



Local Enterprise Office
Making It Happen

STARTUP STORIES: APRIDATA

DATA DRIVES STARTUP SUCCESS: HOW LEO CAVAN
SUPPORTS APRIDATA'S DATA DRIVEN GROWTH

Making It Happen: Andrea Corrigan of Local Enterprise Office Cavan with Richard Stafford of Apridata

RICHARD STAFFORD'S STARTUP APRIDATA HELPS LARGE AND MEDIUM SIZED BUSINESSES GAIN VALUABLE INSIGHTS FROM THEIR DATA, IMPROVING EFFICIENCY AND BOOSTING ITS PROFITABILITY TOO.

Local Enterprise Office Cavan has helped Apridata boost its efficiency and its profitability too. Stafford is a technologist who has worked for a number of organisations in Ireland and Silicon Valley but always had what he calls the "entrepreneurial bug".

In 2014 he reckoned the time was right to try. "I could see the increased demand for data analytics capability in businesses was growing rapidly so I decided to take the plunge and set up a business."

It was a risk but a calculated one: "There comes a point where fear of not doing it

becomes greater than fear of doing it," he says.

He started Apridata at home, initially focusing on marketing analytics. But the closer he got to his customers, the more clearly he saw how their decision making wasn't being driven by data at all.

He began developing tools and systems to help, including by helping his customers capture qualified leads in much greater volumes.

One of his earliest clients was a media-buying company but across every sector, he could see demand growing for data analysis.

This extended far beyond marketing and reached into all internal aspects of business, from customer behaviour

and acquisition to sales forecasting, purchasing and inventory optimisation.

He identified a gap in the market for midsized companies with revenues of between €50m and €500m.

"They are facing increasing challenges with data and don't necessarily have the breadth of skills internally to integrate it, exploit it, and put timely insights into the hands of business users," says Stafford.

Apridata developed an innovative solution that sits on top of the widely used SAP Business One enterprise resource planning software.

Developing the product has provided what is primarily a consultancy business with a clearer route to scalability and rapid growth.

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“TO BE HONEST, IN THE EARLY DAYS I DIDN’T REALISE JUST HOW MUCH THE LOCAL ENTERPRISE OFFICE CAN HELP”

Richard Stafford of Apridata



Apridata’s solution is quick and easy to install, allowing enterprise customers to generate insights from data that is presented on user friendly dashboards and allows for advanced analytics.

“We now need to market it effectively and grow our customer base so I’m talking with Local Enterprise Office Cavan to help me take the business to the next level,” says Stafford.

His relationship with LEO Cavan was established very early on. “In 2015 it helped me find affordable office space. Then it provided us a Business Priming Grant, which helped me take on two employees to help grow the business,” said Stafford.

The Local Enterprise Office mentoring service helped build management capacity. “It helps to have someone to be accountable to and who challenges your thinking in some areas of the business,” he says.

“In the past year I’ve probably been in contact with the LEO more than I was in previous years because, to be honest, in the early days I didn’t realise just how much the LEO can help. Now I know how willing the guys are to find out what you need - and to help you get it.”

As well as financial supports such as Feasibility Study Grants and Business Priming Grants, LEOs provide networking opportunities with other startups. “Meeting other founders is really helpful because sometimes it can be an isolating experience running a business,” he says.

Now that he is looking to make a senior hire “I’ll be seeking LEO’s assistance and support in finding that person too,” he says.

Local Enterprise Offices are designed to help startups like Apridata reach their business goals, says Andrea Corrigan of Local Enterprise Office Cavan.

“Apridata first approached Local Enterprise Office Cavan in 2015 seeking information about the level of support or assistance that might be available to them. Initial research and feasibility work had been completed by the company themselves and it emerged that their priority was to find a suitable location and space for the business to develop, and we assisted them with this,” she says.

“The next priority was to secure suitably qualified staff. In 2016, the Local Enterprise Office approved a Business Priming Grant for Apridata towards the cost of new employees. Having achieved success as a startup, Apridata is a growing company and in 2019 was one of the first to move into our recently opened Cavan Digital Hub.”

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