland and around the world.

By becoming a Finalist, your prize includes:

- ▶ Becoming a life member of Ireland's most prestigious business community
- ▶ Peer mentoring sessions
- ▶ Media profiling opportunities across traditional, digital, and broadcast media.
- ▶ Bespoke EY Entrepreneurial Services Sessions with EY Partners and Directors
- ▶ In depth profiling on our website eoy.ie
- ▶ An invitation to join our CEO Retreat
- ▶ Business development opportunities with our sponsor agencies
- ▶ A table of ten at our EY Entrepreneur Of The Year™ Gala Awards Dinner 2020



By becoming a finalist, you will be automatically inducted into the Alumni community, Ireland's most prestigious entrepreneurial network.

This exclusive community of our island's best entrepreneurs and business leaders grows larger every year. The Alumni harnesses their wealth of experience to create a unique culture, sharing disruptive ideas and knowledge with their fellow Alumni, as well as acting as a support network to each other. We are immensely proud that over 77% of our Alumni do business with one another.

[Learn more on eoy.ie](https://eoy.ie)

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525

Alumni

77%

of our Alumni do business with one another.

€19.5b

Alumni combined revenue

189,000

total headcount



“

The **Alumni** is probably one of the best parts of it. The number of **people that I've met**, the new **friends I've made**, the people that you can go to... it's **incredible**.

Richard Kennedy, Devenish  
EY Entrepreneur Of The Year™ 2019



# Nomination process

Nomination deadline  
**14 February 2020**

## ELIGIBILITY CRITERIA

- ▶ The EY Entrepreneur Of The Year™ is an all-island programme.
- ▶ Nominees must own a minimum of 5% of the company (publicly listed companies will be assessed on a case-by-case basis).
- ▶ Nominees must be primarily responsible for the recent performance of the company.
- ▶ Nominees must either be Irish or running a company based on the island of Ireland. Turnover in excess of €1 million or £1 million.
- ▶ The nominee's company must be trading for a minimum of two years (companies with a long R&D process pre-commencement of trading, early stage life sciences and technology companies and companies that have received significant investment are dealt with on a case-by-case basis).
- ▶ If nominees have previously applied and not been shortlisted to the final 24, our judging panel welcomes and encourages them to apply multiple times. Some of our previous finalists and even winners have successfully been invited into the programme after multiple applications.

# WHO CAN NOMINATE?

Anyone, including employees, company advisors and financiers, can nominate a successful entrepreneur, with the entrepreneur's consent. Many of the nominations come from the entrepreneurs themselves.

[Apply Now](#)

## THREE STEP PROCESS

### 1 Nomination

Take a few minutes to fill out a nomination form on our website by 14 February 2020. Nomination forms will be subject to an initial screening process by our independent assessment panel, which may include a follow up call.

### 2 Interview

If successful, an interview will be scheduled with senior EY personnel, and a comprehensive and confidential report will be written on your company for submission to the judges.

### 3 Shortlist

After carefully reviewing these reports, our independent judging panel meet in April to decide who our 24 Finalists will be for 2020.

# CATEGORIES

## Emerging

Emerging category nominees run businesses that have been trading for a minimum of two years. They are high-potential, dynamic, resourceful and the 'ones-to-watch' for the future.

## Industry

These entrepreneurs are significant employers on the island of Ireland and are mainly focused on the Irish and UK markets. They are market leaders in their sectors and have made a huge contribution to the economy.

## International

This category consists of entrepreneurs who are global players. Their companies operate in multiple markets across the globe and can be headquartered here in Ireland or overseas.

An overall winner will then be announced as Ireland's EY Entrepreneur Of The Year™ 2020, and will go on to represent Ireland and compete at the EY World Entrepreneur Of The Year™ Awards in Monte Carlo in June 2021.

# 2020

## PROGRAMME CALENDAR

**16 JANUARY**  
Nominations open



**MARCH**  
Nominee interviews continue

**14 FEBRUARY**  
Nominations close

**FEBRUARY**  
Nominee interviews begin

**2 APRIL**  
Judging Round 1

**23 APRIL**  
Finalist induction ceremony  
and dinner



**17 TO 23 MAY**  
CEO Retreat to Cape Town



**4 TO 7 JUNE**  
EY World Entrepreneur Of The Year™ 2020



**10 SEPTEMBER**  
Judging Round 2: Finalist  
undertake individual interviews  
with the Judging Panel



**22 OCTOBER**  
2020 EOY Gala Awards Night



2021



“

A truly **amazing experience** being part of the EY programme. I've **met some inspirational people** and the EY programme has enabled me to **connect** with these people.

Sonia Deasy, Pestle & Mortar  
EY Entrepreneur Of The Year™ Finalist 2019



# Judging process

When reviewing the judging reports, the judges are looking for evidence of specific entrepreneurial traits:

- ▶ Entrepreneurial spirit and vision
- ▶ Financial performance
- ▶ Innovation
- ▶ Strategic direction
- ▶ Sustainability and growth in employee numbers
- ▶ Industry impact
- ▶ Personal integrity/influence
- ▶ Risk management

The **Independent Judging Panel** comprises of previous category and overall winners of The EY Entrepreneur Of The Year™ programme, as well as representatives from our sponsor agencies. The Judging Panel is responsible for choosing the shortlist of 24 finalists, as well as selecting the category and overall winners.



# CEO Retreat

As part of the EY Entrepreneur Of The Year™ programme, our 24 successful Finalists are invited to join our EOY Alumni on our annual CEO Retreat.

This week-long retreat is Ireland's largest unofficial trade mission and offers an exceptional calibre of executive education in the world's top universities, corporate insights as well as unrivalled networking and business development opportunities for the cohort of Finalists and EOY Alumni that attend.

Year on year, the CEO Retreat has been the source of many new ideas, collaborations, and invaluable relationships for the island's most prestigious entrepreneurs. This year, the EY Entrepreneur Of The Year™ Ireland programme will be paying an inaugural visit to the African continent and traveling to Cape Town, for our 2020 CEO Retreat in May.



# EY World Entrepreneur Of The Year™

EY Entrepreneur Of The Year™ is a global programme run by EY over 145 cities across 60 countries worldwide. Every June, individual country winners come together in Monte Carlo for the EY World Entrepreneur Of The Year™ Awards. This year, we are delighted that Richard Kennedy of Devenish will be representing Ireland from 4 to 7 June 2020.

Over four days, Richard will meet the respected judging panel, the world's media and have access to an agenda of world-class talks and events. Richard will have the amazing opportunity to network with some of the world's most successful entrepreneurs and influential business leaders during his visit to Monte Carlo in June.





## Roger Wallace

Partner Lead, EY Entrepreneur Of The Year™ programme

We at EY recognise the importance of entrepreneurship as a source of innovation, job creation and economic growth across every region of our Island, both North and South. Acclaiming, supporting and facilitating entrepreneurship is at the centre of our purpose and we are immensely proud of the substantial contribution our now 525 strong EY Entrepreneur Of The Year™ Alumni have made to the Irish economy and society for over two decades. Our entrepreneurs are becoming increasingly important in driving business growth and finding solutions to the biggest challenges of our time.

In our 23<sup>rd</sup> year of the EY Entrepreneur Of The Year™ programme in Ireland, the theme for this year is celebrating the Unstoppables - those entrepreneurs who overcome seemingly impossible obstacles to innovate, grow and succeed in building world class businesses both here and internationally. We will challenge our 2020 Finalists and Alumni to be relentless in the face of adversity and bold in their ambition. We look forward to celebrating those inspirational women and men whose fearless determination to succeed has enabled them to continue building a better working world.

In my inaugural year as Partner Lead for of the EY Entrepreneur Of The Year™ programme, I am truly excited to see what 2020 holds as we continue to facilitate and assist in unlocking the potential of our inspirational Alumni for the benefit of their businesses, people, communities and the island of Ireland.



**Roger Wallace**

Partner Lead,  
EY Entrepreneur Of The Year™ programme

**in** Roger Wallace



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Our team

The EY Entrepreneur Of The Year™ Team are the energy and drive responsible for delivering the EY Entrepreneur Of The Year™ programme.

They are on hand throughout the year to answer any of your questions and guide you through the nomination process.

Contact us on [eoy@ie.ey.com](mailto:eoy@ie.ey.com)



# Join us online

For more detailed information on the EY Entrepreneur Of The Year™ programme and all our initiatives please visit our website.

Digital nomination forms can be filled in and submitted on our website while our nomination window is open.

 [www.eoy.ie](http://www.eoy.ie)

 [@EOYIreland](https://twitter.com/EOYIreland)

 [facebook.com/EOYIreland](https://facebook.com/EOYIreland)

 [youtube.com/EOYIreland](https://youtube.com/EOYIreland)

 EY Entrepreneur Of The Year Ireland

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It's a **fantastic family**  
we have built, built  
on **trust**, built on  
**respect**, and built on  
**mighty craic** as well.

Johnny Walker, Jinga Life

EY Entrepreneur Of The Year™ Finalist 2010



# PREMIUM CORPORATE SPONSOR

## Julius Bär

For over 130 years, Julius Baer has helped individuals and families grow and preserve their wealth. Throughout this time, we have demonstrated the same pioneering mind-set as many of our clients, with our entrepreneurial spirit stemming from our rich family heritage as a private bank. Thanks to our ongoing international expansion, we have the unique ability to provide our private clients with truly global expertise, delivered at a local level. We build our relationships based on trust. In today's challenging and often uncertain economic and political climate, our investment approach is engineered to provide an attractive return while taking into account each individual's unique needs approach to risk.

We offer a wide range of investment and wealth planning services, meaning we can provide a tailored solution based on individual needs. We blend heritage and stability with a forward thinking, innovative approach. This is demonstrated not only in how we manage our clients' wealth, but also by how we support the next generation.

For more information, visit their website.

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 [Julius Baer](https://www.linkedin.com/company/juliusbaer)



# GOVERNMENT AGENCY PARTNERS



Invest Northern Ireland is the regions business development agency. It helps new and existing businesses to create jobs, innovate and grow their exports, while attracting new investment to grow the local economy.

 [investni.com](http://investni.com)

 [@InvestNI](https://twitter.com/InvestNI)

 [Invest Northern Ireland](https://www.linkedin.com/company/invest-northern-ireland)



Enterprise Ireland is the Irish government organisation responsible for the development and growth of Irish enterprises. Through partnerships, Enterprise Ireland helps Irish companies to start, grow, innovate and win export sales in global markets.

 [enterprise-ireland.com](http://enterprise-ireland.com)

 [@entirl](https://twitter.com/entirl)

 [Enterprise Ireland](https://www.linkedin.com/company/enterprise-ireland)

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