



Olivia Lynch, Tax Partner

## KPMG

Entrepreneurship remains a cornerstone of the Irish economy, fuelling innovation and driving job creation. At a time of great uncertainty, from geopolitical conflict to energy shocks, US trade tariffs and rising operational costs to staff shortages and shifts in sustainability, digital transformation, and AI, stimulating investment in domestic businesses and entrepreneurial activity is critically important.

Irish female entrepreneurs continue to make remarkable strides across numerous industries, yet research shows they still encounter barriers when starting and scaling their ventures. Starting Strong is designed to help overcome these challenges, which often include securing adequate funding, accessing tailored mentoring, building strong peer networks, and managing the demands of both personal and professional life.

Commenting on KPMG's sponsorship of the Starting Strong programme, Olivia Lynch, Tax Partner at KPMG, said: *"Just as KPMG proudly champions women in sport, we are delighted to support Starting Strong as an exceptional initiative that empowers ambitious female founders at a pivotal early stage. It gives them the opportunity to build valuable peer networks, strengthen their confidence, and overcome the isolation that entrepreneurship can sometimes bring."*

KPMG is dedicated to helping advance domestic entrepreneurship, drive innovation, and empower female founders and highgrowth businesses to reach their ambitions through initiatives such as Starting Strong, Going for Growth, and Inspiring Women Entrepreneurs. For more than a decade, KPMG has been a proud supporter of Going for Growth, which helps women business owners increase revenue, create jobs, and expand into new markets. Last year, the programme celebrated a significant milestone as it welcomed its 1,000th participant since its inception 18 years ago.

Operating on an all Ireland basis, KPMG has more than 120 partners and over 4,000 people across Dublin, Belfast, Cork, and Galway. KPMG provides a comprehensive range of audit, tax, deal advisory, and consulting services to entrepreneurs, domestic enterprises, and international clients across all sectors, helping them navigate complex challenges and achieve their strategic objectives.

[www.kpmg.ie](http://www.kpmg.ie)

STARTING STRONG SUPPORTER 2026

