ClearStory International Startup Trend Report (Ireland)

Issue 1, 2016–2018

ClearStory
International
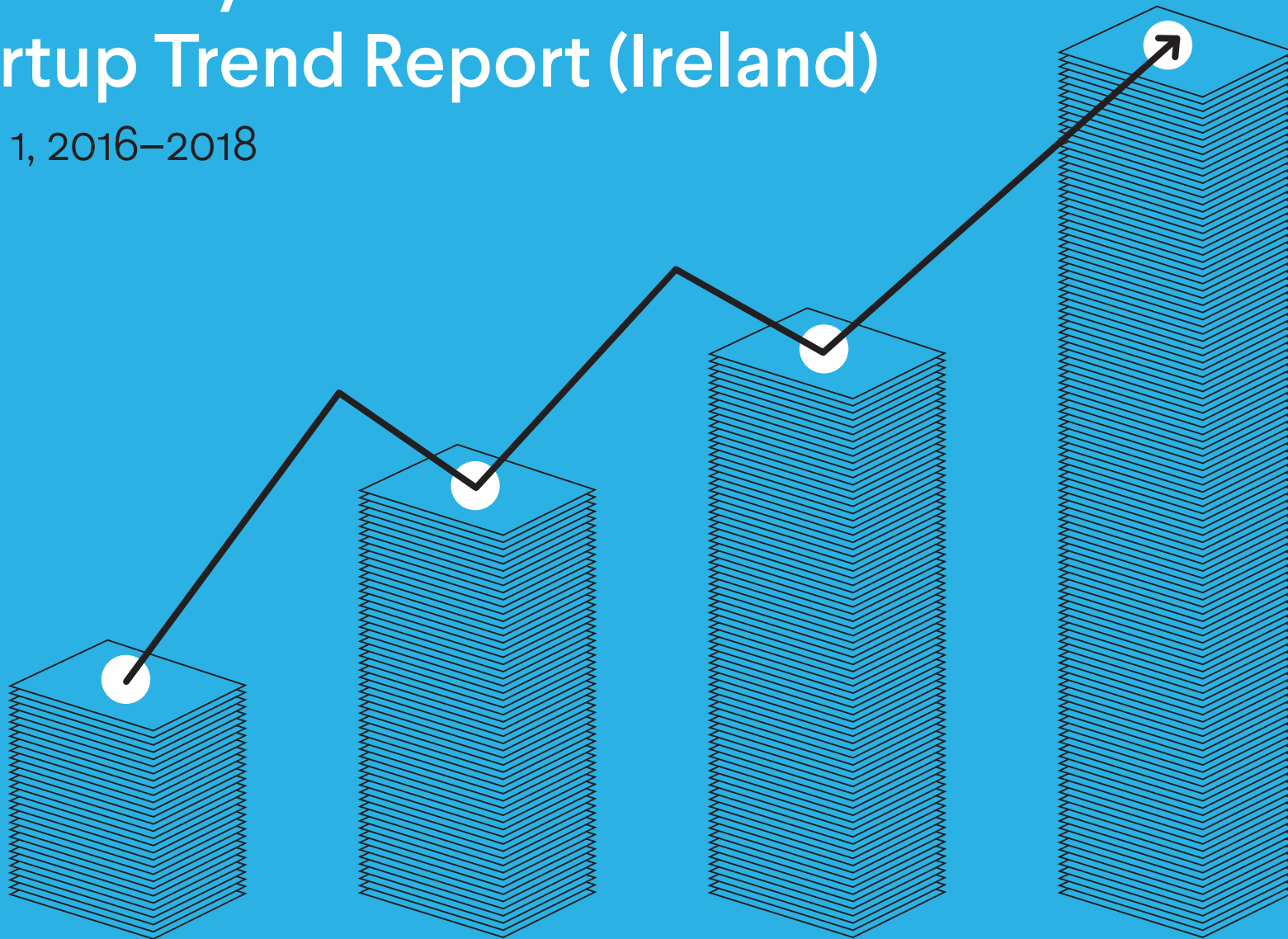
Accessible public relations to the world's most promising startups

About ClearStory International

ClearStory International is an accessible international public relations agency with headquarters in Dublin, Ireland. We work with the world's most promising startups and internationally focused businesses to build their profiles in new and existing markets.

With a network of media contacts across 60+ countries including leading national and international publications and broadcasters, trade publications, podcasts and bloggers, ClearStory International offers unrivaled media access.

We represent clients across North America, Europe and South-East Asia to tell their story anywhere in the world. We have targeted and secured clients coverage in top tier publications and broadcasters such as BBC, Forbes and China Daily.

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Foreword

We're delighted to release the first annual ClearStory International Tech Startup Trend Report for Ireland this year.

Ireland has become a leading tech startup hub globally with Dublin, Cork and Galway steadily climbing the world rankings, between them producing hundreds of high potential startups in recent years.

As the success of the startup ecosystem in Ireland grows, so too is the level of interest in its various sectors, founders, successes and failures. National media outlets in recent years have taken an increasing interest in the sector as its potential and impact grows on the wider Irish population.

As part of a global series, ClearStory International has produced a report analysing leading and fading startup trends in Ireland to provide insights into the areas of technology which are leading national debate and interest in the media.

The report covers the period 2016 – 2018 and includes 37 startup trends.

We hope this report will be of use to industry stakeholders, journalists and startup founders in providing further intelligence on the state of the tech industry in Ireland.

James McCann
Managing Director
ClearStory International

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ClearStory was founded in 2017 by James McCann, a former PR Director for tech conferences RISE and Web Summit

Analysis

Overall

Tech startup coverage has surged in Ireland in recent years, from 3,453 related articles in 2016 to 5,883 in 2018 as interest in emerging trends peaked.

Tech trends such as Cryptocurrency, Artificial Intelligence and Blockchain largely led the surge, supported by growth in emerging workplace topics such as the gig economy, coworking and remote working trends.

While there were big winners over the last two years, there were a number of trends that fell significantly including Wearables, Virtual Reality and Drones.

There was an increase in Tech startup related coverage of over 70% in Ireland in 2018 compared to 2016

3,453
2016

5,883
2018
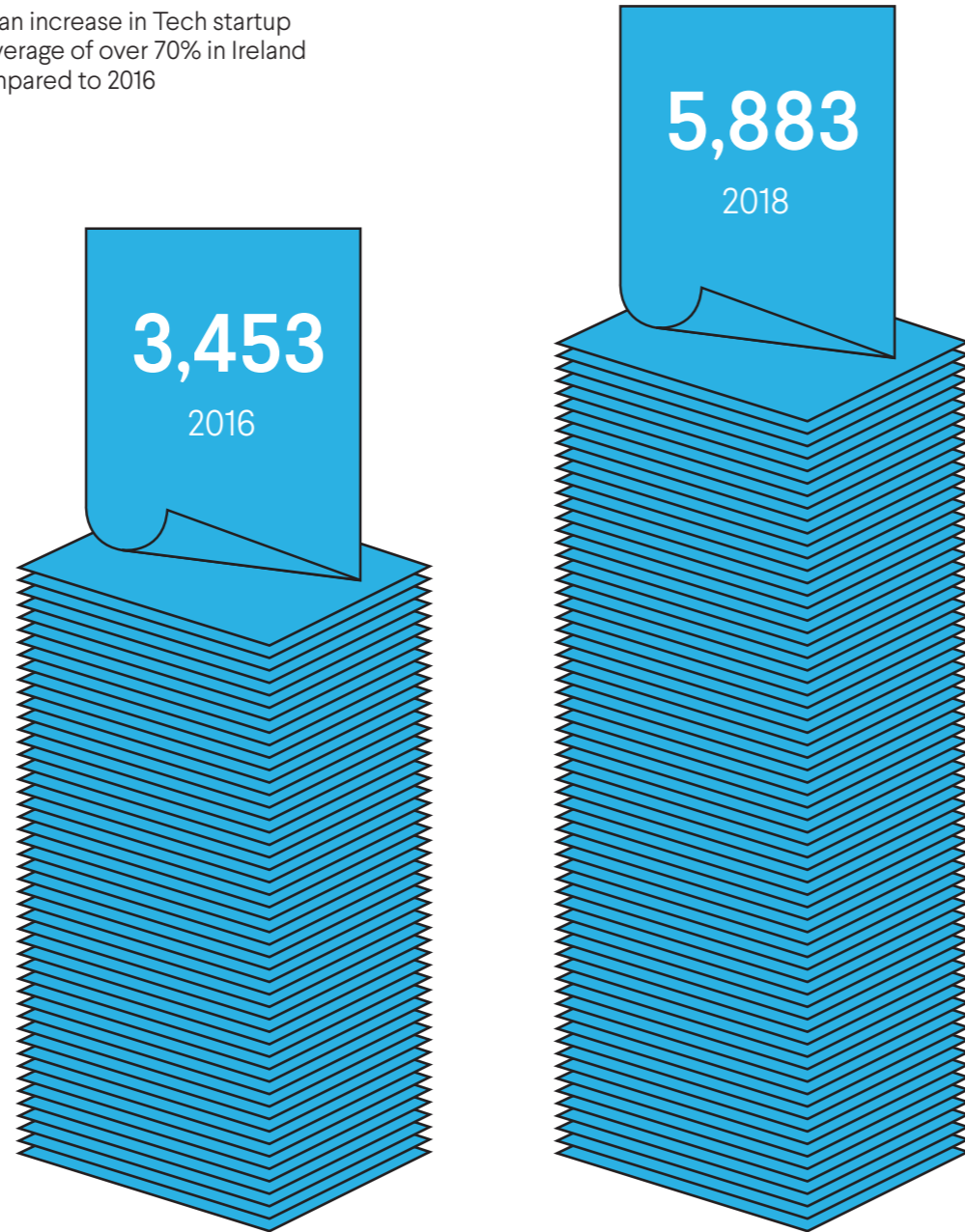
The fastest growing trends in 2018 highlight a growing interest in the future of the workspace

Fastest growing in 2018

The fastest growing trends this year are led by future of work trends including Remote Working and the Gig Economy. Cybersecurity has also gained significant momentum in the face of high profile commercial hackings and consumer impact while Cryptocurrency continues to drive interest based around its volatility. Blockchain is also making significant gains with interest growing on its potential applications.

Gig Economy
+197.56%

Cryptocurrency
+134%

Cybersecurity
+17.92%

Remote Working
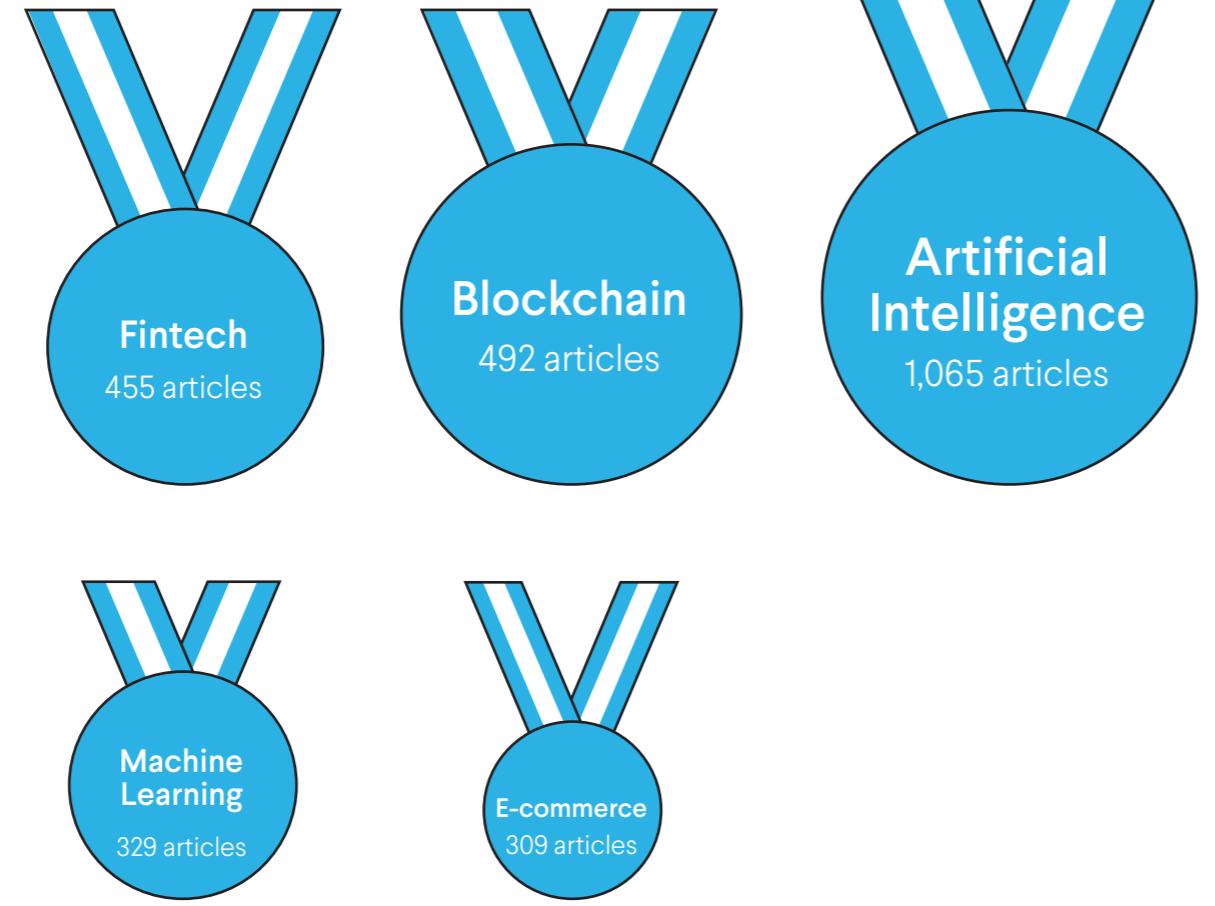+80.56%
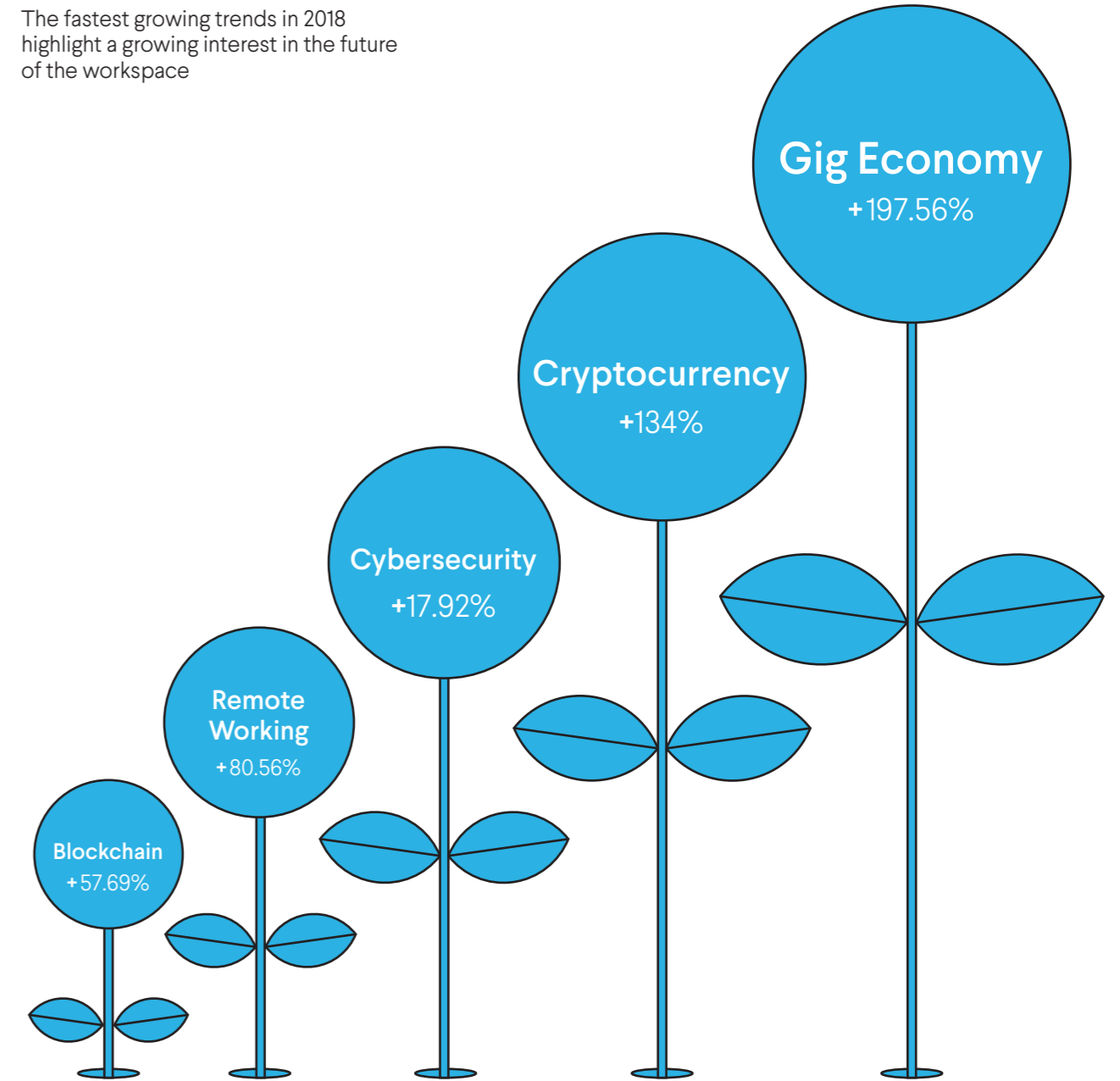
Blockchain
+57.69%

Most Popular in 2018

The most popular trend by a significant margin is Artificial Intelligence, almost tripling its share of media coverage in Ireland over three years.

Blockchain and Fintech are the nearest runners up. While Blockchain looks like it will continue its trend growth, Fintech is already on the decline dropping 32% in 2018. Machine Learning has seen steady growth in recent years to rank in the top 5 but its time may have peaked based on its low growth rate in 2018 of 10%. It also appears that E-commerce may give up its top 5 position in 2019 as it declines by 7% in 2018 having reached its peak.

Artificial intelligence wins the category for the most popular trend of 2018, with blockchain in second place

Fintech
455 articles

Blockchain
492 articles

Artificial Intelligence
1,065 articles

Machine Learning
329 articles

E-commerce
309 articles

Data protection continued a steady growth over the last 3 years with a 48% increase in articles in 2018 alone

Up and Coming

Data Protection recorded a steady growth over the past three years and Medtech is up more than 100% since 2016. Figures show that Augmented Reality is gaining popularity and Social Enterprise, although recording low numbers, is increasing as too is E-sports.

Falling Stars

The Sharing Economy leads the fastest falling trends with a decline of 33% over three years, down 59% in 2018 alone. Other declining trends include Drones down 49% in 2018, Wearables down 46%, Fintech down 32% and Virtual Reality down 33%.

Data Protection +48.75%

Medtech +15.38%

Sharing Economoy −59.42%

Fintech −31.99%

Wearables −45.59%
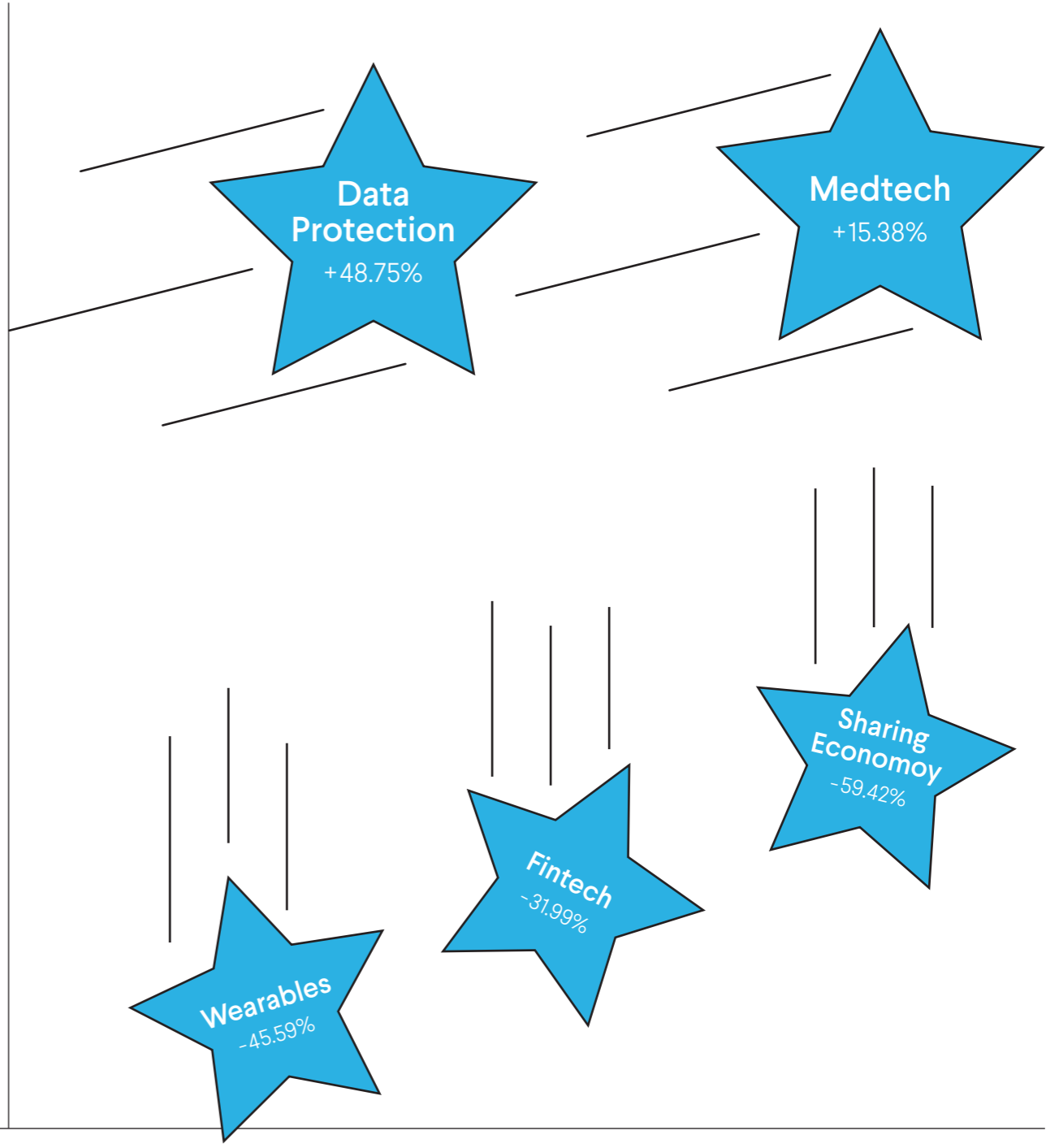
Conclusion

Overall media coverage of tech and startups is growing in Ireland and the implications of emerging tech on the everyday lives of Irish citizens is becoming a key focal point in the news agenda. The 'buzz' cycle of most trends can take up to seven years to peak with AI still burning bright in Ireland. We will be watching with interest on what trends lead in 2019 and hope to provide further detailed analysis with future reports.

If you would like more information on our Startup Trend Report 2019 series, please don't hesitate to get in touch.

Startup Trend Report (Ireland) 2016 – 2018

					2016	2017		2018	
1.	Artificial Intelligence		1		361	988	+173%	1,065	+7%
2.	Blockchain	5	2		136	312	+129%	492	+57%
3.	Fintech	2	3		379	669	+76%	455	-31%
4.	Machine Learning		4		155	298	+92%	329	+10%
5.	E-commerce		5		231	334	+44%	309	-7%
6.	Remote Working		4		52	144	+176%	260	+80%
7.	IoT				225	328	+45%	245	-25%
8.	Cryptocurrency		2		18	100	+455%	234	+134%
9.	Saas				128	182	+42%	188	+3%
10.	Coworking				70	158	+125%	186	+17%
11.	Medtech		2		79	143	+81%	165	+15%
12.	Data Analysis				99	177	+78%	160	-9%
13.	Gaming				83	196	+136%	138	-29%
14.	Robotics				84	185	+120%	138	-25%
15.	Augmented Reality		4		89	150	+68%	135	-10%
16.	Messaging				158	183	+15%	134	-26%
17.	Fitness				122	178	+45%	132	-25%
18.	Virtual Reality		5		167	190	+13%	128	-32%
19.	Cybersecurity		3		29	106	+265%	125	+17%
20.	Gig Economy		1		9	41	+355%	122	+197%
21.	Data Protection		1		51	80	+56%	119	+48%
22.	Biotech				108	125	+15%	110	-12%
23.	Cloud Computing				70	117	+67%	80	-31%
24.	Drones		4		137	147	+7%	75	-48%
25.	Social Enterprise		5		61	62	+1%	67	+8%
26.	Adtech				52	50	-3%	58	+16%
27.	3D Printing				28	59	+110%	37	-37%
28.	Wearables		3		66	68	+3%	37	-45%
29.	Semiconductors				33	48	+45%	33	-31%
30.	Agtech				30	32	+6%	32	+0%
31.	Pet Tech				25	30	+20%	30	+0%
32.	Sharing Economy		1		86	69	-19%	28	-59%
33.	Life Science				22	22	+0%	27	+22%
34.	Edtech				18	43	+138%	24	-44%
35.	Voice Recognition				9	24	+166%	13	-45%
36.	Quantum Computing				10	6	-40%	11	+83%
37.	Esports		3		6	10	+66%	11	+10%
	TOTAL				**3,486**	**6,054**	**+73%**	**5,932**	**-2%**

Number of media appearances

Legend

1 → 5	Most Popular
1 → 5	Fastest Growing
1 → 5	Up and Comers
1 → 5	Falling Stars

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