



Yvonne Brady

EVB Sport

GOING FOR GROWTH PROFILE

NAME:

Yvonne Brady

BUSINESS

EVB Sport

POSITION

Founder/Managing Director

WHAT WE DO

Support Sportswear for Women

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Yvonne Brady is an engineer with over 18 years' experience analysing problems and finding solutions. Alongside her husband, she set up an engineering practice in 2000. Following the birth of her third child, Yvonne turned her skills to designing sportswear for women after pregnancy. Her Identification of the need arose from her own experience *"I decided to run the Dublin City Marathon, but while training I discovered that my deep core muscles required extra support. After pregnancy, some women experience prolapse, and I suffered light bladder leakage whilst running. I didn't speak about it to anybody. I was mortified."*

Research has found that over a third of women suffer to some degree from weak pelvic floor muscles. In March 2012, Yvonne began working on the concept for her product and took part in DKIT's New Frontiers programme, which is supported by Enterprise Ireland. With her engineering knowledge, Yvonne developed EVB Sports Shorts, which feature patent pending technology to support the abdomen, lower back and perineum, and effectively taking pressure off the core muscles.

Finding a suitable manufacturer to produce the shorts proved very difficult and took over a year to source. In the meantime, Yvonne conducted further market research, having obtained feasibility support from EI. She was subsequently successful in being awarded competitive start funding by EI in late 2013.

She has also been successful in securing two innovation vouchers from Enterprise Ireland to help with the testing that has been undertaken in DCU, TCD, and the Royal College of Surgeons. Based in Drogheda, Co. Louth, EVB Sport Shorts can be bought online through their website. The shorts are also available in Elvery's Sports stores and other outlets.

"Elvery's initially launched EVB Shorts in three of its retail outlets in Galway, Dundrum and Arnott's in Dublin in September 2014. The EVB Sport range can be found now in Elvery's nationwide. Our EVB Sport range is also available in Intersport UK retailers and many independent physiotherapy practices around Ireland and the UK. We are also been recommended by the leading Maternity hospitals in Ireland."

Yvonne participated in Starting Strong in 2014 and got great benefit from her involvement in the initiative. *"Listening to real life experiences from our Lead Entrepreneur motivated us and gave us hope that we too could succeed. No matter what type of business was around the table we were all facing similar challenges. To be able to discuss these issues in an open and frank way was extremely helpful. The focus on 'Thinking Big' was apparent from day one. I doubled my turnover and created one new full time job as a result of the sessions."*

In October 2014, Yvonne reached the final of the Cartier Women's Initiative Awards as one of three European representatives. In total, just 18 finalists had been selected from over 1,000 female entrepreneurs worldwide. In November 2014, Yvonne won the Regional Final for Intertrade Ireland's Seedcorn Competition. In September 2016 EVB Sport was announced as winners of Network Ireland's Business Awards in the Established Business Category.

The EVB Sports range has been endorsed by both medical and sporting professionals all over Ireland and has also been endorsed by the physiotherapy suppliers to the UK athletics team. In 2014, Yvonne secured investment and support from two Investors on RTÉ's Dragons' Den. She decided against accepting the money from the Dragons and decided instead to seek HPSU status from Enterprise Ireland. In April 2015 Yvonne was approved for match funding with EI after attracting further private investment. Yvonne found a lack of capital has been her main barrier to growth, *"Trying to create a global brand requires a lot of investment. When you are creating something new it takes more time and effort to educate the market. Having found a clear gap in the market, I am focused on securing financial support to bring EVB Sport to an international level in 2017!"*

EVB Sport's vision is to become a leading global supplier of women's sportswear. Yvonne plans to focus on sales, marketing and product development. 'We have expanded our team and are now a team of 4 and looking to hire two more staff members in 2017 as we continue to grow! We have also expanded our product range with new exciting lines coming on board in 2017.

Going for Growth is a project funded by Enterprise Ireland and KPMG

