

Software CEO delivers Do's and Don'ts of a start-up



Invent DCU was delighted to welcome back CEO and Founder of [Boxever](#), David O'Flanagan (pictured left) to share his experiences of building a software company in Ireland. The Boxever story began in a hot-desk in [Invent DCU](#) late in 2011. David has now grown the company to 11 employees and is going from strength to strength.

Boxever is a Big Data platform for Airlines. It is a real-time customer intelligence solution that enables airlines to leverage their online, offline and offsite customer data to create stronger, more profitable customer relationships. Their single customer view and analytics engine delivers unparalleled insight into how each traveller searches, shops

and books travel across every channel and their behavioural marketing platform allows airlines to segment and target each customer individually in real-time.

He shared many nuggets of advice for the very engaged audience.

Build the team early!

Being a sole entrepreneur is a lonely place to be and you need people to bounce ideas off.

Get training!

David was participant on Enterprise Ireland's Propel Programme.

No one sells as well as the founder!

Although primarily a technologist, David has had to develop his selling skills and his passion for what he is building certainly comes through.

An experienced entrepreneur and software executive, he has over 12 years' experience in a number of startups including Cape Technologies, a mobile telco analytics company that exited in 2007 for over \$25M. Most recently he was Head of Engineering at Datalex where he was responsible for the development and delivery of their travel e-commerce platform that processes billions of travel shopping and booking requests annually for some of the largest airlines in the world. While he is an accomplished leader and visionary, he is also a passionate technologist with expertise in the areas of cloud computing, Big Data and predictive analytics. Dave holds a M.Sc. in Computer Science and B.A in Mathematics from Trinity College Dublin in Ireland.

Well done David and his team and we wish you continued success.

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