

Why was ReaDI-Watch founded?

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ReaDI-Watch was founded by Prof. Gerry Byrne, Dave Byrne and Aisling Kirwan in 2021. Their goal was to change the way companies invest in R&D and Innovation by democratizing a tried and tested approach and making it accessible to companies around the world. They aimed to help companies increase their return on R&D and Innovation investment, navigate the R&D tax credit and grant funding landscapes more easily, and unlock their full potential.

Founding Team of ReaDI-Watch Innovation, R&D and Entrepreneurship Careers



- Innovation and R&D Consultant (9+ years)
- Worked directly with companies & applied research organisations on Innovation and R&D strategy, funding & team growth
- Published multiple papers, models & built solutions for Innovation and R&D in role - saw a huge gap in the market

Dave Byrne, CEO



- R&D and Innovation Leader (UK & Ireland) in Kerry Foods (MNC)
- Insider's perspective on Innovation and R&D - ReaDI-Watch would have solved her pains and added value!
- R&D Business Case / Investment, R&D Process, Innovation Strategy and R&D Tax Credits

Aisling Kirwan, CPO



- Former Dean of Engineering / Architecture, UCD - One of Ireland's most senior international Engineers, award-winning Applied Research impact
- Director & Non-Exec in Multiple Irish & International Tech Companies & Nominated Expert Auditor for Enterprise Ireland Grant & R&D Tax Claims
- Established a consultancy business in 2014 to address the urgent problems with SMEs and Innovation / R&D

Professor Gerry Byrne, CSO

ReaDI-Watch drove its early success and took inspiration from GB Innovation, a successful consulting business founded by Prof. Byrne that assisted companies with R&D investments, team growth, R&D tax credits, and grant funding across Ireland, the UK and the EU.

Who is it for and what does success mean?

Understanding that the business process of innovation and R&D needed a digital solution to provide companies with a framework for driving towards innovation success, Dave, Gerry & Aisling founded ReaDI-Watch.

ReaDI-Watch platform, a new category of enterprise software for Innovation and R&D, has enabled companies of different shapes and sizes, growth strategies and shareholder journeys to realise success. Success with ReaDI-Watch includes year-on-year R&D tax credit growth, Innovation and R&D investment growth, seamless grant drawdowns & R&D tax drawdowns, and foundational IP asset growth.

[Link to Introduction Video](#)