



Programme Delivery

The programme will be learner centred with an emphasis on participation and involvement. Presentations will be supported by written documentation and/or web based material as appropriate.

Target Attendee Profile

The typical participant is likely to be in employment with relevant experience and an idea which they think they may wish to exploit as a commercial proposition. The business proposition is likely to be focused on technology / knowledge based areas with export potential.

Location

The programme will be delivered in Sligo.

For further information please contact:

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Enterprise Ireland

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FÁS - Services Business

Ballytivnan, Sligo

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FÁS and Enterprise Ireland are funded by the Irish Government and part-financed by the European Union under the National Development Plan, 2000–2006.



Enterprise Start Programme



Enterprise Start Programme

Aim:

The programme is a joint venture between Enterprise Ireland and Fás. It is designed to address the gap in provision of training for those, mainly in employment, who are seeking training in how to start a new enterprise. It will be offered to those who have an idea which they wish to pursue, now or at some time in the future. It will give them the opportunity to explore what is involved in starting a new enterprise. It will also enable them to network with other like-minded individuals.

The programme design is such as to enable it to be offered in a flexible manner to respond to participants needs, bearing in mind the vast majority of the prospective attendees are likely to be in employment.

This particular programme will also differ from others in that it will offer the participants a realistic market-place perspective on what is involved in creating a competitive, sustainable, enterprise. It will therefore have a minimum of academic involvement and be delivered by entrepreneurs who can bring a sense of dynamism/realism to the topics on offer.

Objectives

On completion of the course, the participants will know what is involved in setting up an enterprise. The programme will enable participants to make a tentative decision as to whether they should pursue further an enterprise start initiative. Participants will gain an insight into the business planning process involved in creating a new enterprise. Participants will also have a route map of where to look for further assistance for a new enterprise.

Structure of the Programme

This programme will be delivered over six modules each comprising of a Friday evening (three hours) and the following Saturday morning (three hours) total six hours per module.

The following are the Modules:

| | |
|----------|---|
| MODULE 1 | <ul style="list-style-type: none">▪ The Entrepreneurial Mindset▪ Finding the Opportunity & Building a Sustainable Competitive Advantage |
| MODULE 2 | <ul style="list-style-type: none">▪ The Business Planning Process – objectives, market assessment, strategy development and implementation |
| MODULE 3 | <ul style="list-style-type: none">▪ The New Venture Team – the entrepreneur as a manager▪ Managing a Start-Up▪ Ethics |
| MODULE 4 | <ul style="list-style-type: none">▪ Starting a Business from Ireland▪ Legal Issues▪ The Protection & Management of Intellectual Property |
| MODULE 5 | <ul style="list-style-type: none">▪ The Sales & Marketing Plan▪ The Financial Plan▪ Financial Supports |
| MODULE 6 | <ul style="list-style-type: none">▪ Presenting your Business Plan & Negotiating the Deal▪ Raising Finance▪ Summarising the Entrepreneurial Process▪ Next Steps |

The use of appropriate CEO's / Business Executives and other professionals in delivering this programme will form a vital component of the learning for the participants.

Duration

The programme will consist of six modules of six hours each – total 36 hours. One module will delivered each week for six weeks.

Guest speakers

The programme will be delivered by professional people working in a competitive marketplace. Guest speakers with specific expertise will, where appropriate, enhance the potential of the participants to gain particular market focussed insights into this process.

I wish to participate in the Enterprise Start Programme

Commencing Friday 4th November, 2005

Participant Name:

Address:

Nature of Business Proposition:

Telephone:

Fax:

Email:

Website:

Date:

Closing Date for applications is 27th October, 2005

Fee: €275, made payable to WESTBIC

Applicants should be aware that places in this programme are limited.

The application should be forwarded to:

Ultan Faherty,
WESTBIC,
Business Development Centre,
Letterkenny Institute of Technology,
Letterkenny,
Co. Donegal
Email: ufaherty@westbic.ie
Tel: 074 918 6770

