



AGILite

Developing the digital and entrepreneurial competences
of VET trainers to support agile entrepreneurship training



Co-funded by the
Erasmus+ Programme
of the European Union

AGILite

- Spotting the opportunity
- Ireland
- 2011
- Where do entrepreneurs find their opportunities?

Dee's Wholefoods

The initiative

Dee's is an Irish based manufacturer of Organic burgers. While working in a legal office, she noticed that colleagues were bringing in pitta bread for lunch. A couple of weeks later she made veggie burgers for friends at a barbecue, and they were all eaten, while meat was left over. She brought one in and had it in pitta bread in work and all her colleagues wanted to try it. In March 2008, Collins gave up her job and concentrated full time on the business, selling her product at farmers markets all around Cork. She officially launched in July 2009.

Time frame

2009 - 2019

Areas of Focus

Spotting opportunities

Spotting needs in the market

People Behind the Case Study

Kieran Moynihan,
Entrepreneur-in-residence, Cork Institute
of Technology

THE JOURNEY

Finance

Founded by Irish Entrepreneur, Deirdre Collins

Outcomes to date

Dee's is an Irish based manufacturer of Organic burgers which are Gluten Free, Wheat Free, Soy Free, Meat Free, Dairy Free and Egg Free. Dee's Wholefoods was the first company in Ireland to create an innovative range of fresh, organic wholefood burgers.

After 10 years in the business, the company went bankrupt in 2019.

Origins

Cork, Ireland

Why it's relevant to AGILite

Dee spotted an opportunity and started a business from there. By seeing that both people in her workplace and friends really liked her burger, she spotted an opportunity to start her own business.

REFLECTION & DISCUSSION POINTS

Complete the following creative tasks about spotting opportunities within your routine and in your family.

- a) Your routine: Close your eyes and visualise your daily routine. Then write down everything you do in your day. Can you identify any hidden opportunities?
- b) Your connections: Write down everyone in your family and what they do. Think about what conversations or questions you have for them. Talk to your family and friends about these questions. There may be a hidden opportunity here.

MORE INFORMATION

Website:

<https://www.cit.ie/contentfiles/PDFs/1%20Spotting%20the%20opportunity%20Kieran%20Moynihan%20EIR%20CIT%20Oct%202011.pdf>

Contacts: Kieran Moynihan (kieran.moynihan@cit.ie)

AGILite

Developing the digital and entrepreneurial competences
of VET trainers to support agile entrepreneurship training



Co-funded by the
Erasmus+ Programme
of the European Union

"The European Commission's support of this publication does not constitute an endorsement of the contents, which reflect the views only of the authors, and the Commission can not be held responsible for any use which may be made of the information therein." Project Number: 2020-1-IE01-KA226-VET-082937