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KODALINE ADVISING TEENAGERS TO TUNE IN TO PROFITS

By **Alan O'Keeffe**

KODALINE band members showed a smart business acumen in secondary school when they sold music lessons to classmates.

Lead singer Steve Garrigan and guitarist Mark Prendergast began selling training sessions when they were pupils at Colaiste Choilm in Swords in North Dublin. At the time they were taking part in the Student Enterprise Awards scheme 10 years ago.

The globally successful band took time off from their European tour yesterday to help promote the national finals of the Student Enterprise Awards, which take place at Croke Park on April 22.

The band said the experience has stood to them to this very day.

"Selling music classes at our secondary school taught us important lessons about the world of business at an early age," said Steve.

"No matter what career you follow, a good understanding of how business works will definitely help you," he said.

SUCCESS

The competition is the most successful student enterprise programme of its kind.

Around 17,000 budding entrepreneurs from 370 secondary schools across the country have been running their own enterprises in the current school year .

All are doing it with help from their teachers and local enterprise offices.

More than 300 finalists will set-up enterprise exhibition displays at Croke Park next month before taking part in a series of judging interviews.

As well as gaining substantial business experience, there is a prize-fund on offer for the young entrepreneurs, including a European trip, the national title and cash prizes.

Thanking Kodaline for their support of student entrepreneurship, Stephen Walshe, chair of the Student Enterprise Awards, said Steve and Mark, as pupils, turned an obvious passion for music, into a real-life business.

"A decade later and the band are conquering the world, with another number one album under their belts," Mr Walshe said.

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ENTERPRISE: Vinny May, Steve Garrigan, Stephen Walshe of the Local Enterprise Offices, Kate Bryans of Coolmine Community College, Jason Boland and Mark Prendergast