



Nikki Evans

PerfectCard

GOING FOR GROWTH PROFILE

NAME:

Nikki Evans

BUSINESS

PerfectCard

POSITION

Founder and Managing Director

WHAT WE DO

Prepaid debit card solutions

CONTACT US

Unit 1, Knightpark,
Greystones,
Co. Wicklow

T: 01 255 7111

E: info@perfectcard.ie

W: www.perfectcard.ie

PERFECT CARD

After living and working in Australia, New Zealand and London, Nikki Evans returned to Ireland in 2005 with a determination to set up her own business.

Originally working in I.T, Nikki completed an MBA in London Business School, before a spell in Management Consultancy, specialising in the financial sector. Nikki soon grew tired of working for someone else, not to mention travelling over and back to Ireland and so decided to come home. *"My partner lived in Ireland and I knew it was time to move back. After becoming used to working for international companies in London, I decided that the best way forward was to look into setting up my own business."*

One of the clients Nikki worked for in London was VISA. Up until that point, prepaid debit cards were only available in the USA and VISA was looking to bring them into the European market. During a conversation with a family friend, who was negotiating a contract as a provider of electronic payment equipment to Blanchardstown Town Centre, Nikki had a brainwave. *"Blanchardstown were bringing out a gift card and they had difficulty trying to persuade their tenants to install the required software. The equipment was also very expensive. I knew that prepaid debit cards would soon be available and they were the perfect solution!"*

The concept for PerfectCard was born. Nikki approached VISA and MasterCard and secured a contract to provide the prepaid debit cards to shopping centres. Today, PerfectCard are the leading provider of retail gift cards in Ireland, with customers including Dundrum Town Centre and Blanchardstown Centre. *"The PerfectCard made things much easier for shopping centres as they work through the standard card machines in each store and have proven to be a great marketing tool."*

Following the success of the PerfectCard, the company refocused its strategy on the corporate market where they developed the Perfect Incentive scheme for employees and customers. *"The card can be used worldwide or online. It works particularly well for our multi-national clients, such as Dell who have offices all over the world!"*

In 2010, Nikki successfully applied for the 2nd cycle of Going for Growth, following a recommendation from her Development Advisor in Enterprise Ireland. Although sceptical about the programme, Nikki went along to the first meeting not knowing what to expect.

"As the participants around the table were introducing themselves, I realised that they were all really ambitious and were focused on driving their businesses forward. I knew that this experience was going to be completely different to anything I'd done before. We all faced similar challenges and were able to test ideas and seek advice without worrying about the negative impact of asking tough questions."

In September of the same year, Nikki was named Women Mean Business Entrepreneur of the Year 2010.

In 2012, Nikki was invited to become a Lead Entrepreneur on the 4th Cycle of Going for Growth. She found the experience quite fulfilling. *"It has been very inspiring seeing how a group of peers can really help and support each other. Even as a Lead, I always took away learning points from the participants' experiences and these have helped me solve problems in my own business."*

Barely in business two years before the recession hit hard in 2008, Nikki feels her greatest achievement has been staying in business and growing substantially over the last eight years. With a turnover of €250,000 in 2006, PerfectCard generated €23 million in 2013 and currently employs 23 full time staff.

Most recently, PerfectCard has teamed up with MiDough, to launch a virtual card for use online aimed at parents with teenagers. Having grown very quickly in the beginning, Nikki hopes to push for further growth in 2014 and beyond. *"This time I am going in with the knowledge I've gained from Going for Growth. For instance, not to spread yourself too thin; to take on one or two opportunities and to do them well."*



Ireland's EU Structural Funds Programme 2007 - 2013
As funded by the Irish Government and the European Union



EUROPEAN SOCIAL FUND
Investing in your future



WORKS TOGETHER WITH COMMUNITARIAN
VALUES OF JUSTICE AND EQUITY



ENTERPRISE IRELAND
where innovation means business

BUSINESSWOMEN 4
INTERNATIONAL GROWTH
developing the business potential
of ambitious women
an Enterprise Ireland initiative