

# l is to create al media firm

rthy has trialled a few approaches to  
has found his niche, and it is growing



rowth in his company over the next year

el to growing up. I was really not tech-  
nary savvy at all. Now I am living in  
and Castletroy.

What is your educational  
and background?

I went to primary school in  
Granagh. After this, I attended  
secondary school at Coláiste  
na Trócaire in Rathkeale. After  
this, I went to do a degree in

public administration at the  
University of Limerick. In all  
honesty, it did not set me up for  
entrepreneurship.

How did you get to where you  
are today?

I graduated in January 2012.  
Having lived with Keith for a year,  
I saw all the amazing technology  
stuff he was doing. In March  
2012, we decided we were going  
to give our own company a go. We  
started off developing web sites,  
and found out within two months  
there are 200 web developers in  
Limerick. I was going out with an  
American girl at the time, and she  
told me to look up Software as a  
Service (SaaS). I was in the USA for  
a month, and we had a series of  
meetings with a number of big  
companies. Off the back of these  
meetings, I realised there was  
an opportunity in and around  
software, and this was not in  
Ireland at present. I came back  
to Ireland, and was interviewed  
by George Kennedy, Holmes  
O'Malley Sexton. A week later,  
he telephoned me to tell me I had  
an interview for the Limerick  
Enterprise Acceleration  
Programme (Leap). Me and Keith  
did an interview with Gillian  
Barry and Martina McGrath and I  
remember vividly what they told  
us. They said 'Lads, you do not  
have a business, we are not sure  
if you have an idea, but the two  
of you look like you could create  
something big'. We graduated  
from the Leap programme, and  
moved to the Nexus Innovation  
Centre into the company we are  
today.

## tlook for hospitality trade



Transport, Tourism and Sport  
show approximately 200,000  
jobs in Ireland are based on  
tourism, there is little evidence  
of the kind of joined-up thinking  
and investment necessary to  
ensure skills shortages within  
the hospitality sector are being  
addressed."

He concluded; "The government  
have had a critical part to play  
with regard to maintaining rates

## Limerick Chamber Awards



Roy Finucane chairs the Roches Street Traders Association which has  
been nominated for a Limerick Chamber Regional Business Award

## A traders association with success and charity right at its heart

IN the run up to the Limerick  
Leader sponsored Limerick  
Chamber Regional Business  
Awards, we profile some of the  
nominees.

### What is the Roches Street Traders Association?

The Roches Street Traders  
Association is a group of  
independent traders whose  
common goal is to promote  
Roches Street as a city centre  
shopping destination. We  
focus on the positives and  
on what traders can do to  
bring customers to the street  
and make it as attractive for  
shoppers as possible.

### Why does the group deserve to win a Limerick Region Business Award?

Other than promote the  
street, the association also  
acts as a support network for  
traders. We also fundraise for  
local charities. The central  
event of our fundraising  
calendar is the Roches Street  
Arts Festival which takes place  
each September. To date,  
more than €100,000 has been  
raised for local charities by the  
traders.

### Where would you like to see the association in five years time?

It is always a challenge for  
independent business owners  
to give their time outside of  
their day to day business, so  
if the association is still going  
strong in five years and coming  
up with new initiatives, that  
would represent progress.  
Recent initiatives we have  
trialled include the fashion  
quarter, and the wedding  
circle. These highlight the  
street as a one-stop shop for  
people planning a wedding.

### If you were in government what would you do to help business?

End the tax discrimination  
against the self-employed:  
At present, self-employed  
people get no tax credits. I  
would also end the disparity  
of the Universal Social Charge  
of three per cent between  
those who are self-employed,  
and those in employment for  
income over €100,000. I would  
also reduce the rate of capital  
gains tax.

## FACT FILE

Company: Roches Street Traders Association

Based: Roches Street, Limerick City Centre

Nominated: Community/Not for Profit

Product/Service: A support network to traders in Roches  
Street, promotion of the street and charity fundraising

Employees: Approximately 250 people across around 30 shops

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