

Project Summaries

Business Boot Camp Project Summary

Project Name: Business Boot Camp

Brief Project Description: Business Boot Camp is a set of highly innovative interventions that aim to enhance the capacity of young entrepreneurs to develop businesses in underutilised growth and export sectors, creating a more diverse and sustainable cross-border economy, through the extension of the economic impact of the COMET region and the economic use of natural resources in the North West of Ireland.

Promoter/Lead Partner: Lead Partner- COMET led by Belfast City Council.
Promoter - The Advantage Foundation

Project Partner(s): COMET, Donegal County Council, The Advantage Foundation

Timeframe for Implementation

What is the proposed start date for the project? <i>(estimated month and year)</i>	January 2012
What is the proposed completion date of the project? <i>(estimated month and year)</i>	April 2015

Project Description

Project Summary

Provide a brief summary of the proposed project and how it will be structured

Aim

To enhance the capacity of young entrepreneurs to develop businesses in underutilised growth and export sectors, creating a more diverse and sustainable cross-border economy, through the extension of the economic impact of the COMET region and the economic use of natural resources in the North West of Ireland.

Objective 1

To deliver Boot Camp 'Start' to 36 young entrepreneurs per annum

Activities

Training to include:

Idea generation
Research & prep
Skills development
residential
Promotion of role models
Enterprise shadowing
'Start' Mentoring
Online Support Facility
Business planning

Outputs per annum

36 young entrepreneurs assisted: enterprise and business skills developed, ideas generated, work shadowing with existing businesses, mentors assigned. New and innovative ideas developed to exploit underutilised and emerging SME markets. Market research and planning developed.

Objective 2

To deliver Boot Camp 'Grow' to 36 additional young entrepreneurs per annum

Activities

Training to include:

Market research
Understanding growth
Barrier identification
Grow Toolkit
Grow Residential
Networking
'Grow' Mentoring
Online Support facility
Growth planning

Outputs per annum

36 businesses assisted: barriers to growth identified and addressed, 36 businesses attending growth residential training, mentors assigned. Growth research & planning developed to exploit underutilised and emerging SME markets. Growth toolkit in place in all businesses, market research and growth planning developed.

Objective 3

To deliver Boot Camp 'Export' to 12 participant businesses per annum

Activities

Training to include:

Market identification
Market research
Training for Export
Trade mission
Speed Meet
Enterprise shadowing
Trade routes developed
Online Support facility
Perf-related funding
Export planning

Outputs per annum

12 participant businesses assisted: business skills developed, export markets researched and identified, bespoke training for export delivered to each participant businesses, trade mission to target market undertaken, meeting with buyers/company reps etc undertaken in country and relationships established, work shadowing with existing businesses, mentors assigned. New and innovative ideas developed to exploit underutilised and emerging SME export markets. Market research and export planning developed.

Objective 4

To establish a vibrant interregional business network

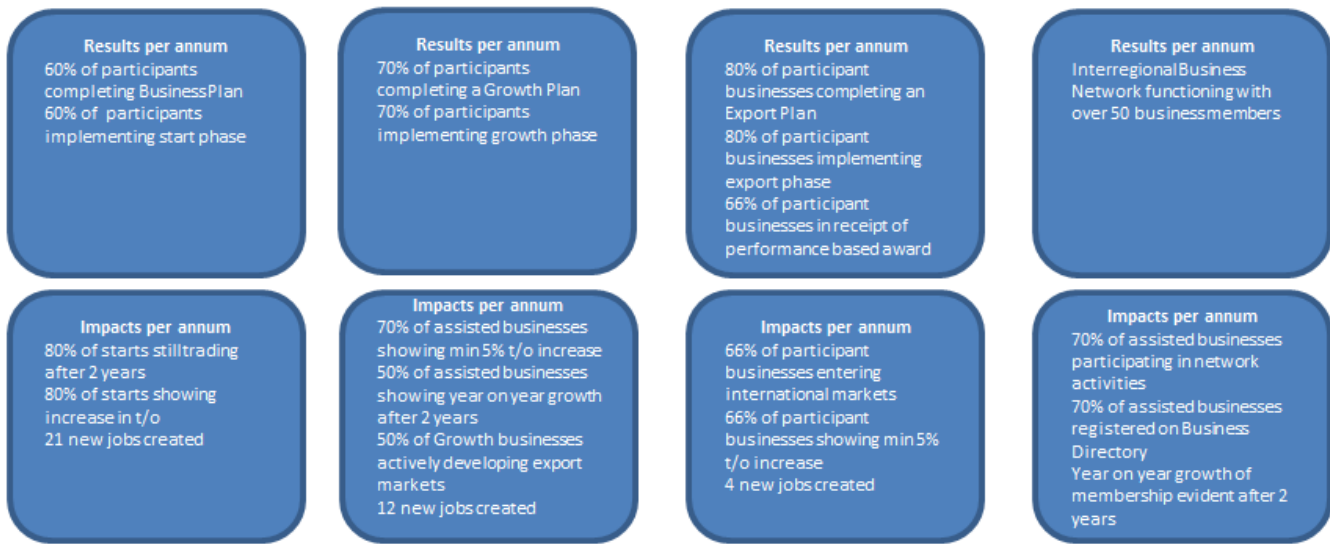
Activities

Provision to include:

Regional events
Relevant topics
Guest speakers
Business Directory
Network resources
Membership co-ordination
Online support

Outputs per annum

6 networking events
Networking events in each of the jurisdictions
Business directory established and online



The project is designed to ensure value for money by making extensive use of a combination of proven services and innovative new delivery. The Business Boot Camp is based around 3 intensive interventions that develop young businesses at crucial points in their lifecycle, while at the same time, exploiting under-utilised, emerging or growth SME sectors and niches within sectors, extending the impact of the regions' largest economic generator and building a solid regional business network:

- Boot Camp – Start**
- Boot Camp – Grow**
- Boot Camp – Export**

Cutting across these three interventions will be the **Boot Camp Network** – connecting, developing and promoting inter-regional trade by young entrepreneurs across the regions.

This project will run in conjunction with partner agencies in each of the targeted Interreg IVA regions. The project will utilise specialist local enterprise expertise and maximise the sharing of best practice across enterprise development agencies in the regions complimenting existing supports and avoiding duplication.

Each element of the programme will focus on the needs of the participant; all training, research and information provided will be client-centred with emphasis on supports tailored to the needs within the geographical areas.

Boot Camp – Start

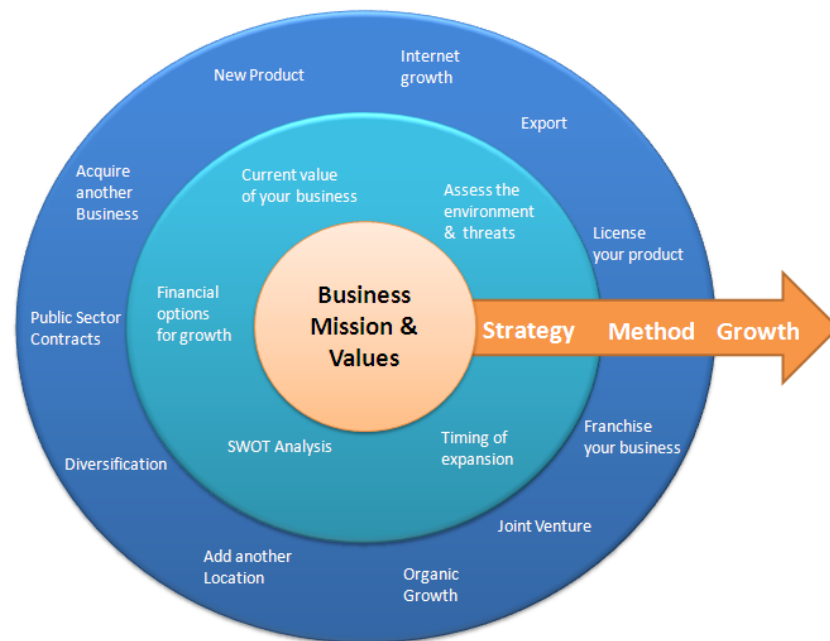
Boot Camp – Start develops young people on the cusp of starting their business with a suite of tailored interventions to maximise their success. This will include:

- **Ideas Generation** – Workshops to help generate and hone business ideas
- **Promotion of Role Models** -Motivational success stories from other young entrepreneurs
- **Enterprise preparation** - Thorough preparation of young entrepreneurs through hands on workshops, group learning and peer to peer mentoring, tailored to their business needs
- **Skills Improvement Residential** – A residential course designed to challenge

- and develop skills and business acumen
- **Enterprise Shadowing** – Placements with successful companies operating in the business area of the entrepreneur, allowing the young entrepreneur to learn shortcuts to success in that area
- **Mentoring** – The young person is matched with a successful entrepreneur who has ‘been there, done that’, to mentor them through initial business challenges
- **Business Planning** – Detailed guidance on the creation of a business plan for success.

Boot Camp – Grow

Boot Camp – Grow is a business development programme which takes businesses through the process of releasing growth potential, set around the “Advantage Model for Growth”. This model examines the business from a strategic and methodological view, creating a clear plan for growth.



This intervention has the following elements:

- **Market Research** – Tailored and up to date marketing information available for the intended growth sector.
- **Understanding Growth** – Young people receive intensive facilitation through workshops and peer support to understand their business and factors effecting growth
- **Barrier Identification** – Facilitation through the identification of barriers to growth, helping identify growth potential
- **Growth Toolkit** – Each participant receives a tailored and extensive tool kit aiding in the creation of a business growth plan
- **Grow Residential** – Explore barriers to business growth through vision statements and hands-on confrontation of fears
- **Networking** – Networking elements with other participants & course tutors to promote business confidence and business networks
- **Mentoring** – the young person is matched with a successful entrepreneur who

has 'been there, done that', to mentor them through business growing pains

Boot Camp – Export

Boot Camp – Export is an intensive residential project in a transnational setting, affording businesses an invaluable opportunity to expand business ideas and introduce them to export potential. It includes:

- **Training for Export** - detailed training based on World Trade Centre Network materials. Over several sessions this explores creating networks and selling to international markets.
- **Trade Mission** - an international trade mission developed through our partnership with the World Trade Centre, with specialist local advice, buyers and workshops.
- **Trade Routes** – establishing inter regional trade through newly established networks in the regions
- **Speed Meet** - with businesses during the trade mission to allow an international business network to develop.
- **Enterprise Shadowing** - participants are paired with a successful international business in that sphere, to allow ideas and knowledge to be shared.
- **Business Awareness** – a number of events where host businesses discuss the challenges and opportunities of running businesses in different countries.

Business Boot Camp Network

Business Boot Camp Network is an opportunity for all participants to continue developing networks created during the project. This will be achieved through a series of themed networking workshops throughout the year across the Interreg IVA area, backed-up by online networking forums. This will also be open to young entrepreneurs outside the Boot Camp project, who are looking to develop a business network.

Online Business Boot Camp Materials

All participants going through the Boot Camp project have access to a world class Enterprise Resource Centre at no extra cost to the project or the individual. This includes access to a world class online support platform which cost in excess of £250,000 to develop, highly interactive support materials used during workshops and access to constantly updated market information. Together, there are over 4,000 factsheets, video guides and case studies, allowing the client to access tailored, pertinent and up to date information.

INTERREG IVA Total Eligible Costs

Please detail the total eligible cost of this project?	£1,565,654.09
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CEED Project Summary

Project Name: **Creative Enterprise and Education Development (CEED)**

Brief Project Description:

The main aim of the CEED project is to provide companies and local colleges working in the Creative Industries in each of the partner locales to share experiences, develop new ideas, products and services and provide a forum for discussion and the cultivation of new contacts.

CEED will support the creation of new businesses, products and employment opportunities in the creative and knowledge industries sector in Ireland. It will do this through the provision of bespoke business mentoring, product development, networking and an array of business development services throughout the cross border area.

Promoter/Lead Partner: **The Comet Interreg Partnership led by Belfast City Council**

Project Partner(s): **Belfast City Council, Lisburn City Council, Newtownabbey Borough Council, Carrickfergus Borough Council, North Down Borough Council, Castlereagh Borough Council and Sligo Institute of Technology**

Timeframe for Implementation

What is the proposed start date for the project? <i>(estimated month and year)</i>	October 2011
What is the proposed completion date of the project? <i>(estimated month and year)</i>	January 2015

Project Description

Project Summary

Provide a brief summary of the proposed project and how it will be structured

The Creative Enterprise Education Development (CEED) project has been developed to support the creation of new and existing SME's, creative intellectual property and employment opportunities in the creative and knowledge industries sector in Ireland, through the provision of bespoke business mentoring, product development, networking and business development services throughout the cross border area.

The mission statement for the CEED project is as follows:

“CEED will support the creation of new businesses, products and employment opportunities in the creative and knowledge industries sector in Ireland. It will do this through the provision of bespoke business mentoring, product development, networking and an array of business development services throughout the cross border area.

Within the creative and knowledge industries sector, CEED will act as a focus and catalyst for entrepreneurial activity with particular emphasis on growth potential opportunities. All activities will be underpinned by the desire to maintain the highest levels of quality and professionalism, thus ensuring a portfolio of rapidly growing business clients being supported by the best business support available.”

The project will include:

Support for 60 existing businesses to develop new projects

- Support for 800 businesses through networking events
- The establishment of 30 new businesses
- Provision of a networking forum
- Delivery of 36 networking seminars
- Establishment of the CEED Summit
- Development and delivery of Product Development finance
- Provision of market information
- Development of a website and online collaboration
- Facilitation of peer support
- Promotion of all businesses involved in the project
- Support for students who have potential to contribute to creative industries
- Support for colleges in matching programmes to industry requirements

It is envisaged that a total of 60 existing small businesses and 30 new start-ups will participate and 4 colleges based in the participating areas. A total of 6 key initiatives will be implemented across the participating regions providing assistance and support for new and existing small businesses to become more competitive and sustainable and in turn increase the wealth and quality of life in the participating locales. The CEED project will:

- provide a forum to increase the networking opportunities for companies in the creative sector.
- provide a forum to increase the networking opportunities for students and colleges studying in the creative sector.
- provide an opportunity to increase trade and commercial activity between participating companies.
- provide a forum for discussion.
- allow companies to keep up to date with the sector and the issues that affect it.
- help develop new business ideas, new companies and additional employment opportunities.
- Provide a network capable of enhancing knowledge transfer.
- Provide a structured environment for the development of Intellectual Property.

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INTERREG IVA Total Eligible Costs

Please detail the total eligible cost of this project?	£ 2,065,000
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Northern Ireland Chamber of Commerce Project Summary

Project Name: Gateways to Growth – Supply Buy Network (Gateways SBN/Gateways to Growth)

Brief Project Description:

The project provides opportunities for SMEs at all stages in the supply chain to meet and sell to potential buying organisations whilst developing the skills to assist them in securing business in new markets. The objective of the project is to give companies in the eligible region the skills which will contribute to future export sales in what is seen as nearby low risk markets. On an annual basis, over the three year period, SME participants will have access to: sales and networking skills development training; business to business support in the form of speed mentoring, shared experiences and case studies; and the opportunity to meet and potentially sell to buyers through a large scale Meet the Buyer event with an entire supply chain focus.

Promoter/Lead Partner: **The Comet Interreg Partnership led by Belfast City Council**

Project Partner(s): **Northern Ireland Chamber of Commerce**
Scottish Chambers International & Ayrshire Chamber of Commerce & Industry
Dundalk Chamber of Commerce
Letterkenny Chamber of Commerce

Timeframe for Implementation

What is the proposed start date for the project? <i>(estimated month and year)</i>	January 2012
What is the proposed completion date of the project? <i>(estimated month and year)</i>	March 2015 (due to monitoring of 1 year)

Project Description

Project Summary

Provide a brief summary of the proposed project and how it will be structured

The project provides opportunities for SMEs at all stages in the supply chain to meet and sell to potential buying organisations whilst developing the skills to assist them in securing business in new markets.

The objective of the project is to give companies in the eligible region the skills which will contribute to future export sales in what is seen as nearby low risk markets.

SME participants on each intake (6 – 8 month intervals) will have access to:

- sales and networking skills development training;
- business to business support in the form of speed mentoring, shared experiences and case studies;
- and the opportunity to meet and potentially sell to buyers through a large scale Meet the Buyer event with an entire supply chain

Each area in the eligible region, i.e. Northern Ireland, Scotland and Republic of Ireland, on rotation will have the opportunity to host participants from the other areas at the large scale meet the buyer event, which will be organised at 6 – 8 month intervals, depending on public holidays. In total three meet the buyers will take place during the intended delivery period with 210 SMEs attending each event.

As a pre-cursor to each meet the buyer event, workshops will be held in each of the three areas, also at 6- 8 month intervals, for all participants in that region. The workshops will incorporate the skills development training and business to business support and will be organised for each intake in morning and afternoon session with 35 participants attending each. In total the project will deliver 36 workshops, which equates to 18 all day sessions.

INTERREG IVA Total Eligible Costs

Please detail the total eligible cost of this project?	£441,365
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SQUARE-ONE Project Summary

Project Name: Innovation from SQUARE-ONE

Brief Project Description: This project will involve the NITC and CDI directly encouraging and supporting 54 companies to embrace innovation. Aimed at getting companies, in particular micro/small businesses “started” on the road to innovation, SQUARE-ONE in particular addresses the need to assist those, working in isolated environments to bridge the competency gap and to facilitate innovation in new product & process development.

Promoter/Lead Partner:

Lead Partner: Comet Partnership led by Belfast City Council

Project Promoter : Northern Ireland Technology Centre, (QUB)

Project Partner(s): Institute of Technology Sligo
COMET
Sligo County Enterprise Board
Leitrim County Enterprise Board
Donegal County Enterprise Board

Timeframe for Implementation

What is the proposed start date for the project? <i>(estimated month and year)</i>	January 2012
What is the proposed completion date of the project? <i>(estimated month and year)</i>	December 2014

Project Description

Project Summary

Provide a brief summary of the proposed project and how it will be structured

This project will involve the NITC and CDI directly encouraging and supporting 54 companies to embrace innovation. Aimed at getting companies, in particular micro/small businesses “started” on the road to innovation, SQUARE-ONE in particular addresses the need to assist those, working in isolated environments to bridge the competency gap and to facilitate innovation in new product & process development.

To improve the competitiveness and maximise the economic benefits of new product and process innovation within SMEs by leveraging access to internationally recognized expertise and facilities within the Further Education sectors. The programme will address the need to assist those companies, in particular micro/small businesses, working in isolated environments to bridge the competency gap and to facilitate innovation in new product & process development. Critically, it will address those companies not targeted by the mainstream regional support programs to deliver immediate and practical advice on routes to innovation.

INTERREG IVA Total Eligible Costs

Please detail the total eligible cost of this project?	£498,279
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International Product Sourcing Programme Summary

Project Name: INTERNATIONAL PRODUCT SOURCING PROGRAMME

Brief Project Description: This initiative aims to assist SME's to define, identify, develop and realise opportunities for business growth. This will be achieved by working with companies both north and south of the border to identify an overseas partner with new products/technology which will be acquired through a licence or other agreement. This activity will result in both investment and expansion of the business. The programme will also assist participating companies who wish to identify overseas partners in order to licence out.

Promoter/Lead Partner: The Comet Interreg Partnership led by BCC

Project Partner(s): Belfast City Council, Lisburn City Council, Newtownabbey Borough, Carrickfergus Council, North Down Borough Council, Castlereagh Borough Council and Cavan County Council

Timeframe for Implementation

What is the proposed start date for the project? <i>(estimated month and year)</i>	January 2012
What is the proposed completion date of the project? <i>(estimated month and year)</i>	April 2015

Project Description

Project Summary project and how it will be structured

The International Product Sourcing Programme will support the creation of a dynamic, environmentally and economically sustainable enterprise culture. The programme has been specifically developed to increase innovation activity within the SME sector to make it nationally and internationally competitive. This programme will achieve this by assisting participating SME's to define, identify, develop and realise opportunities for business expansion at the lowest possible cost and risk.

Specifically the programme has been developed;

- To strengthen the SME sector, to make it nationally and internationally competitive
- To explore and develop new market opportunities
- To promote effective cross border business linkages in work areas of mutual benefit
- To enable joint development and marketing of goods and services

The Initiative aims to achieve this by assisting SME's to define, identify, develop and realise opportunities for business expansion. This three year project will involve the recruitment of 20 indigenous companies, with 17 recruited from the COMET area and 3 from Cavan. Each business will be assisted through the programme to identify an overseas partner with new products/technology, which will be acquired through a license or other agreement. This activity will result in both investment and expansion of the business. It is also envisaged that the programme will accommodate local companies wishing to identifying overseas partners in order to license out.

The project has the potential to focus upon two main target groups; indigenous SME's who have been trading successfully and generating employment for their local communities and who wished to identify new business opportunities, and, also as a direct result of the recession, experienced workers who had been made redundant and who had the potential and ambition to launch their own business.

INTERREG IVA Total Eligible Costs

Please detail the total eligible cost of this project?	£946,850.0
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