

2015 IBYE Best Start-Up Winner

Norman Ormiston, BearRubber, Virginia, Co. Cavan

We spoke to Norman in September 2017 to get an update and to get his advice for anybody considering entering the Ireland's Best Young Entrepreneur (IBYE) Competition

Why did you enter the Cavan County competition for to find Ireland's Best Young Entrepreneur?

- **BearRubber** was established since April 2015
- When the IBYE competition call came - I felt I had a product that could win the Best Start Up company category as it is a niche product that is unique
- The business model was also well thought out as we work with other manufacturers
- Our unique selling points were our low cost waste rubber collection service coupled with our efficient manufacturing processes which in return gives us a high quality end product at a competitive price.
- It also had export market potential
- And importantly had a sound commercial focus
- Therefore I felt it ticked a lot of the boxes to do well in the IBYE competition



How did it feel to be announced the winner of the IBYE "Best Start-Up" Category?

- Of course I was over the moon
- I understood the value of this prize, not just financially, but the mentoring, profile and support winning IBYE afforded I knew would be invaluable in helping us grow the business
- And the €20,000 prize money was also very valuable at that time to help grow the business – we used it for marketing overseas.

What did winning IBYE 'Best Start-Up' category and being involved in the Ireland's Best Young Entrepreneur (IBYE) competition mean for you personally and for your business BearRubber?

- IBYE challenged me to look at the bigger business picture
- We had to develop 5-year forecasts and work out how we would hit the numbers
- We had to clarify our vision for the company
- It definitely focused me on the business long-term and not just for the next 6 months or a year - it was invaluable in this regard
- The prize money allowed us develop the overseas markets as we were able to attend Trade Shows to get to new markets
- Overall it helped **BearRubber** reach some of our business goals
- We also became more commercially aware
- It helped us plan for the future – which came in useful after some revenue streams dwindled over a number of months – we had a plan B – thanks to the mentoring and business supports of being part of the IBYE
- The mentors made you think and plan ahead

What advice have you for anybody considering entering IBYE

- I would say it is a no brainer – just enter as you have nothing to lose and everything to gain
- I would also suggest that you make sure you know what a business plan should have in it and if possible have one complete before the IBYE boot-camps – it will help you.

BearRubber

Mullaghland

Mullagh

Co Cavan

Tel: + 353 (0) 49 4310118

Mob: + 353 (0) 87 7911078

info@bearrubber.ie

<http://www.bearrubber.ie/>



BearRubber can supply a range of Rubber chip sizes

Here are some images of the BearRubber Products and how they are used



