



Thursday, 17th July 2025.

High-Res Event Imagery Available to [View and Download here.](#)

Irish Businesses Urban Aran and BiaSol Win BMW Future Entrepreneur Competition.



Niamh Dooley, BiaSol and Christine Murphy, Urban Aran

Dublin, Ireland: BMW Ireland has announced Urban Aran and BiaSol as the two winners of its inaugural **BMW Future Entrepreneur Competition**, recognising two outstanding early-stage Irish businesses making an impact through innovation, sustainability, and creativity.

The competition was launched by BMW Ireland earlier this year, in partnership with Peigín Crowley, entrepreneur and BMW 'Friend of the Brand', and supported by Enterprise Ireland, to champion the next generation of Irish innovators.

The announcement was made during a networking lunch on Wednesday, 16th July at Cliff at Lyons, Kildare, where the ten shortlisted finalists came together with BMW representatives, industry leaders, and competition partners.

The winning businesses

Urban Aran, based in Waterford and founded by Christine Murphy, is a premium Irish knitwear brand blending traditional Aran techniques with bold, contemporary design. The label focuses on sustainable, locally made garments using 100% fine merino wool.

BMW

Ireland

Corporate Communications

Media Information

Date 16 July

Subject **BMW Future Entrepreneur Competition.**

Page 2

BiaSol, founded by siblings Ruairi and Niamh Dooley from Tullamore, Co. Offaly, transforms brewers' spent grain into high-fibre, plant-based food products, creating a circular solution that addresses food waste and improves nutrition.

Helen Westby, Managing Director of BMW Ireland, said, *"BiaSol and Urban Aran both stood out for their creativity, clarity of purpose, and potential to scale. Their entrepreneurial spirit perfectly reflects the values behind this competition - innovation, ambition, and a commitment to driving positive change. We're delighted to support them on their entrepreneurial journey."*



Judging panellists, Helen Westby BMW, Conor O'Donovan Enterprise Ireland and Entrepreneur Peigin Crowley

As part of their prize, each winner will receive the use of a fully electric branded BMW iX1 or iX2 for a period in 2025, along with tailored mentoring support and a brand feature package including a professional photo and video shoot and promotional content via BMW Ireland's social media platforms.

Guests also took part in a panel discussion and Q&A with the judging panel, followed by networking and a showcase of the all-electric BMW iX1 & iX2, a symbol of the brand's commitment to forward-thinking innovation.

BMW Ireland Corporate Communications

Media Information

Date 16 July

Subject **BMW Future Entrepreneur Competition.**

Page 3



In addition to the two winning businesses, BMW Ireland proudly shortlisted **eight exceptional finalists**, each demonstrating innovation, purpose, and entrepreneurial flair across a range of industries. From Meath, ***A Sorted Affair*** is a professional organising duo founded by Kim Fitzgerald and Lyn Luxford, helping clients declutter and style their homes for more functional living. ***Venue Golf Ireland***, organised by Lucy Condon in Kilkenny, curates women's golf events at iconic locations like Kilkea Castle and Tulfarris, blending sport with tailored overnight experiences. Dublin-based ***Cloud Pilates***, led by Ali Hayes, offers accessible Pilates classes and community pop-up events focused on wellness and connection.

Near Cashel, ***Banór***, founded by Elaine Crosse and Nicole Lyons, combines farm-born ingredients and skincare science to create lanolin and sheep's milk-based natural skincare. ***Ogam***, founded by Jay Choi in Cork, is a Korean BBQ sauce brand rooted in traditional family recipes, bringing bold, authentic flavours to Irish kitchens. ***Flower Pop***, run by Heather Condren in Inchicore, is an award-winning floral studio known for its vibrant, colour-rich arrangements and creative workshops. Cork-based ***We Are Riley***, founded by Fiona Parfrey, Aine Kilkenny, and Lauren Duggan, champions sustainable period care with eco-conscious products and a mission to drive period equity. Finally, ***One More Thing***, led by Vivian Wong in Kildare, is a creative floral design studio specialising in preserved flowers and bespoke arrangements that combine artistic flair with thoughtful storytelling.

BMW Ireland Corporate Communications

Media Information

Date 16 July

Subject **BMW Future Entrepreneur Competition.**

Page 4



Christine Murphy, Urban Aran and Helen Westby BMW

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](#).

BMW Ireland Corporate Communications

Media Information

Date 16 July

Subject **BMW Future Entrepreneur Competition.**

Page 5



Helen Westby BMW and Niamh Dooley BiaSol

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.

For more information on BMW Ireland and its current initiatives, please visit <https://discover.bmw.ie/>.

-ENDS-

**Editor's Notes;
About Urban Aran**

BMW

Ireland

Corporate Communications

Media Information

Date 16 July

Subject **BMW Future Entrepreneur Competition.**

Page 6

Founded in Waterford by Christine Murphy, Urban Aran creates timeless knitwear made from pure, traceable merino wool. Inspired by street art and digital design, their pieces are fully fashioned (minimising waste) and made entirely in Ireland. Urban Aran is the only brand designing jacquard knitwear in Ireland and has been selected to launch annual collections at Brown Thomas Dublin since 2022. The brand partners with premium retailers including Adare Manor and is developing a bespoke blanket project for the Ryder Cup 2027.

About Biasol

Biasol began in 2020 when siblings Ruairi and Niamh Dooley identified brewers' spent grain as a nutritious, sustainable food ingredient. Headquartered in Tullamore, Co. Offaly, Biasol upcycles this by-product into healthy, high-fibre food products that reduce food waste and support better diets. The award-winning business is Origin Green certified and aligned with the UN Sustainable Development Goals, promoting a healthier, more circular food system.

Judging Panel Submissions were assessed by a panel of industry and brand experts:

- Helen Westby, Managing Director, BMW Ireland
- Laura Condron, Communications & Strategy Manager, BMW Group Ireland
- Peigín Crowley, Entrepreneur and BMW Friend of the Brand
- Representatives from Enterprise Ireland

About Enterprise Ireland

Enterprise Ireland is the government organisation responsible for supporting Irish businesses to grow and compete in global markets. Its involvement in the competition reinforces its mission to back high-potential startups and early-stage companies shaping the future of Irish enterprise.

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

Ireland

Corporate Communications

Media Information

Date 16 July

Subject **BMW Future Entrepreneur Competition.**

Page 7

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.

In 2024, the BMW Group sold over 2.45 million passenger vehicles and more than 210,000 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 economic success of the BMW Group has always been based on long-term thinking and responsible action. Sustainability is a key element of the BMW Group's corporate strategy and covers all products from the supply chain and production to the end of their useful life.

www.bmwgroup.com

LinkedIn: <http://www.linkedin.com/company/bmw-group/>

YouTube: <https://www.youtube.com/bmwgroup>

Instagram: <https://www.instagram.com/bmwgroup>

Facebook: <https://www.facebook.com/bmwgroup>

X: <https://www.x.com/bmwgroup>

For further information, please contact:

Laura Condrón. Communications and Strategy Manager +353 86 047 7549 |

laura.condron@bmw.ie

Katie Allen | PR Director, Agency Fo