

Fast tracking Success as a start up



As part of Invent's Seminar Series, we were delighted to be joined by **Cathy Winston** who gave a presentation on '**Fast tracking success as a start-up**'.

Cathy gave a very refreshing and candid presentation on the importance of knowing who your customer is and understanding their needs. All else springs from this basic principle! She spoke about the difficulties of getting new products and services to market with the 'channel' being the biggest challenge for a start-up. She stressed the need to continuously keep in touch with your customer through the entire phase of product development with the phrase Test-Learn-Pivot-Test-Learn-Launch. She outlined how social media can be used to market new products and services very effectively and gave a number of examples.

Her presentation was to a mixed audience of DCU Business School students who are all completing a final year module on New Enterprise Development. All of the students are working in groups on a new business idea. Cathy concluded by taking some examples from the student based audience and suggesting how they might consider marketing their new venture. Feedback from the students was very positive and they learned a huge amount on what are the real essential elements to making your start-up a success.

Cathy has a huge amount of experience in helping companies inject creative thinking and new ideas into their business planning process. Currently she is working as an implementation coach on the Enterprise Ireland iGAP programme, which seeks to fast track growth in high potential Internet companies. She has set up and managed several businesses in the research, innovation and retail space. She lectures on Innovation to achieve business growth in DCU Ryan Academy on the Business Innovation Programme and on Leadership and Innovation at the Bankers Institute. She has also been a guest lecturer on Market led Innovation on the Diploma in marketing in the IMI. For more information on Cathy Winston winco@iol.ie