



# IDEATE IRELAND

Empowering Entrepreneurs





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## What is it?

IDEATE Ireland is a start-up competition on a mission to uncover and empower Ireland's next generation of student entrepreneurs, helping to turn their brilliant ideas into thriving international businesses.

Our purpose is simple, to accelerate you through the early stage of venture development with a set of repeatable tools and skills that gives your start-up the very best possible kick-start.

10 ideas will be selected to participate in 10 online half-day workshops. A judging panel comprising leading entrepreneurs, executives, and investors will choose the winner and runners-up at the competition showcase.





# Who is eligible?



## The Competition is open to:

- Undergraduates
  - Post-graduates
  - Recent graduates
  - Researchers
- 



## Resident in:

- Northern Ireland
  - Republic of Ireland
- 



Teams should be at the pre-investment stage, i.e. have not taken equity investment at the date of application.

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## We are looking for 3 things:

- An individual or a team; with
  - An innovative product, service or technology; and
  - Global scalability to achieve international sales and create employment.
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# General guidelines



We accept everything from early-stage to more developed concepts, so we strongly suggest you apply.

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Applications are considered on a competitive basis.

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IP resides with the promoter and team.

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Teams should be available to participate in all workshop sessions.

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# Selection

Applications are reviewed by multiple experts who then recommend up to 10 ideas to proceed to the next stage of the competition.

**Evaluation criteria are:**

- Has the problem or opportunity been clearly defined?
- Is there an understanding of the target customer?
- Is there a large, global market?
- Can competitive advantage be created?
- What is the business model?
- What are the complementary skills and experience of the team?
- What progress has been made to date?

If an idea is not selected to proceed, we are happy to schedule a call to offer feedback and direction to other start-up supports.





# Timeline

Tuesday <b>14 Feb</b>	Tuesday <b>07 March</b>	Tuesday <b>21 March</b>	Thursday <b>30 March</b>	Tuesday <b>11 April</b>	Tuesday <b>20 June</b>
<b>Applications Open</b>	<b>Open Evening</b>	<b>Applications Close</b>	<b>Shortlisted Teams Announced</b>	<b>Workshops Commence</b>	<b>Competition Showcase</b>





# Workshops

There are 10 half-day online workshops (09.00hrs – 13.00hrs).

<p>Tuesday <b>11 April</b></p> <p></p> <p><b>Workshop 01</b> Orientation*</p> <p>*09.00hrs-15.30hrs</p>	<p>Tuesday <b>18 April</b></p> <p></p> <p><b>Workshop 02</b> Problem Framing</p>	<p>Tuesday <b>25 April</b></p> <p></p> <p><b>Workshop 03</b> Customer Discovery</p>	<p>Tuesday <b>02 May</b></p> <p></p> <p><b>Workshop 04</b> Value Proposition</p>	<p>Tuesday <b>09 May</b></p> <p></p> <p><b>Workshop 05</b> Market Sizing</p>	<p>Tuesday <b>16 May</b></p> <p></p> <p><b>Workshop 06</b> Go-To-Market</p>
<p>Tuesday <b>23 May</b></p> <p></p> <p><b>Workshop 07</b> Presentation Skills</p>	<p>Tuesday <b>30 May</b></p> <p></p> <p><b>Workshop 08</b> Road Mapping and Investment</p>	<p>Tuesday <b>06 June</b></p> <p></p> <p><b>Workshop 09</b> Mentor Sessions</p>	<p>Tuesday <b>13 June</b></p> <p></p> <p><b>Workshop 10</b> Practice Pitch</p>	<p>Tuesday <b>20 June</b></p> <p></p> <p><b>Competition Showcase</b></p>	





## Prizes & benefits

Winner

€15<sub>k</sub>

First Runner-Up

€7<sub>k</sub>

Second Runner-Up

€5<sub>k</sub>

- Detailed early-stage feedback from VCs, entrepreneurs and industry experts.
- Access to Ideate Ireland alumni network.
- Complimentary hot desk space at the GEC in Dublin and the Ormeau Baths in Belfast.
- Complimentary access to Happy Scribe.
- Complimentary access to OnePageCRM.
- Ideate Ireland badge to display on a website.





# Who is IDEATE Ireland?

We are a group of entrepreneurs that believe that “a job is the best social philanthropy anyone can provide, and that every job starts with an entrepreneur.” Ideate Ireland is our way of supporting new ideas emerging from third-level institutions on the island of Ireland.

## Founders



Bill McKiernan  
President, WSM Capital



Cian O’Flaherty  
CEO, Safecility



Danny Moore  
CEO, Options



David Moffitt  
CEO, Kayfoam



Helen Fullen  
CEO, Alinea





# Sponsors

## Funders

Each&Other

**GeC** GUINNESS  
ENTERPRISE  
CENTRE

 Irish Life

 KEY  
CAPITAL

  
**pwc**

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## In-Kind Sponsors

 **happyscribe**

  
Invest  
Northern  
Ireland

 **OnePageCRM**

 **ORMEAU  
BATHS**

 **THE  
IRELAND  
FUNDS**





# Culture

## Vision

To be the catalyst that turns brilliant ideas into thriving international businesses.

## Mission

To capture the imagination of Ireland’s brightest minds and help promising companies to make a lasting contribution to social goals, employment, and the global economy.

## Our Values

We are guided by key values in our mission to support entrepreneurs and innovation.

- Optimism      We are driven by the power of ideas to change the world.
- Passion        We are as excited and ambitious about our entrepreneurs’ projects as they are.
- Inclusivity    We know great ideas can come from anyone and anywhere, and we are open to all.
- Integrity      We do the right thing, do our best, and tell it as it is.
- Discipline    We use a rigorous entrepreneurship methodology designed for sustainable results.
- Knowledge    We are constantly learning and refining our approach to share with future cohorts.
- Growth        We support an entrepreneur-led journey of personal and professional development.
- Community    We cultivate long-term relationships and share our collective networks.
- Generosity    We give back and pay it forward to make the journey easier for all.





# What entrepreneurs say

If you want to step back and really test your thinking and come out stronger at the other end, this is the place to go.

When asked what our greatest learning was, we answered EVERYTHING. Each module opened our eyes to new ideas; each invited talk inspired us to drive our idea forward.

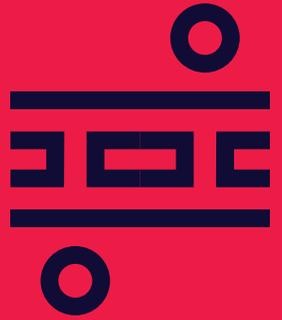
What we got out of the programme was a transformational shift in the business. The one we arrived with was a different business to that we left with.

We have reflected, been challenged and energised!

We have added a group of quality start-ups and entrepreneurs to our network.

Step out of your comfort zone and go talk to the grown-ups in the start-up world!





**Apply  
online**

### **Apply Now**

Closing date for submissions **Tuesday, 21 March 2023 at 23.59hrs.**

Visit [ideateireland.ie](http://ideateireland.ie) or click below.

### **Queries**

If you have a query in advance of your submission, please send us an email.

Email [hello@ideateireland.ie](mailto:hello@ideateireland.ie) or click below.

### **Office Hours**

Or, schedule a 15-minute 'Office Hours' appointment. Click below.

### **Open Evening**

Register for our **Open Evening** by clicking below.



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**BE YOURSELF.**

There is something that you can **do better than any other.**  
**LISTEN** *to the inward voice*  
and **BRAVELY** *obey that.*





**IDEATE  
IRELAND**

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