

ENTREPRENEURS OF CIT



MARYROSE SHANAHAN

MaryRose Shanahan is a Business Studies Student in CIT in addition to this she is a business owner, ex-Student Inc Participant, Dell EMC campus ambassador and also Alumni Ambassador for the CIT. MaryRose took time out of her busy schedule to enlighten us as to what entrepreneurship means to her.

What does entrepreneurship mean to you?

For me entrepreneurship means a lot of things. It not just about setting up your own business. It's a lot more than that. It's about the skills needed to be an entrepreneur. Its about being goal driven, you have to be determined and you have to be focused. And I think, probably the main thing that I learned about being an entrepreneur is that you have to believe in yourself and in your product or service and at the same time, you have to be able to take criticism.

Can you tell me a bit about your entrepreneurial ventures?



I suppose my entrepreneurial ventures started when I was 15 or 16 when I first starting working in my aunt's nightclub, collecting glasses. I learned a lot from working there and knew that I could build and develop what was offered at the time.

I am now 21 and managing under-age and over-age discos in O'Riada's Nightclub in Macroom. The skills that I have learned from this, have been invaluable and I can apply to other projects such as Gan Uisce.

Gan Uisce is a project I have been working on as part of the Student Inc. programme 2018. Student Inc is a programme where the Rubicon Centre take on students for the summer and they help them develop an idea into a business. Gan Uisce is an underarm sweat patch that adheres to the skin. Ultimately it prevents perspiration marks and that horrible yellow staining cause by sweating.

I am also a Campus Ambassador for Dell EMC Some activities involved with this would be representing Dell on site, telling students about graduate opportunities and placement opportunities and basically liaise between the students and Dell. I suppose, this is entrepreneurial as you have to think of new and innovative ways to engage students and bring something new and of value to them.

I wouldn't have been able achieve so much if it wasn't for the skills that I have learned in my college course (BA in Business Studies) and the help and mentoring I received in Student Inc.

What would you say to those out there who are interested in Enterprise and Innovation and are budding entrepreneurs?

First of all, I would say, when it comes to something like Student Inc., this is something that I never thought that I would have went for. But, we need to be able to get outside of our comfort zone, push ourselves more. Don't be the same as everyone else. Like my favourite Dr. Seuss quote says; 'You have to be odd, to be number one'



THE STUDENT INC. EXPERIENCE

If Entrepreneurship and Innovation is something that you are interested in, make sure to visit www.enterprise.cit.ie to avail of the all supports in place to make your idea a reality.