

100 HOT START-UPS

The companies driving Ireland's entrepreneurial edge





Location: Dublin and Mayo
Sector: nutraceuticals

Vitropics is a female-focused, female-led nutraceutical company manufacturing innovative premium supplements in Co. Mayo. Self-funded to date, the company is getting investor-ready, with co-founder Donna Ledwidge on phase two of the EI NewFrontiers programme and scheduled to begin investor talks in January 2020. Its product, Triumph Monthly Cycle Supplement, is now stocked in more than 200 pharmacies in Ireland including Boots, Lloyds, McCabes, McCauleys. The company is in talks with Superdrug and Boots UK, and just confirmed a deal with GNC for their top 800 US retail stores for spring 2020. "Vitropics attended EI International Markets week and met with three new potential export territories," says Ledwidge. "The team is now strategising the long-term export plan."
vitropics.com



Donna Ledwidge and Renée O'Shaughnessy, co-founders, Vitropics

Volograms

Founders: Rafael Pagés, Konstantinos Amplanitis and Jan Ondrej

Year founded: 2018

Location: Dublin

Sector: AR/VR

Volograms enables the capture of real people into volumetric holograms - volograms - for all kinds of AR and VR experiences within video games, apps or social networks such as Snapchat or Instagram, using smartphones, tablets, AR and VR headsets.

This allows institutions, brands, creative agencies and individuals to bring immersive storytelling to the

next level. Co-founder Rafael Pagés, a finalist in Enterprise Ireland High Potential Start-Up (HPSU) Founder of the Year for 2019, says: "Volograms has worked with companies in diverse fields to introduce our volumetric holograms in cultural locations, education apps, corporate presentations and immersive storytelling. Volograms' vision is making this technology more accessible, so we are launching a volumetric video processing solution that will enable creators and professionals to create their own content."
volograms.com



The team at Volograms