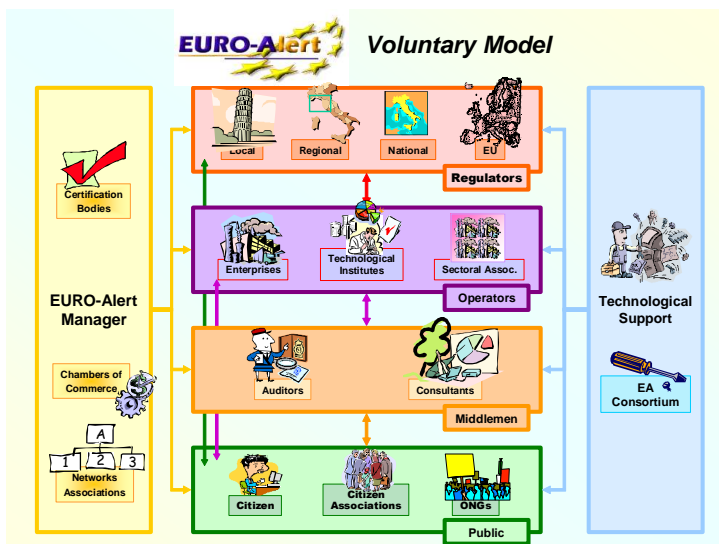


## Project

EnviroManagers was established as part of a consortium to commercialise the results of the EU-funded EuroAlert project. The company vision related to the provision of an ASP-based solution to the EU reporting requirements for environmental emissions across all SMW enterprises (IPPC).

The consortium structure was relatively complicated with partners of varying ability and commitment located in Ireland, Spain and Greece. Other than a vague common interest in commercialising the result of the EuroAlert project – which was also part of the original brief – there was little agreement between the partners on the key elements of the business. The project eventually broke down, due to the inability of the partners to agree on ownership, IPRs etc.

## Concept



## Role

My initial role in this project was to advise the entire consortium on the commercial exploitation of the EuroAlert project. As a result of the divergence of interests within the original group, my focus shifted to assisting the Irish partner to access the opportunities of a stand-alone venture.

Input and advice was provided in the following areas

- Clarification of project Critical Success Factors
- Definition of steps required to achieve the CSFs
- Commercial realism for the implementation of software businesses
- Negotiation between the consortium partners, specifically relating to issues of IPRs
- Exit strategy for the Irish consortium member
- Development of software development strategy for a stand-alone approach
- Preparation of initial Business Plan
- Education regarding the workings of the Venture Capital business
- Preparation of marketing materials

The project is currently on hold, pending the resolution of cash-flow difficulties by the founders.