

“The networking side of Back for Business was hugely beneficial. The ideas that came from those discussions were highly influential for me.”

ANDREW SCANNELL

Clinks



Arriving back to his native Cork after 11 years in Australia, Andrew Scannell quickly identified the convenience economy as an area in which Ireland is trailing the rest of the world.

From his home in Monkstown, the former sales director set about developing an Irish version of an on-demand alcohol delivery service that he'd seen Down Under. The result is Clinks, Andrew's app and web-based service which went live in August this year, a key milestone which Andrew was understandably delighted to reach.

“I always wanted to be involved in a start-up dealing with a premium product. It had to be savvy and something the user enjoyed using. And I think we've achieved that with Clinks,” says Andrew.

“From concept to launch, the project has taken about 18 months. Nearly 40 per cent of that was making sure that our policies and processes were legal and correct, while the other 60 per cent was development of the software. We put a huge focus on user

experience. We made sure it is the most user friendly it can possibly be.”

The process begins with users downloading the app and registering an account. They then continue to browse the stock for their favoured type of beer, wine, spirits, soft drinks or snacks before being led to a selection of participating off licences in their vicinity. Once the items are paid for, the delivery is offered to a network of contracted drivers or riders and, at the final stage, the consumer is required to provide a valid ID before taking delivery.

Andrew, who has a background working as a sales director in the renewable energy, credit card and telecommunications sectors in Australia, has signed up a number of Cork off licences for the first phase of the project.

“I was working with American Express when I moved back, rolling out sales to small merchants so they would accept American Express. From that I got the knack for understanding what you need for a start-up,” he says.

“We're only dealing with independent off licences. My wife's family ran a chain of dry cleaners around Cork so we understand the importance of supporting small business over the big budget supermarket chains.

“We're really excited to expand throughout Cork quite quickly and after that, the plan is to start rolling out to Premium Off Licences in Dublin, Galway and Limerick before Christmas. But it will be based in Cork for the first month.”

Andrew believes the Back for Business programme has been “invaluable” to the formation of Clinks, hailing the expertise of his fellow entrepreneurs as a key resource alongside the guidance of his Lead Entrepreneur.

“The networking side of things was hugely beneficial, and the ideas that came from those discussions were highly influential. The mentors provided great advice but personally, I learned a lot from the other entrepreneurs, like how they dealt with challenges that tracked very closely to where I was in my own entrepreneurial journey,” he adds.



POSITION

Founder and Director

WHAT WE DO

We are an app and web-based on-demand delivery service for alcohol.

CONTACT US

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