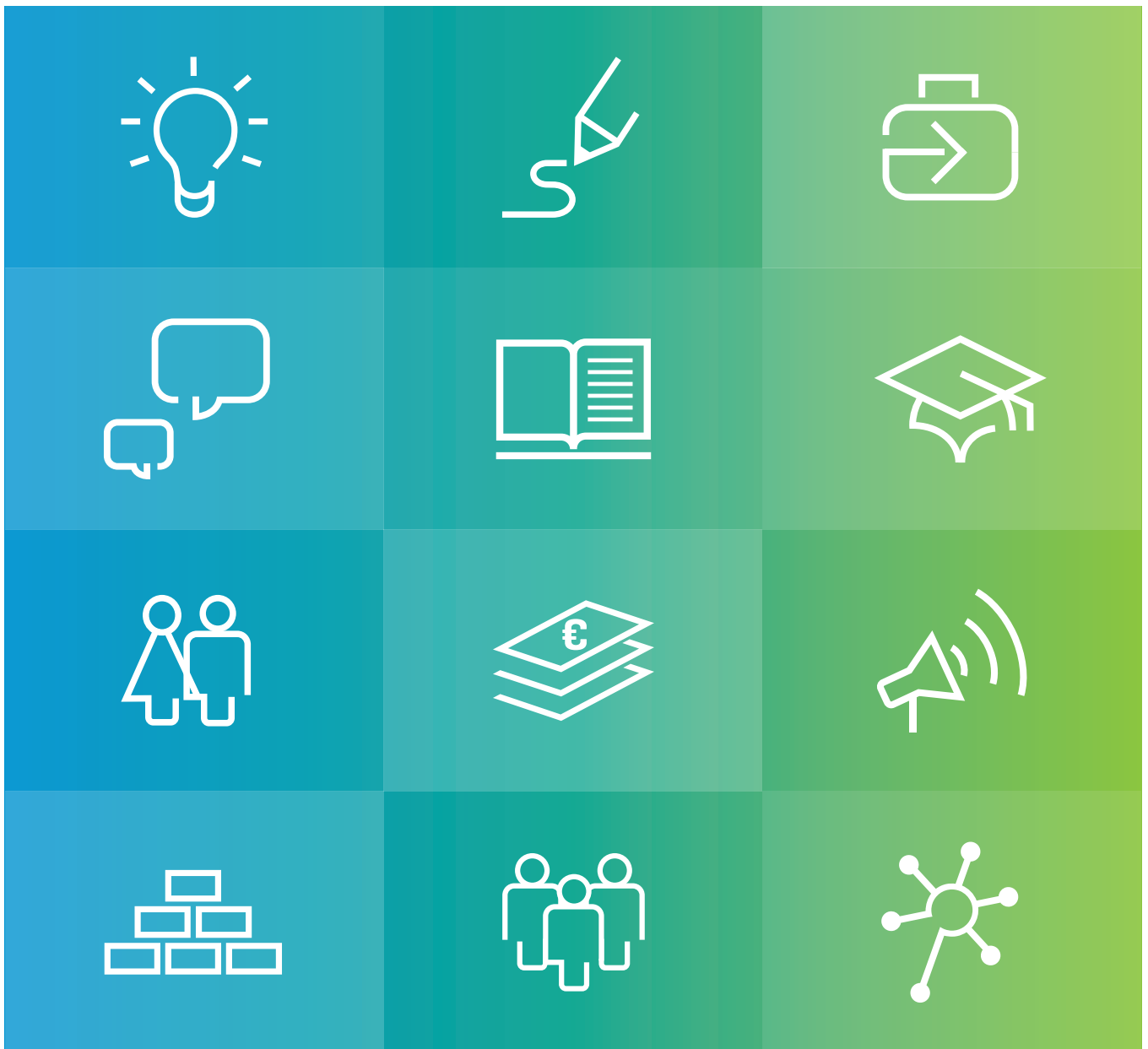




# HOW WE CAN HELP YOU



# 10 STEPS TO STARTING YOUR OWN BUSINESS

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## STEP 1: TEST YOUR BUSINESS IDEA

- Our Start Your Own Business programme provides you with an opportunity to assess the potential of your business idea and learn about the tools and skills you will need
  - It challenges you to think about who will buy your product or service
  - What is the benefit to them and what will they pay?
  - Where and how you should sell
- 



## STEP 2: CONDUCT MARKET RESEARCH

- From the outset market research is essential in helping you to identify your target market and customers
  - It will also help you to identify your competitors and how to compete effectively
  - Research is vital to find out if there is demand for a new product or service
- 



## STEP 3: WHAT ARE YOUR BUSINESS REQUIREMENTS?

- Have you considered the best location for the business?
  - Identify your basic equipment requirements and costs
  - How many staff will you need to employ?
  - Identify your overhead costs e.g. insurance, rent
  - Can your business idea benefit from new technologies? e.g. by online selling
- 



## STEP 4: WHAT ARE YOUR INVESTMENT REQUIREMENTS?

- Identify all start-up and running costs associated with the business
  - Identify ways of financing your business venture
  - Seek financial support and benefit from direct referral to Government agencies
  - Seek advice on other sources of support e.g. Banks, Credit Unions, Microfinance Ireland (MFI), family support, other non-bank finance
- 



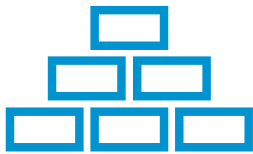
## STEP 5: DEVELOP YOUR MARKETING STRATEGY

- Marketing your business idea is a fundamental aspect of starting up
  - Research the most cost effective methods of marketing your business
  - Write your Marketing Plan
-



## STEP 5: DEVELOP YOUR SALES PLAN

- How will you promote your product or service?
- Who and where is your target market (local, national, international)?
- What channels of distribution will be used?
- Determine your selling price and break-even point



## STEP 7: WHAT IS THE BEST LEGAL STRUCTURE FOR YOU?

- What type of structure will allow you to make the best decisions for your business?
- You could be a:
  - Sole Trader
  - Partnership
  - Limited Company



## STEP 8: AVOID UNNECESSARY RISKS.

- Register your business with the Companies Registration Office (CRO). [www.cro.ie](http://www.cro.ie)
- Be aware of your tax obligations and register with your local Revenue office. [www.revenue.ie](http://www.revenue.ie)
- Be aware of other statutory obligations such as trading licences, planning permission, insurance, health and safety, patents, etc.
- Be aware of your responsibilities under employment rights legislation



## STEP 9: MANAGING THE RISKS

- Starting a business is a big step to take
- A new business can be exciting. However, it can also be risky
- For some it means risking personal savings and secure employment



## STEP 10: AND FINALLY... WRITE YOUR BUSINESS PLAN

- Business Planning is fundamental to success in business – managing the company, generating sales and growing jobs
- It is the key to getting things done and making things happen
- The finished business plan can be used as an operating tool that will help you to make important decisions and manage your business effectively

Use our Business Plan template to start writing your ideas and commit all relevant information to paper – be realistic and set targets based on the research carried out [www.localenterprise.ie/DublinCity/Publications-Resources/Sample-Business-Plans](http://www.localenterprise.ie/DublinCity/Publications-Resources/Sample-Business-Plans)



# TRAINING SUPPORTS

## TRAINING PROGRAMMES

Local Enterprise Office Dublin City has put together a diverse range of training programmes aimed at micro/small business and entrepreneurs looking to acquire new skills or develop existing ones. The aim is to enable and equip participants to start or grow their own businesses.

The range of training courses include:

- Start Your Own Business
- Social and digital media
- Accounting
- Personal development
- Management development
- FREE Library talks
- Sales

Note: Courses may vary. We welcome feedback and encourage comments on how we can enhance the broad course offering to reflect the diverse needs of participants.

Our courses are offered at greatly reduced prices to ensure you receive value for money and cost efficiencies.

For more information on the training courses available and to book your place, visit [www.localenterprise.ie/DublinCity/Training-Events](http://www.localenterprise.ie/DublinCity/Training-Events)

For those wishing to start their own business Local Enterprise Office Dublin City offer a Start Your Own Business package [SYOB Course + Networking + 1 to 1 mentoring] for individuals to obtain and/or develop the necessary skills and knowledge to assess the marketing and financial viability of their business idea/project. For more details on our SYOB courses visit [www.localenterprise.ie/DublinCity/Training-Events/Start-Your-Own-Business-Programme](http://www.localenterprise.ie/DublinCity/Training-Events/Start-Your-Own-Business-Programme)

**“IT PROVIDES A GREAT OVERVIEW OF STARTING UP A BUSINESS”**

**“VERY THOROUGH APPROACH, GOOD TRAINERS”**

**“EXCELLENT FORMS AND EXPLANATION ON KEY FINANCIAL PRINCIPLES”**

**Saturday SYOB  
Participants  
November 2017**



# TRAINING SUPPORTS

## MANAGEMENT DEVELOPMENT TRAINING

	Who can apply	Why apply	Programme delivery
<p><b>Accelerate Programme</b> Provides the skills to achieve sustainability and growth</p>	<ul style="list-style-type: none"> <li>• Owner Managers</li> <li>• Based in Dublin City</li> <li>• Small businesses established at least 18 months</li> </ul>	<ul style="list-style-type: none"> <li>• Delivers Management, Leadership, Business Skills and knowledge to achieve sustainability and growth</li> <li>• Sales and Selling</li> <li>• Marketing</li> <li>• Managing Finance</li> <li>• Delivers the business skills to develop</li> <li>• Management &amp; Leadership</li> </ul>	<ul style="list-style-type: none"> <li>• 6 mentoring sessions</li> <li>• 7 workshops</li> <li>• Starts September for 6–9 months</li> </ul>
<p><b>Hi Start Programme</b> Assists ambitious early stage growth focused companies</p>	<ul style="list-style-type: none"> <li>• Owner Managers</li> <li>• Business established less than 18 months</li> <li>• Can show an established customer need/demand</li> <li>• Business has the potential to scale internationally</li> </ul>	<ul style="list-style-type: none"> <li>• Identify and build the foundations to secure investment to scale the business to international markets</li> <li>• Investment pitch to Enterprise Ireland HPSU Unit, venture funds and angel investors</li> </ul>	<ul style="list-style-type: none"> <li>• 6½ day training sessions</li> <li>• 6 mentoring sessions</li> <li>• Delivered Mar–Oct</li> </ul>
<p><b>Lean Programme</b> LEAN is about being effective and efficient, doing things quicker, better, and cheaper together</p>	<ul style="list-style-type: none"> <li>• Owner Managers and key staff of small businesses</li> </ul>	<ul style="list-style-type: none"> <li>• Participants will develop the skills and knowledge to enable them to:               <ul style="list-style-type: none"> <li>◦ Identify issues and potential improvement areas</li> <li>◦ Achieve savings, improvements in capacity and ability to deliver, resulting in continuous cost reduction improvements</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Designated mentor to assist with a focused assignment for 16 weeks</li> <li>• 5 support visits for 3½ hrs or 1 to 1 mentoring</li> </ul>
<p><b>Plato Programme</b> Through a unique partnership with large companies, SMEs can develop the skills to grow and prosper</p>	<ul style="list-style-type: none"> <li>• Owner Managers</li> <li>• 3+ years in existence</li> <li>• 3+ employees</li> </ul>	<ul style="list-style-type: none"> <li>• Unique partnership with large parent companies e.g. Diageo, IBM, Pfizer</li> <li>• Business counselling and support from parent companies</li> <li>• Sharing of experiences and resources with other participants</li> </ul>	<ul style="list-style-type: none"> <li>• Monthly 3hr group meeting for 18 months</li> </ul>

For more information on how to apply and the fees involved, visit [www.localenterprise.ie/DublinCity/Training-Events](http://www.localenterprise.ie/DublinCity/Training-Events)



# MENTORING

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Local Enterprise Office Dublin City's mentoring programmes match the knowledge, skills, insights and entrepreneurial capability of our expert mentors with small business owners/managers who need practical and strategic advice and guidance.

Whether you're at the idea stage or looking to expand/grow/export we can help you.

Local Enterprise Office Dublin City offers a range of mentoring options:

1. FREE weekly Business Advice Clinics
2. 1hr 1 to 1 mentoring
3. 3hrs 1 to 1 mentoring
4. 6hrs 1 to 1 mentoring

Our mentoring programmes are open to new and existing businesses based in Dublin City.

For information on how to apply and the fees involved, visit [www.localenterprise.ie/DublinCity](http://www.localenterprise.ie/DublinCity)

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## ROLE OF THE MENTOR

- Listen
- Advise and provide direction
- Offer assistance in putting together a business plan
- Help identify problems and suggest solutions/ areas of improvement
- Share experience and knowledge
- Suggest ways of improving business activity
- Brexit mentoring

**“RATHER THAN  
LOOKING FOR  
FINANCIAL SUPPORT,  
WE NEEDED  
MENTORSHIP AND  
GUIDANCE SUPPORT.  
WE TALKED TO THE  
LOCAL ENTERPRISE  
OFFICE ABOUT THAT  
AND THEY PUT US IN  
TOUCH WITH SOMEONE  
WHO WAS A GOOD FIT  
FOR US AND THAT WAS  
THE BEST THING WE  
DID. IT WAS THE MOST  
IMPORTANT THING  
WE DID... TO HELP US  
THROUGH THE EARLY  
STAGES.”**

**Paul Lynch, Mutiny Studios**



# MENTORING

## HOW MENTORING CAN HELP YOU?

MARKETING IDEA DEVELOPMENT COMPANY FORMATION  
PLANNING ENTREPRENEURSHIP FINANCIAL MANAGEMENT  
BUSINESS TECH LEADERSHIP MANUFACTURING  
KNOWLEDGE EXPERIENCE START-UP BRANDING PLANNING  
GROWTH STRATEGY DIGITAL MARKETING MICRO FOOD  
INTELLECTUAL PROPERTY GROWTH NEGOTIATION RETAIL  
SOCIAL MEDIA HUMAN RESOURCES TAX HELP  
ECOMMERCE CRAFT 1 TO 1 REVENUE SMALL  
SELLING PRODUCT DEVELOPMENT CONTRACTS COSTING  
DEVELOPMENT SME STRATEGY GUIDANCE  
MOTIVATION PRODUCTION EXPORTING SUCCESS ACCOUNTING  
MENTORING NETWORKING INSPIRE DESIGN ADVICE



# FINANCIAL SUPPORTS

The Local Enterprise Office Dublin City grants and financial supports encourage **job creation and exports** in start-ups and growing businesses in Dublin City.

## Feasibility Grant

Designed to assist with market research and prototype development

- Must have the money to spend it. 50% refunded based on receipts [excludes VAT]

## Priming Grant

Aimed at micro enterprises within the first 18 months of start-up

- Salary support – at least 1 new job must be created
- Portion refundable

## Business Expansion Grant

Designed to assist businesses in their growth phase after the initial 18 month start-up period

- Salary support – at least 1 new job must be created
- Portion refundable

**“WE GOT A GRANT WHEN WE FIRST STARTED OUT WHICH ALLOWED US PAY FOR OUR FIRST PACKAGING RUN... WHICH ALLOWED US TO LOWER OUR COSTS AND INCREASE OUR GROSS PROFIT MARGIN... THE GRANT ALSO ALLOWED US TO HIRE SOME STAFF. EMPLOYING PEOPLE WAS REALLY IMPORTANT TO US AT THAT STAGE.”**

**Brian Nolan, Nobó**

## Eligibility Criteria

Businesses seeking financial support must:

- Be based in the Local Enterprise Dublin City Area i.e. Dublin 1–13, 17 and 20
- Employ less than 10 employees
- Be a full time commercial business
- NOT be an Enterprise Ireland (EI) client or be in receipt of EI funding
- Be a profit orientated business
- Be capable of attaining economic viability
- Demonstrate a commercial market for their proposed product/service
- Have adequate finance available
- Have the necessary management and technical skills
- Have capacity for growth and job creation
- Have potential for export

## Eligible Projects

- Businesses engaged in manufacturing
- Internationally traded services
- Innovative projects with export potential
- Unique tourism services projects that are focused predominately on generating revenues from overseas visitors and do not give rise to deadweight and/or displacement in the local economy – **salary supports only**

For more info visit [www.localenterprise.ie/DublinCity/Financial-Supports](http://www.localenterprise.ie/DublinCity/Financial-Supports)





# FINANCIAL SUPPORTS

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## TRADING ONLINE VOUCHER

The Trading Online Voucher enables enterprises to develop their ecommerce. Businesses registered and trading at least 12 months with a turnover of less than €2 million and a who wish to establish or upgrade their ecommerce offering are eligible to apply.

### **Max €2,500**

Funding can be used for:

- Development/upgrade of an ecommerce website
- Implementing an online payment/booking system
- IT Consultation
- Developing an app
- Online advertising
- Purchase of internet related software
- Implementing a digital strategy
- Training to establish and manage online trading

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## TECHNICAL ASSISTANCE GRANT FOR MICRO-EXPORTERS (TAME)

The Technical Assistance Grant for Micro-Exporters is available to established businesses based in the Dublin City who wish to participate at an international trade show to assist with generating overseas customers.

### **Max €2,500**

Financial support can be sought for the following:

- Travel Costs
- Accommodation
- Shipping
- 50% of exhibitor fees
- Development of marketing material for the event

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## OTHER CAPITAL OPTIONS

### **Microfinance Ireland (MFI)**

Working closely with the Local Enterprise Office Dublin City, MFI provide unsecured business loans of €2,000 to €25,000. Applications through Local Enterprise Office Dublin City can avail of a 1% discount off the standard interest rate.

### **Business Angels**

The Halo Business Angel Partnership matches private investors with pre-screened start-up and developing enterprises to enable them raise funds.

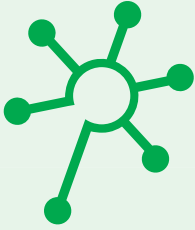
### **Revenue Commissioners**

Office of the Revenue Commissioners provides a number of tax incentives to assist start-up enterprises. [www.revenue.ie](http://www.revenue.ie)

### **Innovation Vouchers**

Innovation Vouchers are available to assist enterprises explore a business opportunity or problem with a registered knowledge provider.

For more info on all our financial supports visit [www.localenterprise.ie/DublinCity/Financial-Supports](http://www.localenterprise.ie/DublinCity/Financial-Supports)



# NETWORKING

## LOCAL ENTERPRISE OFFICE DUBLIN CITY NETWORKS

**Dublin Food Chain** is an innovative marketing and networking platform representing many of the outstanding food and drink producers based throughout Dublin city and county.

Find out more about the Dublin Food Chain on [www.dublinfoodchain.ie](http://www.dublinfoodchain.ie)

The **Women in Business Network** is a Local Enterprise Office Dublin City initiative, ideal for women running their own business. Being an entrepreneur can be challenging and the group provides opportunities to share experiences, learn from other women and expand your network.

If you are an owner-manager of an SME, trading for three years or more with potential to grow, then the Plato Programme is for you. The 18 month programme offers owner-managers practical training, business counselling and support to acquire the skills necessary to help your business grow. The **Plato Network** offers programme participants the opportunity to share information and learn from other participants. [www.platodublin.ie](http://www.platodublin.ie)

For those wishing to start their own business Local Enterprise Office Dublin City offers the Start Your Own Business course. As part of this course, participants have the opportunity to join **The Business Network**. The Business Network provides practical help and solutions to the problems facing start-up entrepreneurs.

To find out more about all our Business Networks and pick up some Networking tips, visit [www.localenterprise.ie/DublinCity/Start-or-Grow-your-Business/Networking](http://www.localenterprise.ie/DublinCity/Start-or-Grow-your-Business/Networking)

## ENTERPRISE EUROPE NETWORK

The Enterprise Europe Network helps business grow through tailored support, new business and technology partnerships, commercial opportunities, licensing deals, and partner searches for EU funded R&D. Services are tailored to SMEs but are also available to all other businesses, universities and research centre's. Simply contact [info@leo.dublincity.ie](mailto:info@leo.dublincity.ie) for more information.



# IRELAND'S BEST YOUNG ENTREPRENEUR (IBYE)

If you are aged between 18 and 35 and have a business idea or existing business, enter Ireland's Best Young Entrepreneur (IBYE) for your chance to win a share of the county investment fund as well as a opportunity to represent the Local Enterprise Office (LEO) Dublin City at the Regional Finals and possibly the National Finals.

With a national investment fund of over €2million, targeted business supports and promotion opportunities, IBYE offers you the opportunity to develop your business as well as expand your own skills. [www.ibye.ie](http://www.ibye.ie)

## CATEGORIES

### 1. Best Business Idea (Pre Trading)

To enter the Best Business Idea category you must have a new idea or concept for a business that has not yet commenced trading at time of application. This can be an original or unique concept, a new idea for a product/service offering or an innovative approach to delivering an existing product/ service.

### 2. Best Start-up Business (Up to 18 months)

A start-up business for the IBYE competition is a business which has started trading (i.e. is generating revenue from sales.) and is less than 18 months in existence. This stage of the business may be focused on research, product/service development, market growth, and has potential to grow. It is important that the promoter(s) have a clear milestone development plan in place.

### 3. Best Established Business (Over 18 months)

An established business for the IBYE competition must be trading for more than 18 months. An established business must also be able to demonstrate a satisfactory track record of success to date and be in a position to further develop the existing business. This may include a new product/service offering, new market opportunity identified or an innovative approach to changing or adapting the existing business model.

**"I SAW THE COMPETITION AND DECIDED TO APPLY. EVEN IF I DIDN'T WIN, I WAS SO HAPPY WITH THE PROCESS WE WENT THROUGH, THE PEOPLE I'VE MET AND THE AMOUNT OF AMAZING ENTREPRENEURS OUT THERE. IT'S AN AMAZING COMPETITION."**

**Aimee Madden, CliniShift  
IBYE Winner Best Start-up  
Dublin City Final**

# STUDENT ENTERPRISE

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Organised by the Local Enterprise Office Dublin City, the Student Enterprise Programme was established to help create an enterprising culture within secondary schools, encouraging students to set up innovative businesses with their classmates, as part of a nation-wide competition.

The aim of the programme is to equip students with the opportunity to set up and run a business and to enter that business into an Awards programme. The experience offers a valuable exercise in teamwork and problem solving as well as an opportunity to network and present themselves and their businesses in a public forum.

Students can enter the Student Enterprise Programme individually or in groups but must register through a teacher and as part of a school within the Dublin City catchment area.

The Student Enterprise Programme also offers The Enterprise Encounter Programme for Leaving Certificate Applied and Leaving Certificate Vocational Programme students. This programme gives students a chance to experience entrepreneurship on a very personal level through meetings with successful business people.

For more information, contact the Schools Coordinator via 01 5224843/  
dublinsea@gmail.com to or visit [www.sealedublin.com](http://www.sealedublin.com)

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## NATIONAL ENTERPRISE

Drawn from diverse business sectors, such as animation, ice-cream making mobile game development, craft & design, the National Enterprise awards - organised by the National network of Local Enterprise Offices - celebrate the achievements of Ireland's top small businesses and micro-enterprises from all parts of Ireland in a showcase of enterprise, innovation and ambition.

For more information and details of how to take part, contact [info@leo.dublincity.ie](mailto:info@leo.dublincity.ie)

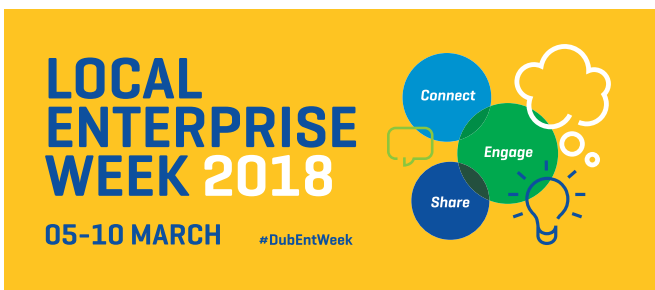
# LOCAL ENTERPRISE WEEK

Local Enterprise Week offers a wealth of opportunity to learn, share, inform and contribute to the thriving start up and micro enterprise community in Dublin City. The week long programme of mentoring, advice and networking highlights the services and supports available to SME's and start-ups, as well as providing a selection of events and workshops, tailored to inspire and inform.

Entrepreneurs from all sectors, including food, tech and craft, have the opportunity to participate in predominately FREE workshops, seminars, networking, events advice clinics and 1 to 1 mentoring on every aspect of business, including: starting a business, trading online, finance, digital marketing, scaling your business, exporting and being Brexit-ready.

Anyone who is interested in starting up a business or has an established business should get involved and benefit from the programmes that are on offer. Local Enterprise Week showcases all that is available to entrepreneurs bringing them together for one action packed week.

For more information and bookings, visit [www.localenterprise.ie/dublincity](http://www.localenterprise.ie/dublincity) or contact [info@leo.dublincity.ie](mailto:info@leo.dublincity.ie)



# ENTERPRISE IRELAND

Enterprise Ireland is the State Agency responsible for the development and growth of Irish enterprises in world markets. They work in partnership with Irish enterprises to help them start, grow, innovate and export in global markets.



## SERVICES

Enterprise Ireland's priority is to encourage export sales growth from Irish-owned companies. All their services are geared toward helping Irish companies grow international sales. Their range of services is extensive, from funding, to making introductions in key international markets.

Services include:

- Funding supports
- Export assistance
- Supports to develop competitiveness
- Incentives to stimulate in-company R&D
- Assistance with R&D collaboration
- Connections and introductions to customers overseas

For more information on Enterprise Ireland, visit [www.enterprise-ireland.com](http://www.enterprise-ireland.com)

# NOTES



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Oifig Fiontair Áitiúil  
Local Enterprise Office

Local Enterprise Office Dublin City contributes to the SME support, promotion and capability development theme of the ERDF co-funded programme



Ireland's European Structural and Investment Funds Programmes 2014-2020

Co-funded by the Irish Government and the European Union



**European Union**  
European Regional Development Fund



Comhairle Cathrach  
Bhaile Átha Cliath  
Dublin City Council

**Local Enterprise Office Dublin City**

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**f** [www.facebook.com/LEODublinCity](http://www.facebook.com/LEODublinCity)

**t** [@LEODublinCity](https://twitter.com/LEODublinCity)

**in** [www.linkedin.com/in/leodublincity](http://www.linkedin.com/in/leodublincity)