

The GreenHouse start-up incubator

59-60 O'Connell Street, Limerick

Ireland

www.greenhouselimerick.com

info@greenhouselimerick.com

Business heavyweights get behind The Greenhouse Limerick incubator.

The Limerick Greenhouse start-up incubator celebrates as business luminaries join the advisory board. The Greenhouse Incubator was developed in Limerick by internet entrepreneur Evert Bopp, in January of 2009, in response to a need for an incubator with a different, more businesslike approach.

“We are delighted to add the three new advisors to the board of Greenhouse Limerick,” said Bopp on the announcement.

“The three new advisors are Pat Phelan, the founder and CEO of Cubic Telecom, Kevin Thompstone, former CEO of Shannon Development, who spent 13 years at the organisation before entering the private sector as a consultant and Richard O ‘ Donnell, co-founder of Software Architects International & Redeo.com,” Bopp announced today April 21st.

“The vast expertise of these three business luminaries will be a great advantage to start-up companies using the Greenhouse Incubator in order to grow and expand their businesses. The experience of the three advisors includes working at SME, mid-size and large companies in a whole gambit of arenas. They bring with them a thorough knowledge of both the private and public sector” added Bopp.

Media and business interest in the Greenhouse Limerick incubator continues to grow as the organisation starts to work in the Limerick area. Evert Bopp, Greenhouse Limerick founder has been in demand across the country to try and install similar incubators in other recession hit towns and cities across Ireland.

“We started because a lot of the existing enterprise incubators were either state run or owned by Institutes of Technology. These academic or bureaucratic environments are by their nature not conducive for creativity, entrepreneurship and decisiveness,” Bopp added.

“Greenhouse Limerick is completely different. It is independently funded, which allows for more flexibility. Irish start-ups now have to go through an application process during which they are judged on their business idea & management team in order to determine their chances of success. If the board of management decides that the start-up has a more than average chance of success they will be offered a place in a 6-month incubation cycle. During this incubation cycle the start-up will not only receive office space and facilities, they will also be able to avail of a wide range of in-house professional services (legal, accounting, mentoring etc.). We will foot the bill on their developments costs. In exchange we take a small equity stake in each start-up.” added Bopp.

The Greenhouse incubator in Limerick will offer top of the range office facilities (fully furnished offices), excellent IT services & support, meeting room(s), canteen facilities (real coffee!), web hosting & development services, 24-hour access, postage & courier pick-up and delivery, central reception services and more.

At the moment the Greenhouse is looking for key sponsors and investors to provide those services that are required to fit out the facilities. There are lucrative benefits available to those sponsor companies.

Please do not hesitate to get in touch if you are interested in sponsoring, investing or applying for a place at the Greenhouse Incubator in Limerick.

Contact: if you are interested in finding out more or if you would like to become involved in the GreenHouse incubator please contact Mr. Evert Bopp on +353 (0)86 8645099 or by email on info@greenhouselimerick.com

For media enquiries or interviews please contact Michelle Daly, pr@greenhouselimerick.com +353 (0)86 8675210 Board of advisors.

Bios and Photos of the New Advisors.

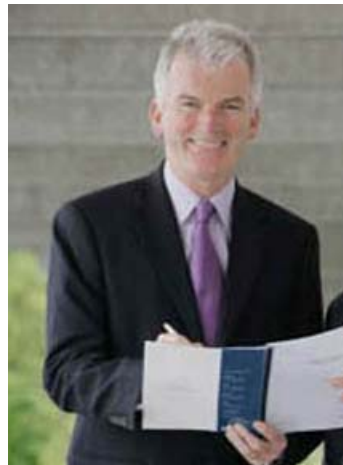
The Greenhouse is currently being advised by the following people:



- Pat Phelan: the founder and CEO of Cubic Telecom, a well known leader in telephony circles and one of the most respected voices of Voice 2.0. Pat has been involved in the telecoms arena for over 10 years and has deep experience in both the US and European markets. His entry into the market was the building of the first management software for call shops and internet cafés, a successful product still in use today by over 100 retail establishments worldwide. Pat also launched Ireland's first independently owned phones cards in 1999 and continues to trade in this market in a number of countries, with the business hitting 5-7 million minutes termination per month. Pat has developed a number of unique products for the US, UK and Irish markets, including one which sells to this day on-board Ryanair.



- **Richard O'Donnell:**
Richard's knowledge of the international software business has spanned more than 25 years. The earlier part of his career was spent consulting in the City of London, within the Banking & Finance sector. Some clients included Chase Manhattan, Lloyds Bank, & Kleinwort Benson. Having returned to Ireland in 1991, he worked for a short time with KPMG, before co-founding Software Architects International & Redeo.com. SAI's global Financial & Electronic Banking products are still used today by numerous corporations such as Yamaha, Ciba, Diageo, Bridgestone and Northern Telecom. In May 2000, at the peak of the .com era, he successfully sold SAI/Redeo to Clarus Corporation - Atlanta (NASDAQ clrs). Richard holds a Bachelor of Arts degree from University College Galway.



- **Kevin Thompstone:**

Kevin has worked his way up through Shannon Development starting in 1985 to becoming their CEO in 2000. In 2008 he has moved into the private sector working providing Economic Development Services based on 20+ years practical experience in innovative economic development, knowledge economy initiatives, property development, organizational structuring, business process engineering and project management/delivery. He has completed economic development consultancy assignments in Lebanon, Gaza, Jordan, USA, Slovenia, Slovakia, New Zealand, Armenia. He has also Championed and led many innovative economic development projects throughout the Shannon Region such as the Tralee Tourism Cluster, the Doonbeg Golf Resort, Shannon Broadband (Ireland's first and only regional public telecoms company) and a series of inter-linked regional technology parks and business incubators which are collectively known as the Shannon Development Knowledge Network.