

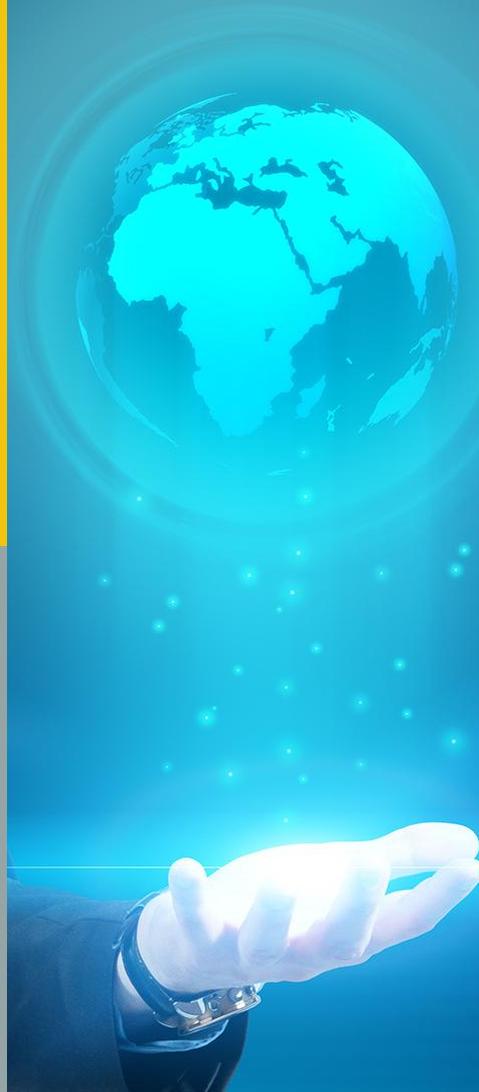
# Making the move into business:

from consultant to  
entrepreneur

TII Annual Conference  
28th April 2016  
**Oonagh Mc Nerney**  
Co-founder IRIS & Sapenta



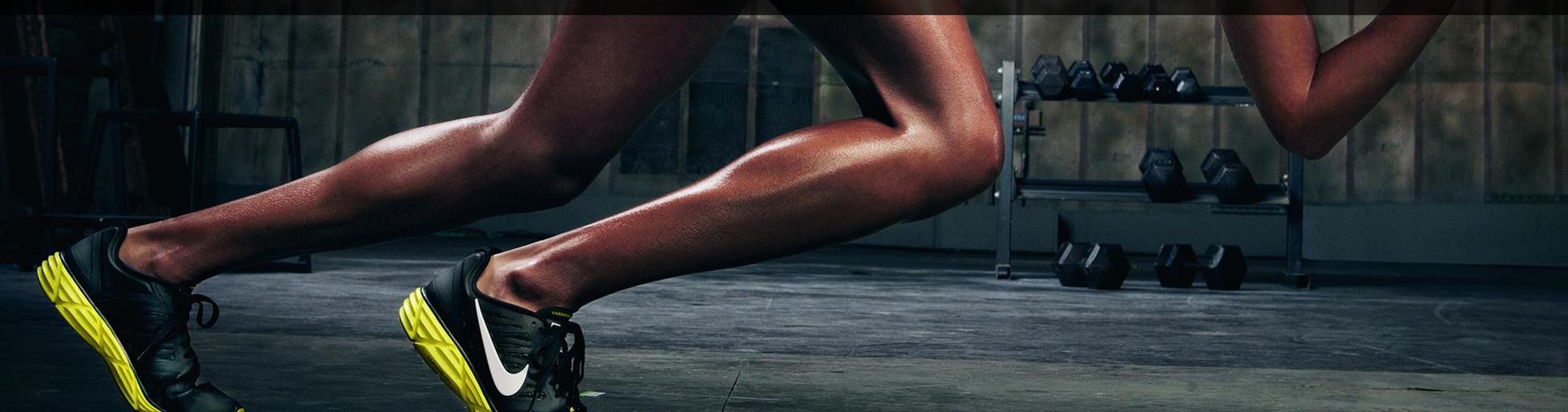
# A few words about myself



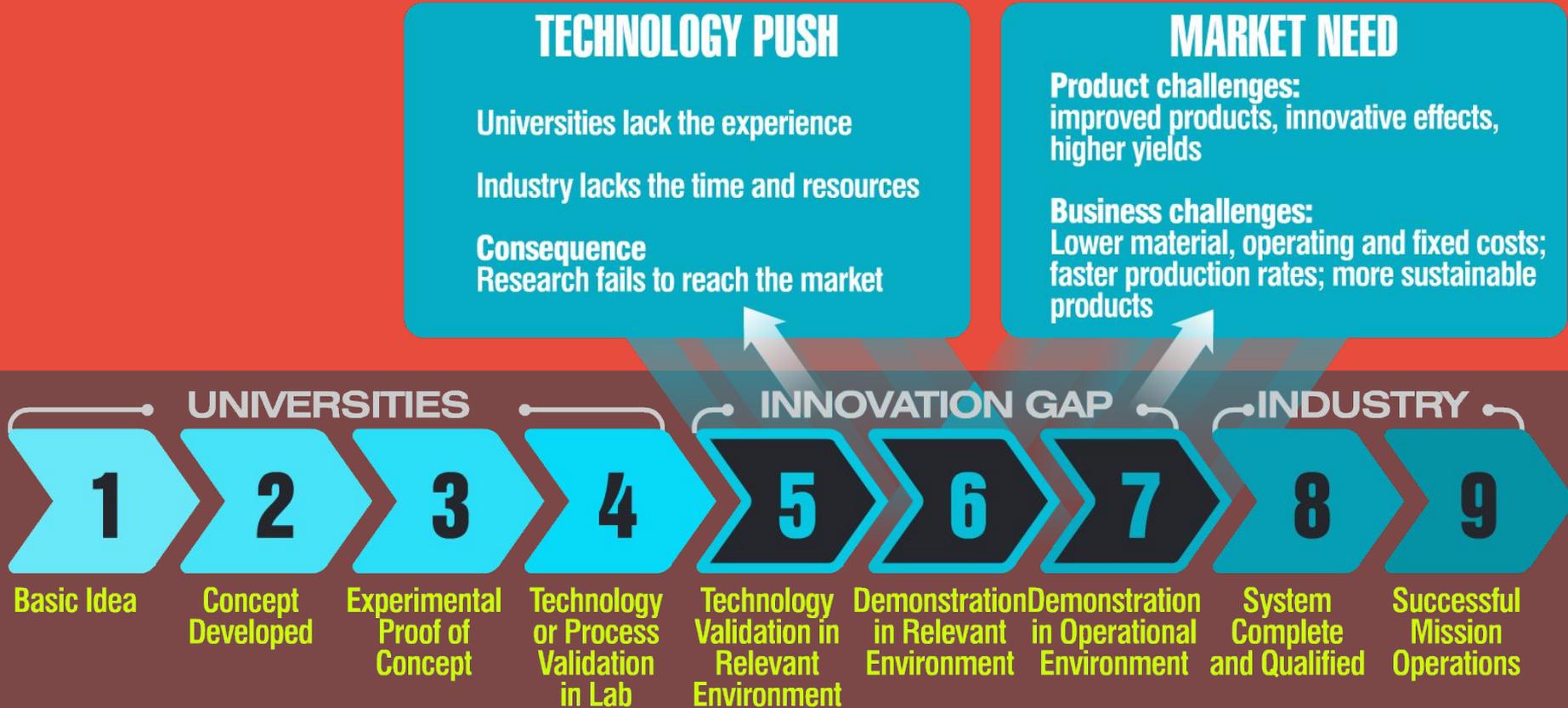
- Hons Degree in Marketing and International Business
- 1993-1997 Institut Catala de Tecnologia (ICT)- 'International Cooperation Dept.' (Tech Transfer)
- 1998-2006 Freelancer (Innovation Consulting)
  - Malta Enterprise (Foreign Direct Investment- >50 M EUR)
  - UK Business Links
  - Helping Irish & UK companies enter the Spanish market
  - Working with Research Centres and Universities in securing funding under FP5 & FP6 (> 60 M EUR)
- Jan 2007- Established IRIS with a co-founder



**Why the decision to set up a business?**



# You see an Opportunity.



## Mission.

To improve industry competitiveness by creating and integrating profitable high-end technologies and solutions.

## Vision.

To become a European leader as an advanced engineering company applying our passion and talent to push the limits of technology.

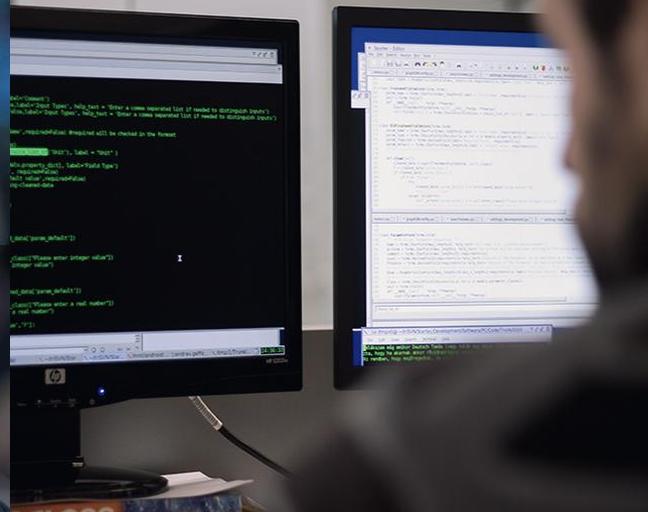


# IRIS Solutions

We bring innovation to  
your production line



ating your  
mpetitive edge.



# IRIS Research

Inspiring a competitive  
future



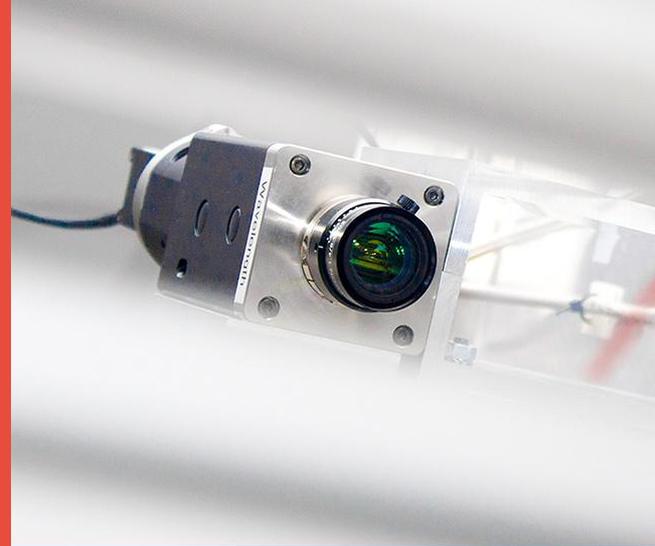
“Quality is never an accident. It is always the result of intelligent effort.”

John Ruskin

**IRIS** is an advanced engineering company specialising in:

- **Photonics** (spectroscopy systems)
- **ICTs** (sensor integration, cloud computing, data management, data analytics and decision support systems)

For developing and integrating real-time monitoring and advanced control turnkey solutions for industry.



# Where we are today

- **IRIS: 57 staff**
- **4.3 Million Euro turnover**
- **2 sites: Barcelona, Dublin**
- **Commercial Offices in New York and San Francisco**
- **Shareholding in Finnish start-up (Timegate Instruments OY)**



**HYPERA**  
LET US MEASURE



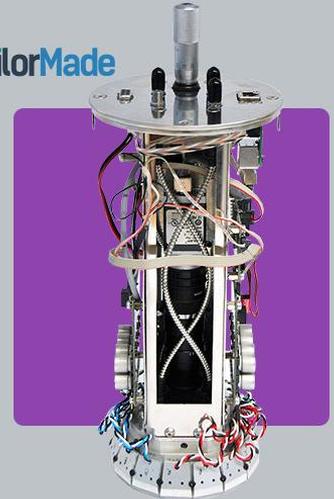
**visumNIR**  
ANALYZE YOUR WATER



**visumPALM**  
PROFESSORIAL WATER



**TailorMade**



# Leveraging H2020 for increasing our innovation capacity



## 18 projects in H2020

(SPIRE, FOF, BBI, NMBP, LCE,  
WASTE, SC2, SME INST.)

15 led by IRIS. 3 as partners.

## Research lines

1. Optics and spectroscopy
2. Data processing and information systems
3. Novel processing
4. Sustainable processing



Transforming the way we work

Predict, Plan, Collaborate, Execute, Control

PROJECT MANAGEMENT



Project Management



Tasks

STAFF MANAGEMENT



Time Tracking



Leave Management

OFFICE MANAGEMENT



Purchases



Expenses

TRAVEL MANAGEMENT



Travel



Trip Expenses

WORK TOOLS

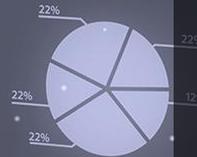


Communicator



Reporting

What are  
the 5 most  
valuable  
things I  
have  
learned?





Vision & focus.

Don't get lost in the 'day-to-day'.



**No fear.**

---

Define what you are willing to lose.

A group of cyclists in yellow and blue jerseys are racing on a road. The cyclists are wearing helmets with the number 7 and the word 'SAVO' on them. The jerseys have 'SAVO', 'Tinkoff', and 'etixx' logos. The background is a blurred road and trees.

High performance teams.  
Draw a 'red line'.



Invest, invest, invest.



Resilience.  
Keep pushing forward.

“It Ain’t How Hard You Hit...  
It’s How Hard You Can **Get Hit**  
and Keep Moving Forward.

How Much You Can Take & Keep  
Moving Forward...

That’s how **WINNING IS  
DONE**”

Rocky Balboa



**Thank you!**

**omcnerney@iris.cat**