



Local
Enterprise
Office

Making It Happen

20
22

IMPACT REPORT

Measuring the
impact of Local
Enterprise Office
supports in 2022

#MakingItHappen



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A national network of support – provided locally

The Local Enterprise Office (LEO) is the first stop shop for anyone thinking about starting or growing a business.

There are 31 Local Enterprise Offices across the country. Each is there to provide new and existing businesses with the expert advice, tailored training and financial supports they need to help them flourish.

Established in 2014, the network of Local Enterprise Offices operates in partnership with Enterprise Ireland, Local Authorities, the Department of Business, Enterprise and Innovation, and the Department of Housing, Planning and Local Government.

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WELCOME



Simon Coveney TD,
*Minister for Enterprise,
Trade and Employment*

2022 saw Ireland's businesses bounce back from the hardships of the COVID-19 pandemic. However, with Russia's invasion of Ukraine, the energy crisis, and the increased cost of doing business, challenges remained.

The network of Local Enterprise Offices was once again to the fore in helping Ireland's small businesses to address these challenges, and more, head on. As the first port of call for anyone looking to start a new business, or grow an existing one, the country's Local Enterprise Offices once again provided business owners with the support, encouragement and expertise they needed.

Whether through training, mentoring or funding supports, their expert teams were on hand to help Ireland's small businesses both navigate through the challenges they faced, as well as identify and capture new opportunities as they arose. In 2022 LEO supports also helped Irish businesses to become more sustainable and productive through tailored lean, green and digital initiatives.

As ever, the key to the LEOs' success is their ability to provide businesses with the right support, at the right time. As a result, 2022 saw 7,870 new jobs created by LEO-backed client companies. While there was a loss of 4,423 jobs, the upshot was a net gain of 3,447 jobs, a 10% increase on 2021. In a difficult trading environment and a tight labour market it was a performance of which staff throughout Ireland's Local Enterprise Office network can be rightly proud.



Neale Richmond TD,
*Minister of State for
Business, Employment
and Retail*

Ireland's Local Enterprise Offices are a driving force in our entrepreneurial eco-system. The importance and value of the support they provide to small businesses right across the country cannot be understated.

The geographic spread of our Local Enterprise Offices plays a vital role in driving innovation and entrepreneurship in every city, town and village in Ireland. It also ensures that Local Enterprise Offices are just that – local. With so many offices across Ireland, there is easy access for small businesses, start-ups and aspiring entrepreneurs all over Ireland.

Small businesses are rightly acknowledged as the backbone of Ireland's economy. In creating employment they are supporting families and helping communities across the country thrive. Of course, small businesses provide so much more than employment; they are knit into the fabric of our local communities and are loyal to them, often sponsoring local sporting teams or supporting local events. They also provide terrific role models for younger generations coming through. We know from GEM Ireland reports how important knowing an entrepreneurial role model is for budding entrepreneurs.

This is why, through their work supporting small businesses, Local Enterprise Offices play a key role in helping not just business owners and their staff, but whole communities to flourish.

Whether someone has a business idea they would like to assess, an existing business they want to grow, or a domestic business they want to take global, their Local Enterprise Office has the supports, the expertise, and the desire to help.



Dara Calleary TD,
Minister of State for
Trade Promotion, Digital
and Company Regulation

The twin transitions of decarbonisation and digital are some of the greatest challenges facing us as a global society and economy. As a country, we have set ourselves ambitious carbon commitments and we all have a part to play, including small businesses, in ensuring Ireland meets these.

While there are challenges there are also significant opportunities - particularly for small businesses. That is why the Local Enterprise Offices are providing the suite of tools businesses need to help them become more lean, green and efficient.

Digital technologies can assist in helping businesses make the green transition and programmes such as Digital Start and Green for Micro are helping Ireland's small businesses undertake the kind of digital transformation that will allow them to not only operate at optimal efficiency but also innovate, adapt and react to rapidly changing market conditions.

The pace of change is accelerating but the network of Local Enterprise Offices has proven adept at ensuring that business owners, whether starting out or looking to pass on to the next generation, can future-proof their business for what lies ahead.

LEOs excel at providing businesses with the right support at the right time. They are proactive in their outreach and ever alert to the changing needs of business generally, whether mastering customs in a post Brexit world to assessing market opportunities in far flung corners, to building skills, innovation and capacity in the team back home.

Very many business owners get into business because they excel at the product or service they provide. Few also come with the business, financial, or management skills required. The Local Enterprise Office helps them to bridge such gaps, shortening the path to a successful future. The important contribution they make is laid clear in this report.



John Magee,
Chair of the network of
Local Enterprise Offices

As we move into our tenth year as the Local Enterprise Offices, the impact of our network has never been so keenly felt across the country.

Recent years have been challenging for our small businesses and we have been working closely with them to help them to manage their way through these difficult economic conditions, while supporting their growth and ambition. 2022 was a year of growth for many small businesses with the LEOs playing a vital role by providing a broader range of supports than ever before.

We continue to nurture the entrepreneurial pipeline and maintain a key focus on helping businesses to start and grow by being highly responsive to their needs at every step of the way. We are seeing new businesses creating local employment by providing solutions to real-world problems. This focus on the needs of the market positions our clients to think both in terms of the Irish market and indeed the global one and the LEOs are central to realising that ambition. The LEOs are proud of the impact we make in every county, supporting our clients to build more innovative and sustainable businesses.

At a glance: Highlights from 2022



The right support at the right time

Every business is different but each can benefit from the right support at the right time, whether it's starting out or looking to grow.

LEOs provide a range of supports to new and existing small businesses all over Ireland, including:

- financial assistance and access to microfinance loans
- training and development
- mentoring and advice
- signposting to relevant bodies and agencies
- networking opportunities

The heart of Ireland's entrepreneurial ecosystem

LEOs help their clients to navigate organisations that can help their business grow, including:

- Local Authorities
- Enterprise Ireland
- Education and Training Boards
- Skillnet Ireland
- Microfinance Ireland
- Credit Review Office
- Fáilte Ireland
- National Association of Community Enterprise Centres
- Enterprise Europe Network
- Udarás na Gaeltachta
- Leader
- Dept of Communications, Climate Action and Environment
- The Revenue Commissioners
- Dept of Employment Affairs and Social Protection
- InterTradeIreland
- Strategic Banking Corporation of Ireland
- Bord Bia

Celebrating and supporting Ireland's businesses

LEOs drive Ireland's entrepreneurial culture through high profile initiatives such as:

- Local Enterprise Week
- Ireland's Best Young Entrepreneur (IBYE)
- National Women's Enterprise Day
- National Enterprise Awards
- Local Enterprise Village (Ploughing)
- Local Enterprise Showcase at Showcase
- Food Academy and Food Starter
- Student Enterprise Programme

Find Out More at:
www.localenterprise.ie
 @Loc_Enterprise on Twitter or
 @LocalEnterpriseOffices on Facebook

Making an impact on employment

7,870 new jobs were created by LEO-backed client companies, according to the LEO 2022 Annual Employment Survey.

However there was a loss of **4,423** jobs, resulting in a net gain of **3,447** jobs, a 10% increase on 2021.

37,863 people were employed by **7,221** small businesses and start-ups that had received financial assistance from the Local Enterprise Offices by the end of 2022.

More than money

The job numbers above refer only to jobs recorded by those businesses that received LEO financial assistance. Thousands more jobs are created by businesses which have received non-financial LEO supports, such as **expert advice**, one-to-one **mentoring** or targeted **training**.

*FT stands for full-time and PT stands for part-time. The Annual Employment Survey was compiled by the Centre of Excellence in Enterprise Ireland.

Local Enterprise Office	2022 No. of LEO Clients	2022 All Jobs [FT + PT]*	2022 Gross Total Job Gains	2022 Net Job Gains/Losses
Carlow	219	1,101	243	56
Cavan	179	1,413	215	89
Clare	220	1,353	261	105
Cork City	187	887	234	159
Cork North & West	276	1,409	247	58
Cork South	157	863	246	170
Donegal	248	1,464	309	135
Dublin City	429	1,966	543	261
Dun Laoghaire/Rathdown	291	1,346	218	103
Dublin Fingal	239	1,069	270	206
Dublin South	279	1,401	259	102
Galway County/City	268	1,192	221	43
Kerry	280	1,248	280	93
Kildare	256	1,297	284	148
Kilkenny	182	1,077	193	103
Laois	143	747	111	79
Leitrim	157	435	95	23
Limerick	305	1,815	376	177
Longford	253	1,300	183	87
Louth	222	913	206	61
Mayo	206	1,226	255	64
Meath	257	1,407	293	22
Monaghan	169	1,005	241	115
Offaly	204	1,196	279	154
Roscommon	176	1,032	219	64
Sligo	205	998	160	35
Tipperary	283	1,528	398	238
Waterford	280	1,222	267	61
Westmeath	258	1,484	303	195
Wexford	234	1,773	330	177
Wicklow	159	696	131	64
Grand Total	7,221	37,863	7,870	3,447

Tailored supports for targeted results

Local Enterprise Offices provide a range of grant assistance to eligible businesses. These financial supports are designed to help fund start-up costs, expansion plans, entry into new markets and jobs growth.

In 2022 **€21,124,313** was approved in grant aid by Local Enterprise Offices for **1,112** applications/projects, encompassing **1,006** clients [see breakdown of grant types in the adjacent table.]

Financial Assistance Supports - Grant Aid Approved in 2022

Financial Supports	Grant Aid Approved
Priming Grants (233 approved applications [231 clients] in 2022)	€6,712,400
Business Expansion Grants (362 approved applications [353 clients] in 2022)	€10,377,423
Feasibility Study Grants (159 approved applications [158 clients] in 2022)	€1,700,700
Technical Assistance for Micro Exporters Grant (315 approved applications [299 clients] in 2022)	€620,055
Research, Development & Innovation (18 Agile / 2 R&D) applications/clients approved in 2022)	€941,549 / €156,436
Grad Start (21 applications/clients approved in 2022)	€605,750
Total number of applications in 2022: 1,112	Total amount of grant-aid approved in 2022: €21,124,313

Training and Development

Local Enterprise Offices provide a wide range of high-quality training and development supports designed to meet specific business requirements. In 2022 **43,873** people were trained by LEOS across different programmes. These include:



Start Your Own Business

LEO's flagship Start Your Own Business programmes help potential entrepreneurs to develop their business idea and assess its viability, to help them make informed decisions about whether, and how, to proceed.

Mentoring

One to one LEO Mentoring matches small business owners - the mentee - with the knowledge, skills, insights, and entrepreneurial capability of seasoned business practitioners - the mentor. It provides them with practical and strategic guidance for their business.

Lean for Micro

Lean for Micro helps boost competitiveness and performance among LEO clients through the adoption of 'lean' business principles within their businesses. Companies avail of consultancy services from a qualified practitioner, who works with the company to introduce lean principles, undertake specific cost reduction projects, and assist them in benchmarking performance.

InterAgency Transfers

LEOs work with small companies looking to export, helping them to develop to a point where they are ready to avail of Enterprise Ireland supports.

4,500

aspiring entrepreneurs took part in

344 LEO-run

Start Your Own Business programmes in 2020.

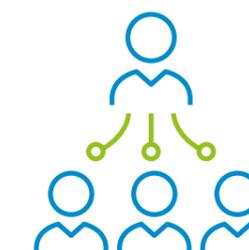


12,201

mentoring assignments were managed by LEOs in 2022.

410

companies were supported through the Lean for Micro programme in 2022.



113

LEO clients were supported to transfer into the Enterprise Ireland portfolio to avail of further services in 2022.

Supporting Entrepreneurship

Through national committees, Local Enterprise Offices co-ordinate a series of enterprise programmes and events nationally that promote entrepreneurship across all sectors and regions. These include:



Local Enterprise Week

300+ enterprise initiatives were collectively organised by LEOs to mark Local Enterprise Week in March 2022. This high-profile annual event showcases the full range of enterprise supports LEOs offer existing and aspiring entrepreneurs, as well as providing networking opportunities to small businesses locally.

National Enterprise Awards

The National Enterprise Awards were set-up to celebrate the achievements of Ireland's micro-enterprise sector. They took place on the 2nd June 2022 at the Mansion House in Dublin.

The Finalists, who were all selected by their Local Enterprise Office as the most exceptional company in their local area, represented a diverse range of businesses from all across the country with awards focused on specific areas such as Innovation, Start-Ups and Exporting along with eight regional awards and an overall National Enterprise Awards winner.

National Women's Enterprise Day

National Women's Enterprise Day is designed to promote female-led businesses. Ireland's largest female enterprise event, it took place on 13th October 2022 across 16 venues where attendees gained advice and insights from some of Ireland's most successful female entrepreneurs.

Local Enterprise Showcase at Showcase

Showcase, an initiative of the Design and Crafts Council of Ireland promoted internationally by Enterprise Ireland, is Ireland's flagship creative expo and takes place annually in the RDS. In January 2022 Local Enterprise Offices supported 95 craft companies to exhibit within the 'Local Enterprise Showcase', to connect with national and international trade buyers.

Nurturing the next generation

Local Enterprise Offices support youth entrepreneurship through the Student Enterprise Programme, designed to nurture the next generation of business owners and leaders.

Student Enterprise Programme

25,011 students from **464** secondary schools took part in the 2021/2022 Student Enterprise Programme, which began in September 2021. The programme encourages students to research, set-up and run their own businesses with the help of student enterprise co-ordinators from the Local Enterprise Offices.



Partnering for success

Effective and seamless partnering is central to Ireland's enterprise success. In 2022 Local Enterprise Offices worked closely with many stakeholders to roll out supports, including:

Microfinance Ireland

Microfinance Ireland (MFI) is a not-for-profit lender established to deliver the Government's Microenterprise Loan Fund. It provides loans of between €2,000 and €50,000 to commercially viable businesses that employ fewer than 10 people, with an annual turnover of less than €2 million. Local Enterprise Offices assist client companies with their MFI loan applications, which attract a discount on standard loan rates.

In 2022, LEOs assisted client companies with **348** applications for loans. Of these, **212** applications were successful in securing loan approval, supporting the creation of **300.5** jobs.

www.microfinanceireland.ie



You're the Business – Digital Upskill Initiative

The Local Enterprise Offices, along with colleagues in Enterprise Ireland, last year joined forces with Google on the 'You're the Business' programme. The programme aimed to accelerate Irish SME growth through digitalisation in the form of a free of charge online training scheme, as well as an SME reward programme. Through the 'You're the Business' digital platform, Irish SMEs were able to access a series of live and on-demand training sessions, geared towards supporting companies at all stages of their digitalisation journey, including those at early stages right through to those more digitally-sophisticated businesses who are ready to export globally. The training consisted of three modules that helped businesses understand how they can use digital to get online, grow online and expand internationally. Since its launch in 2022, over 3,000 companies engaged with training in the You're The Business programme.



Underpinning Growth

Customs Training

Local Enterprise Offices ran 'Prepare Your Business for Customs' online workshops throughout 2022.

These one-day interactive workshops, run regionally by Local Enterprise Offices, provided businesses with a better understanding of the potential impacts, formalities and procedures to be adopted when trading with a country which is outside the Single Market and Custom Unions (a "Third Country"). Open to all businesses, these workshops covered areas such as export and import procedures, tariffs and the correct classification of goods.

231 participants attended customs training in 2022.



Local Enterprise Offices have a comprehensive suite of supports designed to help businesses at various junctures in their development.

Trading Online Voucher Scheme

A Trading Online Voucher is a financial incentive of €2,500 to develop or enhance the small and micro-businesses' access and ability to trade online. The Trading Online Voucher Scheme offers training and advice, along with financial assistance.

1,881 applications were approved by Local Enterprise Offices under the Trading Online Voucher scheme in 2022.



Technical Assistance Grants for Micro Exporters

Technical Assistance Grants for Micro Exporters (TAME) provide an incentive for LEO clients to explore and develop new market opportunities. These grants, with a maximum value of €2,500, are used to part-fund expenditure to investigate and research export markets. For example: costs incurred exhibiting at Trade Fairs, preparing marketing materials, and developing websites specifically targeting export markets. The purpose of these grants is to increase the number of LEO clients developing new export opportunities.



299

LEO clients were approved for TAME grant assistance in 2022.



416
projects were approved in 2022.

Green4Micro

The Green4Micro programme aims to prepare small businesses for the low carbon, more resource efficient economy of the future. It supports clients employing 10 or less to engage a consultant to avail of advice and technical support, covering topics such as resource efficiency, understanding carbon footprint and implementing an environmental management system.

Digital Start

The objective of Digital Start is to help Manufacturing and Internationally Traded Service businesses prepare a plan for the adoption of digital tools and techniques across their business. It provides strategic intervention for clients to work with third party consultants to assist them identify where they are on their digital business journey, develop a digital adaptation plan based on their identified need, and implement that digital adaptation plan.



137
clients were approved in 2022.

Starting Strong

Local Enterprise Offices are the first port of call for aspiring entrepreneurs.

The flagship Start Your Own Business course has helped people all over the country to take their first step on the road to business ownership.

Developed and enhanced over many years, it's a proven training course that provides participants with the skills and knowledge they need to assess the viability of their business idea.

It includes modules on business planning, sales and marketing, employment legislation, business finance and taxation.

It is designed to equip participants with the tools they need to assess and understand their target market, their own capabilities and their chances of success.

Start Your Own Business courses are often a person's first introduction to their Local Enterprise Office. As they progress, Local Enterprise Offices offer a sign-posting service to additional supports, and to other state agencies which can help them, such as Enterprise Ireland and MicroFinance Ireland.

LEO Start Your Own Business programmes are aimed at those:

- with a business idea they want to develop, or
- who are looking at self-employment as a realistic career option, or
- who have recently started a business

4,500 people took part in **344** LEO-run Start Your Own Business programmes in 2022.



Helping Businesses in 2022...

From Idea



€1,700,700
approved for
Feasibility Study
Grants



To Starts-Up

€6,712,400
approved for
Priming Grants



€10,377,423
approved
for Business
Expansion Grants



To Growth

€21m+
approved in grant
aid in 2022

LEO in action: Case Studies

Funding Support - Primary Grant

“LEO are absolutely brilliant to us”



Nuálach Automation

How Priming Grants helped engineer success for Nuálach Automation

Virginia based Nuálach Automation was established in January 2021 and very quickly won Best Start up and Overall Winner at the Cavan Local Enterprise Awards.

It was founded by twenty-something friends and business partners Kealan O’Connell and Evan Roarke, who had previously worked together in the engineering sector.

Nuálach Automation works with companies to develop and design bespoke automation equipment. Clients include leading medical, food and beverage, and industrial companies to whom it provides support services for both existing and new automation systems. One of their first appointments on setting up the business was with their Local Enterprise Office in Cavan.

“I had heard about LEO and knew they could help us so I got in touch,” says Evan Roarke.

“The first thing the LEO team did was to put us in touch with two business mentors. One helped us with our application for a LEO Priming Grant, and the other helped us with financial advice.” While both were experienced engineers, starting and growing a business was new to them, so LEO Cavan’s support was welcome. “Starting my own business was always something I had wanted to do from a young age and we had spotted a gap in the market. Most of the automation equipment in use here comes from outside Ireland but if your manufacturer is based abroad, you can’t get a speedy service,” he says.

Since the pandemic, companies have moved to shorten supply chains, creating demand for an Irish automation equipment maker.

Indeed, such was the demand for Nuálach’s services that it was difficult for the pair to keep up. LEO Cavan provided a Priming Grant, which enabled Roarke to work in the business full time and earn a salary, which he hadn’t previously done.

A second Priming Grant enabled the pair to make their first hire, a key move for any new business, as well as invest in new equipment, money it has yet to draw down.

“The Priming Grants have enabled the business to grow much more rapidly than it otherwise would have,” says Roarke.

“Having another mechatronic engineer on the team frees me up to be out on the road, pulling in more business. LEO has been really supportive. They always include us in their talks and events and introduce us to the right people. They’re even looking around for new premises for us as we grow. LEO are absolutely brilliant to us.”

Client Success Stories

Funding Support - Primary Grant

“I tell people just pick up the phone and talk to LEO”

MyGug

How a LEO Priming Grant helped MyGug founders crack business success

Clonakilty based husband and wife team Fiona Kelleher and Kieran Coffey launched MyGug in 2022. It is a food waste system for small food businesses and schools that turns waste food into safe, free, renewable energy.

The couple have developed a small, egg shaped, anaerobic digester that takes in raw and cooked food waste and uses it to produce biogas. A small pump pressurises the gas, which is then suited to cooking.

Not alone does it prevent food waste from ending up in landfill but, as a by-product, it generates a rich organic liquid fertiliser for growing more food, allowing businesses to create complete food circularity.

The couple developed their first prototype in 2017 and spent five years perfecting the system, which they believe has the power to transform food waste worldwide.

They're not alone. MyGug has gone on to win a awards at UCD's AgTech accelerator programme, was a finalist in the Intertradelreland Seedcorn competition, and was accepted into the prestigious Harvard Climate Entrepreneurs Circle.

“We've seen an awful lot of interest and already have customers in the UK, Germany and Portugal,” says Fiona. “MyGug has global potential. Everywhere there is food waste we are going to have a customer.”

Fiona is a composer and musician by training while Kieran is a mechanical engineer. They got in touch with their Local Enterprise Office early on.

It provided them with mentor to help hone their market proposition. A Trading Online Voucher assisted them with their digital presence, while a TAME voucher supported a visit Catex, a catering trade show, “which was very fruitful”, says Fiona.

In 2022 they received a Priming Grant. “We used it for salary so that we could devote ourselves to MyGug full time and not worry about having to go out



and support our income in the meantime,” she explains.

“It was the difference between making the leap commercially or not. Without the Priming Grant we would have tipped away but we would have been reluctant to leave paid jobs to focus on it.” In 2022 LEO invited MyGug to exhibit at its stand at the Ploughing Championships. The interest it generated brought it to the attention of Enterprise Ireland and it is now an EI High Potential Start Up.

“I tell people who have an idea for a business to just pick up the phone and talk to LEO. They're very dynamic, supportive and productive. They have the expertise and they constantly provide you with opportunities to network and events to attend,” says Fiona.

“They are also very approachable and interested in what you are doing so just go and have a conversation with them. Certainly they have been a great support to us.”

Client Success Stories

Funding Support - Digital Start

“LEO had our back”

AiP Thermoform

Why AiP Thermoform has technology all wrapped up thanks to Digital Start

AiP Thermoform is a family business owned and run by husband-and-wife team John and Michelle Mulleady.

Established in 1998, it supplies a wide range of bespoke packaging solutions to Irish and international multinationals in the electronics, pharmaceutical and retail sectors. Based in Ennis, Co. Clare, the ISO 9001 and 14001 accredited company provides a full-service in-house solution to clients, from design to manufacturing.

Among its main activities is the manufacture of collator trays for the electronics sector, many of which are used to supply goods, such as reverse cameras, to the global automotive sector.

“These are high value items so it is important to ensure they are securely packaged,” says Michelle Mulleady. “All the work we do is also bespoke. We're an agile business that tailors everything we do to customers' needs.”

The Mulleady's have received assistance from LEO Clare since the business started. “We have found them to be an invaluable support, including everything from training to grant assistance for equipment,” says Michelle. Though the business is heavily mechanised and automated, the Mulleady's believed there are manual or cumbersome practices which could be improved, particularly in relation to stock control.

They signed up for Digital Start, a LEO programme that provides small businesses with the services of a trained technologist and digital mentor, to help improve efficiencies.

“Both John and I knew we were not digitally advanced enough, and that there had to be a better way of doing things. We were an open book, wanting to be told,” she says. They were assigned a Digital Start mentor, John O'Shanahan of Lean BPI, who is currently working with them to get a clearer view of their inventory.

“We need a way of getting all the information from the shop floor into a formula that we can track, without having to spend hours trawling through our computer,” she explains.

“We have an old computer programme which we can't interrogate to see what the conversion rate is of the material coming through the plant, that is, what comes in the door versus what goes out.”

Accurate data will help with their estimating and identify waste they weren't even aware of.

“We will be able to see that it took X amount of material to produce Y amount of product. Previously had to ask the guys on the floor about the rejects rate but that is not an exact science,” she explains.

“We were looking to digitise but we didn't know what was out there available to us. LEO provided an expert to help. Digital Start meant we were working with someone who we knew was trusted. We didn't have to go through the Golden Pages to find someone. LEO had our back.”



Client Success Stories

Funding Support - Trading Online Voucher

“We were a garden shed business but LEO saw our potential”

CarveOn Leather

Trading Online Vouchers helped CarveOn Leather design international success

CarveOn Leather, a maker of personalised accessories, was founded by brothers Gary and Alan McCormack in 2011.

When they first got in touch with their Local Enterprise Office, in Kildare, they were working from a shed in Gary’s garden.

Today they have a high spec 15,000 sq ft premises in Kilcullen and make customised goods for clients all over the world. CarveOn’s success led to the development of a sister business, Made Personal, which provides corporate branded products. In total the brothers employ 18 people.

When CarveOn was starting, LEO Kildare provided a Priming and a Business Expansion Grant to purchase equipment.

A challenge when starting any small business is that costs are at their highest. “For example, we started out paying Euro 5 for masking tape from Woodies. Now we deal directly with masking tape manufacturers, buy by the pallet, and they cost around 30 cents each,” explains Alan.

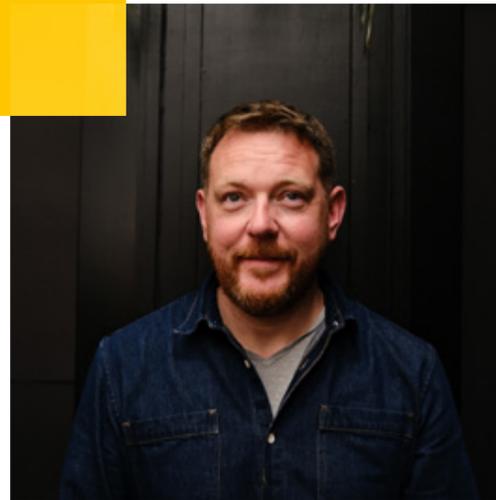
“Trying to get from startup to profitability is like the baby sea turtle born on the beach and trying to get to the water - the most perilous time is before you can tread water by yourself.” The business received two Trading Online Vouchers. These “enabled us to work with developers in Dublin who took our mostly off-the-shelf infrastructure and customised it for us,” he says.

The result is a website that allows clients to request customised goods, approve a graphic representation of them online, and make their order – all without having to talk to a designer. That allowed them to grow global sales. The sophistication of the website means the team can design, make and ship customised goods,

often overnight. In 2022, Made Personal won the Kildare Digital Champion Awards, an initiative of LEO Kildare.

The brothers are hugely appreciative of LEO’s help. “We were a garden shed business but LEO could see our potential and was able to support us, even though there was a high risk of failure” says Alan.

“LEO plays such an important role at such a pivotal stage of a company’s development. We certainly wouldn’t have gotten to where we are now without their support.”



We aim to promote **entrepreneurship**, foster business **start-ups** and develop existing micro and **small businesses** to drive **job creation** and to provide accessible high quality **supports** for your business **ideas.**

CARLOW

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T: 022 432 35 [Mallow office].
W: LocalEnterprise.ie/corknorthandwest
Twitter: @LEOCorkNW
Facebook: Search localenterprisecorknorthandwest

DONEGAL

Local Enterprise Office Donegal, The Enterprise Fund Business Centre, Ballyraine, Letterkenny, Co. Donegal.
T: 074 916 0735
W: LocalEnterprise.ie/donegal
Twitter: @DonegalLEO
Facebook: Search DonegalEnterprise

DUBLIN CITY

Local Enterprise Office Dublin City, Civic Offices, Block 4, Floor 1, Wood Quay, Dublin 8.
T: 01 222 5611/2
W: LocalEnterprise.ie/dublincity
Twitter: @LEODublinCity
Facebook: Search LocalEnterpriseOfficeDublinCity

SOUTH DUBLIN

Local Enterprise Office South Dublin, County Hall, Tallaght, Dublin 24.
T: 01 414 9000
W: LocalEnterprise.ie/southdublin
Twitter: @LEOSouthDublin
Facebook: Search LEO South Dublin

DUBLIN DLR

Local Enterprise Office Dún Laoghaire-Rathdown, County Hall, Marine Road, Dún Laoghaire, Co. Dublin.
T: 01 204 7083
W: LocalEnterprise.ie/dlr
Twitter: @LEO_dlr
Facebook: Search LEODunLaoghaireRathdown

FINGAL

Local Enterprise Office Fingal, First Floor, County Hall, Swords, Co Dublin.
T: 01 890 0800
W: LocalEnterprise.ie/fingal
Twitter: @LEOFingal
Facebook: Search LEOFingal

GALWAY

Local Enterprise Office Galway, First Floor, County Buildings, Prospect Hill, Galway City.
T: 091 509 090
W: LocalEnterprise.ie/galway
Twitter: @GalEnterprise
Facebook: Search LEOGalway

KERRY

Local Enterprise Office Kerry, County Buildings, Rathass, Tralee, Co. Kerry.
T: 066 718 3522
W: LocalEnterprise.ie/kerry
Twitter: @LEOCountyKerry
Facebook: Search LEOCountyKerry

KILDARE

Local Enterprise Office Kildare, Aras Cill Dara, Devoy Park, Naas, Co. Kildare.
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W: LocalEnterprise.ie/kildare
Twitter: @LEO_kildare
Facebook: Search LEOKildare

KILKENNY

Kilkenny County Council, County Hall, John Street, Kilkenny, Co. Kilkenny.
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W: LocalEnterprise.ie/kilkenny
Twitter: @LEOKilkenny
Facebook: Search LocalEnterpriseOfficeKilkenny

LAOIS

Local Enterprise Office Laois, Business Support Unit, County Hall, Portlaoise, Co. Laois.
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W: LocalEnterprise.ie/laois
Twitter: @LEOLaois
Facebook: Search LEO Laois

LEITRIM

Local Enterprise Office Leitrim, Aras an Chontae, Carrick on Shannon, Co. Leitrim.
T: 071 965 0420
W: LocalEnterprise.ie/leitrim
Twitter: @LEOLEitrim
Facebook: Search LEOLeitrim

LIMERICK

Local Enterprise Office, The Engine, Upper Cecil St, Limerick.
T: 061 557 499
W: LocalEnterprise.ie/limerick
Twitter: @LEO_limerick
Facebook: Search LimerickLEO

LONGFORD

Local Enterprise Office Longford, Áras an Chontae, Great Water Street, Co. Longford.
T: [043] 334 3346
W: LocalEnterprise.ie/longford
Twitter: @LEOLongford
Facebook: Search Local-Enterprise-Office-Longford

LOUTH

Local Enterprise Office Louth, Town Hall, Crowe Street, Dundalk, Co. Louth.
T: 1890 202 303
W: LocalEnterprise.ie/louth
Twitter: @LEOLouth
Facebook: Search LEO Louth

MAYO

Local Enterprise Office Mayo, Cedar House - 2nd Floor, Moneen, Castlebar, Co. Mayo.
T: 094 906 4299
W: LocalEnterprise.ie/mayo
Twitter: @LEOmhaigheo
Facebook: Search LocalEnterpriseOfficeMayo

MEATH

Local Enterprise Office Meath, Buvinda House, Dublin Road, Navan, Co. Meath.
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W: LocalEnterprise.ie/meath
Twitter: @MeathLEO
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MONAGHAN

Local Enterprise Office Monaghan, Unit 9, MTEK Building, Knockaconny, Co. Monaghan.
T: 047 718 18
W: LocalEnterprise.ie/monaghan
Twitter: @MonaghanLEO
Facebook: Search LocalEnterpriseMonaghan

OFFALY

Local Enterprise Office Offaly, Offaly County Council, Aras an Chontae, Charleville Road, Tullamore, Co. Offaly.
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W: LocalEnterprise.ie/offaly
Twitter: @LEOOffaly
Facebook: Search LEOOffaly

ROSCOMMON

Local Enterprise Office Roscommon, Roscommon County Council, Áras an Chontae, Co. Roscommon.
T: 090 662 6263
W: LocalEnterprise.ie/Roscommon
Twitter: @LEORoscommon
Facebook: Search LocalEnterpriseOffice

SLIGO

Local Enterprise Office Sligo, City Hall, Quay Street, Co. Sligo.
T: 071 911 4417/4408
W: LocalEnterprise.ie/sligo
Twitter: @LEOSligo
Facebook: Search LocalEnterpriseOffice Sligo

TIPPERARY

Local Enterprise Office Tipperary, Nenagh: Civic Offices, Limerick Road, Nenagh, Co. Tipperary.
T: 0761 065 000
 Clonmel: Ballingarrane House, Cahir Road, Clonmel, Co. Tipperary.
T: 0761 065 000
W: LocalEnterprise.ie/tipperary
Twitter: @LEOTipperary
Facebook: Search LocalEnterpriseOfficeTipperary

WATERFORD

Local Enterprise Office Waterford, Waterford City Office: 32 The Mall, Waterford, Co. Waterford.
T: 0761 102 905
 Dungarvan Office: Civic Offices, Dungarvan, Co. Waterford.
T: 0761 102 905
W: LocalEnterprise.ie/waterford
Twitter: @LEOWaterford
Facebook: Search LocalEnterpriseOfficeWaterford

WESTMEATH

Local Enterprise Office Westmeath, Westmeath County Council, Áras an Chontae, Mount Street, Mullingar, Co. Westmeath.
T: 044 933 8945
W: LocalEnterprise.ie/Westmeath
Twitter: @WestmeathLEO
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WEXFORD

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T: 053 919 6020
W: LocalEnterprise.ie/wexford
Twitter: @LEOWexford
Facebook: Search LocalEnterpriseOfficeWexford

WICKLOW

Local Enterprise Office Wicklow, Wicklow Local Campus, Clermont House, Rathnew, Co. Wicklow.
T: 040 430 800
W: LocalEnterprise.ie/wicklow
Twitter: @LEOWicklow
Facebook: Search LocalEnterpriseOfficeWicklow



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