



# Scale 21

Info Brochure



# Overview

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- Scale 21 is a mentoring programme aimed at helping Irish companies position themselves in the UK market.
- The programme focuses on key business areas that will help companies scale up exports to the UK. These areas include value proposition, competitive analysis and positioning, preparing for investment, staffing and overall business development strategy.
- For this years Scale 21 Programme, ten Irish businesses will be matched with 2-3 mentors each.



# Timeline

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**Feb 10th**

**Applications Deadline**

**Application Process specified overleaf**

**Feb 19th**

**Mentor Meetings**

**First gathering of mentors**

**Feb 23rd**

**Launch Event**

**Presentations by each company. Mentors & companies receive info on pairings the next day**

**March 18th**

**1st Report due**

**Companies and Mentors should begin meetings and report back on KPIs set and actions taken so far**

**April 20th**

**2nd Report due + Mentor Catch Up**

**Meeting times to be self-organised. Can meet all mentors at once or individually**

**May 13th**

**3rd Report due**

**Final mentoring sessions in lead up to closing pitching day**

**May 27th**

**Closing Ceremony + Pitch Day**

**Companies to present on changes and progress made during programme**

# Application Process

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## Companies:

Online application form (approx. 25 minutes) with 15-20 questions covering aspects such as:

- Value proposition
- Business model & revenue model
- Background of company
- How they would benefit from the programme
- Key personnel
- Material to be shared with mentors

## Mentors:

- Confirmation by email
- CV and background required
- Availability on dates mentioned previously



# Commitment & Expectations

## **Companies:**

- Provide requested information punctually
  - Pitch at the launch event in March
  - Attend all sessions
  - Provide progress reports after each meeting
  - Consider and action advice in between each session
  - Present on learnings at closing ceremony
- Be reachable and coachable throughout

## **Mentors:**

- Attend all sessions
- Be prepared at each meeting
- Be available for discussion/feedback if needed in between sessions



# Testimonials

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## **John Byrne, CEO of Corlytics**

*“It enabled us to make contact with connections who accelerated us into the right organisations”*

## **Ann Hunt, CEO of Chasing Returns**

*“Chasing Returns participated in City Insights in 2016. We had a unique team of highly experienced fintech executives, with a wide range of skills, who all contributed uniquely to our business. We set and achieved a series of milestones for the business aided hugely by the advice and connections of my City Insights Mentors. I'd highly recommend the programme to any Irish company looking to build a strong London network, and gain advice from people at the top of their industry.”*





# Company Directory





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Contact: Aldagh McDonogh, Co-Founder

**Value Prop & Offering:**

Our new world of work demands new ways of working.

Frankli, the world's easiest to use Performance Management & Engagement Platform that connects your people to the company, to the strategy and to each other. Trusted by companies of all shapes and sizes, Frankli brings performance to life through regular 1:1s, agile goal-setting, continuous feedback & coaching/mentoring.

Find what works faster. Frankli.

<https://frankli.io>



Contact: Richard Garry, Chief Commercial Officer

### **Value Prop & Offering:**

Gamma's Perilfinder™ is a complete underwriter's address-level risk assessment and reporting solution. Incorporating premium roof top level geocoding, superb map visualisation, intuitive risk and accumulation scoring and powerful spatial models, Perilfinder™ also offers associated web services for form prefill and rebuild calculation. All in the cloud. All in sub-second time.

Gamma's Perilfinder™ solutions provide our clients with the information that they need to reduce risks associated with providing property insurance.

Our prefill solutions enables our clients to reduce the amount of data required to be input to secure insurance. By reducing the onboarding time we help to increase conversion rates and our clients profitability.

<https://gammali.co.uk/>





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Contact: Keith Curley, Co-Founder

**Value Prop & Offering:**

GladCloud is an Enterprise Advocacy Marketing platform that specifically empowers brands that sell products or services via large networks of independently-owned merchants and groups (Restaurants, Bars, Salons, Franchisees etc), with a digital B2B2C customer marketing infrastructure to transform these merchant partners into digital brand advocates at scale.

<https://gladcloud.io>



# GuardYoo

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Contact: Darren Sexton, CEO

## **Value Prop & Offering:**

Too often cyber-crime investigations reveal that digital evidence and attack indicators were available prior to the breach being detected.

If these previously undetected vulnerabilities are identified early, companies can intervene to minimise risk and avoid future breaches.

GuardYoo provides companies with a secure, reliable, and affordable Compromise Assessment including Forensic Analysis, within 1week.

Only when you fully understand your network, the risks that threaten it, and how these risks are addressed within your cyber strategy, can you determine where you direct the processing power of your other cyber solutions to focus on limiting the impact of a successful attack

<https://www.guardyoo.com>





# HRLocker

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Contact: Adam Coleman, CEO & Founder

## **Value Prop & Offering:**

HRLocker is built to automate the hiring and people management for companies to make life easier, whether employees are working in the office, from home or remotely. At HRLocker we solve business issues rather than sell features. Every company has different needs at different times. Clients can scale features up and down to meet their specific needs at any one moment.

<https://www.hrlocker.com>





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Contact: Sean Hanley, CEO

**Value Prop & Offering:**

Every digital transformation initiative has a foundation based on identity, access and privacy management. However, persistent challenges in the areas of expertise, resources and budget impact on the ability of organisations to fully realise their identity and privacy management goals.

At Onaware, our team of identity and privacy management professionals combines vastly experienced advisors and strategists with some of the best technical experts in the industry.

We enable our clients to reduce risk and improve compliance by solving these identity, access and privacy management challenges.

<https://onaware.com/>





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Contact: Nigel Rutherford, CEO

**Value Prop & Offering:**

At Peeled we connect brands and lenders, enabling any brand to offer loans. Brands using the Peeled platform can embed a customised, digital lending experience into their product, transforming the way people access money.

<https://www.peeled.io>





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Contact: Tom O'Donohoe, CEO

### **Value Prop & Offering:**

Every business has one common goal...to get paid faster and on time. However, every business has different requirements. Our innovative and customisable technology provides businesses with solutions to the pain points within their payment collection process.

Our mission is to help businesses increase cash flow and recover time wasted chasing payments. We do this by providing a superior user (payee) and customer (payor) experience that is simple to use and intuitive. This combination results in a frictionless transaction that leads to higher payment rates, enabling thousands of businesses (big and small across a multitude of sectors) to address some of their payment pain points.

Our flexible solution allows businesses to pick and choose from 20+ add-ons to augment our key features that enable businesses to take & request payments as well as set up a simple online shop.

We also partner with organisations (financial services, software providers etc.) who want to offer their own branded payments solution to their existing clients. Our powerful API enables us to create a new revenue stream for our partners within a matter of days that can be scaled in a cost effective manner.

<https://splink.io>





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Contact: Rob Durran, CEO

**Value Prop & Offering:**

Xintec offers modular fraud management and revenue assurance systems which means that our customers can focus on very specific areas of their business problems without having to spend big on enterprise systems. This allows our customers to keep their initial investment low, and build the product suite over time as they realise value from each piece that is implemented.

<https://xintec.com>



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