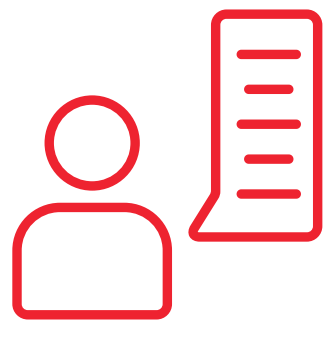


Title: START-UP LAB

Presenters: Eamon Curtin | Michelle Dorgan, IGNITE UCC



Case Study Synopsis

START-UP LAB is an experiential learning programme designed to help participants take the first steps towards launching a start-up. Over 8 weeks participants are encouraged and supported to develop a viable start-up model using Ash Maurya's Lean Canvas framework. Each 2½ hour session consists of three parts: an inspiring guest speaker, group presentations and feedback, and small group work facilitated by an experienced mentor. Participants pitch their idea to an external panel on the final evening and awards are presented for the best ideas. To ensure effective one to one support, each programme is limited to 16 start-up ideas and to 24 participants.

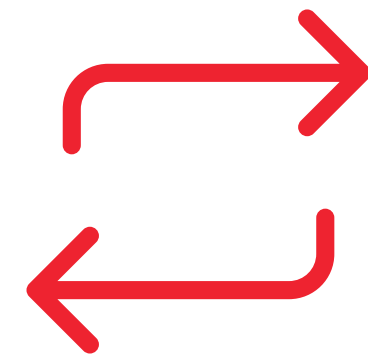


Key Impacts

Over 200 participants have taken part and many have gone on to develop their ideas into viable commercial and social enterprises, creating employment and raising investment.

- Emer Keaveney founded ORCA Ireland, a social enterprise to raise awareness of the threats facing marine wildlife - <https://www.orcaireland.org/>.
- Paul O'Shea founded Peckish, a platform to allow consumers with special dietary needs to find restaurants that cater to their needs - <https://peckish.ie/>.
- Amy Boylan and Niamh Murray have launched ForgetMeNot, a platform to support communication between people with dementia and their families - <https://www.forgetmenotapp.ie/>.
- James Northridge set up UrAbility to help parents of children with dyslexia, dyspraxia and other learning difficulties to access the assistive technology to overcome their childrens' disadvantage - <https://www.urability.com/>.
- Ryan O'Neill and Ian O'Sullivan set up LegitFit, a business management platform for the fitness industry - <https://legitfit.com/split-home>.
- Jen Hurley set up T4Adventure, a freeze-dried food product for adventurers - <https://www.t4adventure.com/>.

START-UP LAB has supported participants to develop start-up skills such as business model innovation, networking and pitching. START-UP LAB has also supported a panel of mentors and facilitators to develop skills and knowledge in using start-up methodologies to encourage and support promoters develop new ideas.

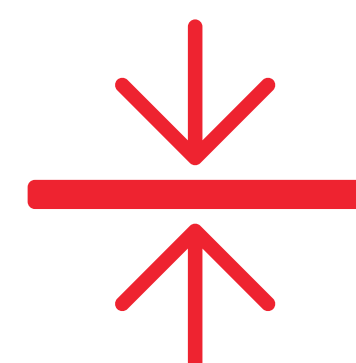


Intended Changes

START-UP LAB is inclusive. It's open to students and alumni from any course of study and academic and administrative staff from right across campus. Prior business or start-up experience is not necessary. Participants are encouraged to work on ideas that can have economic, environmental, or societal impact. START-UP LAB aligns with UCC's strategy for research, innovation and entrepreneurship motivating students, alumni and staff to find impactful solutions to global problems and with the Graduate Attributes Programme encouraging students to be:

- Creators, evaluators, and communicators of knowledge.
- Independent and creative thinkers.
- Digitally Fluent.
- Socially Responsible.
- Effective global citizens, who recognise and challenge inequality and facilitating students' development of core values:

- Respect.
- Ambition.
- Compassion.
- Resilience.
- Integrity.



Area of Alignment

Research & Innovation



Video Links | Graphics

- <https://www.ucc.ie/en/ignite/news/start-up-lab-winners-announced.html>.
- <https://www.ucc.ie/en/ignite/news/start-up-lab-autumn-2021-.html>.
- <https://www.ucc.ie/en/ignite/news/start-up-lab-for-sustainable-businesses.html>.



12 Sep 2022

START-UP LAB

ignite

UCC
Coláiste na hOllscoile Corcaigh
University College Cork, Ireland

**Nuálaíocht
Innovation**

Open For Applications

Apply online:
ignite.ucc.ie

Applications close:
Mon 26 September - 23.00