



19th May
Media Information

BMW Driving the Next Generation of Irish Business

- BMW Ireland Launches Entrepreneur competition to Discover and Support Ireland's rising start-up talent.
- Range of benefits for winner including use of a BMW iX1 or BMW iX2, mentoring sessions and profile features through BMW Ireland.
- Expert Panel of Judges including a representative from Enterprise Ireland.



Caption: Peigín Crowley, BMW Friend of the Brand.

BMW Ireland, in collaboration with entrepreneur and Friend of the BMW Brand **Peigín Crowley**, is proud to launch **BMW Ireland's Future Entrepreneur Competition**, a new initiative designed to find and support Ireland's next generation of innovative business leaders.

The campaign aims to empower early-stage entrepreneurs by providing brand visibility, expert mentoring and access to one of the world's most iconic automotive brands. The



programme invites founders of start-up businesses from across Ireland to apply for a unique opportunity to partner with BMW Ireland, showcasing ventures that align with the core values of innovation and sustainability.

Helen Westby, Managing Director of BMW Ireland said "Ireland has always been a country of incredible ideas and bold ambition. Through this programme, we're proud to support the next generation of Irish entrepreneurs and help them accelerate their business with support and alignment from our brand. BMW Group's global strategy is to focus on sustainable development, aiming to integrate business, environmental, and social considerations together, so we are proud to support this mission in Ireland."

"This programme is about more than mobility, it's about momentum," added **Peigín Crowley, founder of GROUND and Friend of the Brand with BMW**. "It gave our business an incredible boost in visibility, confidence and credibility. Now it's time to pay that forward and support the next founder ready to make their mark."

All applications will be reviewed by a panel of experts, including **Enterprise Ireland**, who are seeking entrepreneurs with a compelling vision, a clear sense of purpose and a genuine passion for BMW's values. Submissions will be assessed on the strength of the content and the candidate's ability to communicate their story with clarity, creativity and ambition.

Applicants are asked to submit a **three-minute elevator-style video pitch**, along with a completed entry form, showcasing not only what they do but how they do it differently.

The selected winners will receive:

- Exclusive use of a fully electric BMW iX1 or BMW iX2, complete with company branding for a three-month period in 2025
- A one-to-one mentoring session with Peigín Crowley
- Networking support and mentoring from the BMW Group during the period
- A professional photo and video shoot and features on discoverbmw.ie and BMW Ireland's social media channels

Applications open on 19 May 2025 midnight and close on 22 June 2025 midnight on [www.DiscoverBMW.ie](https://discoverbmw.ie). Shortlisted finalists will be invited to a networking lunch on 16 July, where the winner will be announced.

Find out more about entering your start-up business visit:

<https://discover.bmw.ie/driving-innovation-and-sustainability-bmw-irelands-future-entrepreneur-competition/>

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This initiative reaffirms BMW Ireland's commitment to innovation, sustainability and supporting the future of Irish enterprise. With a strong history in supporting start-up ventures this year, **The BMW Start Up Garage** is celebrating its tenth anniversary. This venture client unit seeks out innovations that deliver real benefits for the BMW Group's products, services, systems and processes. The aim of the programme is to evaluate startups and enable them as long-term partners for the BMW Group, as a way of strengthening the company's innovation leadership. Its achievements so far: 4,700 startups assessed, joint projects with more than 220 fledgling companies from 26 countries, and a total of 30 startups now established as suppliers, service providers and an integral part of the BMW Group network. For more information, please visit [HERE](#).

In addition to supporting Start-Up businesses, BMW Group also supports [Catena-X](#), the first globally trusted and collaborative data ecosystem for the automotive industry. From large corporations to small and medium-sized enterprises, this data ecosystem is open to all players in the automotive industry. The platform aims to leverage its transparent and cooperative thinking as a basis to address future challenges such as CO₂ reduction, supply chain security and the circular economy. Above all, Catena-X is intended to improve the quality of the vehicles. Because fewer recalls also mean fewer resources and lower costs. [Catena-X](#)

-ENDS-

Notes to Editor.

To be eligible, applicants must:

- Be the founder or co-founder of a start-up business (under five years old)
- Be aged 23 or older and a resident of the Republic of Ireland
- Hold a valid driving licence for two years or more, with no driving convictions
- Have a strong digital presence and sustainability focus
- Agree to sign BMW's vehicle indemnity form and be included in video / photo promotion
- Be available to attend the networking lunch on 8 July 2025
- Registered legal business entity

Preferred but not required:

- Audited accounts

For full terms and conditions, visit: <https://discover.bmw.ie/driving-innovation-and-sustainability-bmw-irelands-future-entrepreneur-competition/>



The BMW Group

With its four brands BMW, MINI, Rolls Royce and BMW Motorrad, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. The BMW Group production network comprises over 30 production sites worldwide; the company has a global sales network in more than 140 countries.

In 2023, the BMW Group sold over 2.55 million passenger vehicles and more than 209,000 motorcycles worldwide. The profit before tax in the financial year 2023 was € 17.1 billion on revenues amounting to € 155.5 billion. As of 31 December 2023, the BMW Group had a workforce of 154,950 employees. The success of the BMW Group has always been based on long term thinking and responsible action. The company set the course for the future at an early stage and consistently makes sustainability and efficient resource management central to its strategic direction, from the supply chain through production to the end of the use phase of all products.

About GROUND Wellbeing:

Founded in 2020 by wellness curator and spa consultant Peigín Crowley, GROUND Wellbeing is an award-winning Irish brand focused on intuitive self-care through purposeful rituals and natural aromatherapy. Born at her kitchen table during lockdown, Peigín's vision was to create products that honour the body's need for rest, recovery and balance. Rooted in spa expertise and guided by a deep respect for nature, GROUND offers 100% natural, vegan, and sustainably crafted products that support sleep, hormone health, menopause, pregnancy, and cancer care. Handmade in small batches in Cork, each product is developed with intention to nourish both skin and soothe the soul, encouraging slow, mindful moments of wellness.

About Ground Wellbeing, Founder – Peigin Crowley:

Peigín Crowley is an award-winning spa consultant with over 25 years' experience designing transformative treatments for 5-star properties. In 2020, following her own experience with stress, burnout and a growing awareness of the pressures placed on modern lives, she embarked on a quest to create unique products and at-home rituals that could easily be incorporated into a daily self-care routine. She founded GROUND Wellbeing in 2020, a brand built on the principles of inclusive wellness, sustainable practices, and the healing power of touch. Guided by a belief that true self-care should

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be accessible and intuitive, Peigín has created a range of wellness products and professional spa rituals that honour every stage of life. With a strong female-led team and a network of spa partners across Ireland and beyond, Peigín continues to champion intentional, results-driven wellness rooted in compassion and craft

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