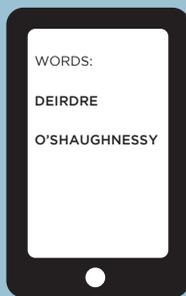


T E C H DISRUPTIVE AND THE WOMEN BEHIND IT



Throughout history there have been plenty of examples of ‘disruptive’ technology; electricity put paid to the paraffin lamp industry and the automobile to the coach-and-four supplier. These days **the pace of technological change is so rapid** that new ‘disruptive’ technologies - some useful, some not so much - are popping up all over the place. Netflix and other online streaming services have destroyed the DVD rental market, and while you watch, you could be eating a takeaway you ordered on **JUSTEAT.ie** while sitting on a piece of furniture you got on a freecycling website.



TAKEAWAY

According to **Amanda Roche-Kelly**, the MD of **JUSTEAT.ie**, which launched here in 2008, revolutionising the takeaway industry, of the company’s 12 operating countries, Ireland’s been the most successful in adopting mobile technology.

“The other 11 MDs want to know how we do it - we’ve had 600,000 app downloads, and 50% of our orders are on the app. That means people have it on the wallpaper of their phone. 70% of our orders are through an app or mobile device, we have 45,000 Twitter followers

and 108,000 on Facebook and 2,800 on Instagram.”

JUST EAT has 1,800 partner restaurants around Ireland and its biggest competitor is still the telephone. The customer profile is age-sensitive, with older customers still more likely to phone for their takeaway and even to collect it, JUST EAT is winning among 18-35s and moving into the 40s now as time-pressured couples with young children use the service.

JUST EAT has a team of territory managers who deal with restaurants out on the road and its primary markets outside Dublin

are, predictably, urban areas with good broadband coverage. Surprisingly, over 40% of JUST EAT's business is prompted by something as analog as the branded sticker in a restaurant's window, according to its market research.

"We invest massively in marketing," explains Roche-Kelly, "we spend lots to drive money to restaurants but you'd be surprised at how many don't want the sticker because they are protective of their brand".

The JUST EAT brand has expanded in recent years to include more premium restaurant brands and has also added its own delivery service in Dublin, in order to help snare some restaurants that previously hadn't delivered. JUST EAT supplies the drivers and advises on packaging and wait times to ensure a standard is maintained.

"The main thing is customers having the best takeaway experience possible, and we'll end the agreement if it's not working," adds Roche-Kelly.

RECRUITMENT

On the B2B side Irish companies are coming up with new technologies all the time, often in ways consumers will never know about. Romanian-born entrepreneur **Andreea Wade** has worked in Dublin for a number of years in media, digital and mentoring of start-ups and hopes her latest venture, **Opening.io**, can remain headquartered here.

Together with her co-founder Adrian Mihai, Wade has developed a technology that will match people to jobs at a large scale, eliminating a huge amount of paperwork that recruiters currently have to wade through.

"It's like an army of robot recruiters looking at resumés and recruiters. The technology will learn about people and match them to jobs," explains Wade.

The level of automation means that before, where people had to apply 50 or 100 times for jobs, it's one click to put up a CV, to be automatically matched to relevant

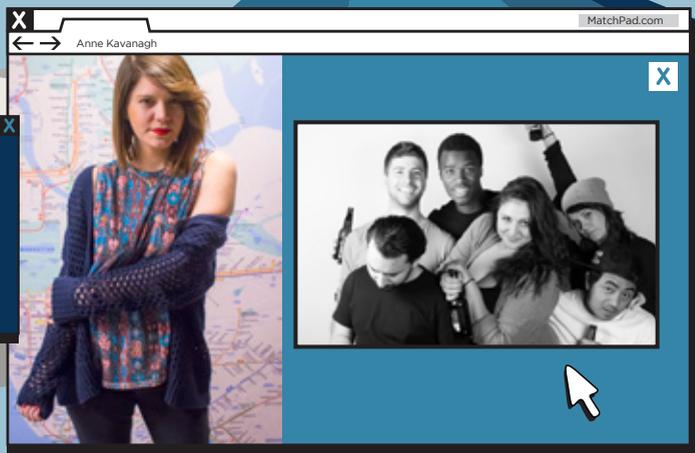
jobs. The idea grew out of Mihai's experience of applying for jobs in Ireland when he moved here three years ago. An expert coder in his native Transylvania, it took him almost six months to find work in Ireland because of his specialised skillset.

The basis of the technology is the ability to convert a huge number of documents into PDF in one go, which sounds simple, but isn't.

"We had to overcome this, so we built the technology. Even if we fall on our faces, we can convert the documents," Wade says, pointing out that this task alone costs large companies huge amounts of money.

"We're going to stay B2B, so we might be the Intel inside for recruitment. I would hope for Opening.io to be plugged into every jobs board website – you might not know about us, but we'll offer a competitive advantage to our clients. It will help recruiters who currently spend 3 out of

DAFT.IE WAS A HUGE GAME-CHANGER IN IRELAND BUT MATCHPAD.COM GOES A STEP FURTHER



12 months per year looking at CVs - they will have more time to actually call these people and give people back their time more meaningfully. It's the new wave of disruption," she says.

Unlike a lot of Irish start-ups, selling to a big name isn't the short-term aim, either.

"We would like to grow rather than build and sell; that would be cool, but it's not ideal. Both of us come from Transylvania and I've been here for 15 years, we see Ireland as the headquarters, and it will always be the headquarters to us. We are speaking to venture capital funds in the US, but the idea would be to keep the R&D in Ireland."

HOUSE-SHARING

While the Irish tech scene is like a ravenous animal, gobbling up new talent and ideas from all over

the world, Irish talent is in many cases travelling further afield to find a market, funding and support after nurturing their talents in the cosy but cash-poor Irish setup.

Anne Kavanagh's career took her to New York after she cut her teeth in Ireland working in media sales, moving, like so many others, from magazines and newspapers into the digital media space. After moving to the Big Apple she identified a need for a 'Match.com' for house shares, co-founding **MatchPad**, which connects people with similar lifestyle, location and budget requirements.

As anyone who has searched for rental accommodation knows, it's no picnic, particularly in a big city or when your requirements aren't straightforward e.g. when you're part of a couple or group. Daft.ie was a huge game-changer in Ireland but MatchPad.com goes

a step further, with more tailored search options designed for a bigger market.

The team behind MatchPad has recently developed and launched a new brand, called Zera, which is a further expansion into the roommate finding space.

"As far as the product goes we are currently the only product available that addresses group search (think boyfriend and girlfriend, college students, new graduates all looking together in groups), streamlines the communication process between the group and the agent or landlord and finally delivers the results that are not only custom to you but by an AI (Artificial Intelligence) that is constantly learning."

"There is so much talent in Ireland," she says, "however the processes and access to resources isn't ideal. Everything takes so



OUR CLIENTS USE OUR PLATFORM EDIFLO TO POWER THEIR SMART VIDEO EXPERIENCES.

THIS ESSENTIALLY BRINGS THEIR VIDEO TO LIFE, AND MAKES IT TOUCHABLE FOR VIEWERS.



much time and effort. New York has an amazing ecosystem that encourages growth and learning. Business transacts fast here and people are straight. You also have access to the world. I think Ireland is conducive to developing disruptive tech, I'm just unsure as to the market execution side."

SMART VIDEO EXPERIENCES

Axonista's award-winning technology powers a whole new generation of intuitive smart video experiences for some of the world's leading brands and media companies, including TV3, QVC and AOL.

Claire McHugh co-founded Axonista in 2010 with the CTO Daragh Ward and, over the last six years, their team has been working to enable brands and media companies to build interactive, personalised video

experiences that deliver real insights into viewing behaviour.

"Our clients use our platform Ediflo to power their smart video experiences. This essentially brings their video to life, and makes it touchable for viewers." For decades, TV has used graphics systems to enhance broadcast with captions, tickers, stats tables, charts, photos, additional video footage, you name it. But, up to now, the graphics have always been 'baked in' to the picture. "This of course is fine on the big screen in the living room, but it's a big disconnect for viewers, especially millennials and those using touchscreen devices, where the expectation is that graphics are tappable and interactive."

Ediflo has been designed to address this disconnect, and help broadcasters move away from broken TV experiences on mobile

and instead create intuitive experiences which are inherently richer, more personalised and much more engaging.

"Because our vision for the future of video as a communication tool is so cutting edge, and because we were super early to market, we had to do a lot of work with early adopters and innovators in order to show the wider market the possibilities of what interactive video technology could do."

Axonista now have a team of 16 and they are entering an exciting period of international growth and focus on product. "It hasn't always been easy to manage all of this, and it's easy to find yourself in a tight spot financially when you are scaling up. We've overcome a few financial hurdles, been lucky on timing, and I think we've created something really special."