



INNOVATION. OPPORTUNITY. TRAINING. ADVICE.

## What is iOTA?

iOTA is a business development programme with an emphasis on Innovation as a driver of business achievement and wealth creation.

The programme focuses on:

<b>Innovation</b>	Fostering the development of new ideas leading to new or improved products, new or improved services or new or improved business processes that add value and create wealth
<b>Opportunity</b>	Providing an opportunity to programme participants to hone their new ideas through one-to-one sound boarding with experienced business mentors
<b>Training</b>	In innovation and business skills to give participants the necessary knowledge and the confidence to use this knowledge to reap commercial reward from their ideas
<b>Advice</b>	Mentoring from experienced business experts to provide steering and help to resolve uncertainties and unknowns and sign post your route to achieve your goals

The programme will achieve these goals by providing two strands of support;

- Strand A - Innovation Awareness Raising and Pre-Incubation Support
- Strand B - Innovation Awareness Raising and Support to Existing SMEs

### Strand A

Within Strand A potential entrepreneurs will participate in a structured programme focusing on harnessing innovation and creativity, and developing a business concept into a viable small business.

The training programme will include:

- Support and preparation of an Action Plan
- Innovation Clinics
- A structured training programme
- Access to academic facilities on a cross border basis
- Opportunities to develop cross border links and business networks

### Strand B

Strand B aims to create awareness of how 'innovation' relates to local businesses and assist them to explore how they can innovate to expand and grow their businesses. Bespoke Innovation Action Plans are a particular feature of this Programme. Specialist mentors will assist SMEs/Individuals to develop their ideas through an Innovation Action Plan whilst addressing the identified Innovation Challenge in each business by a blend of activities including:

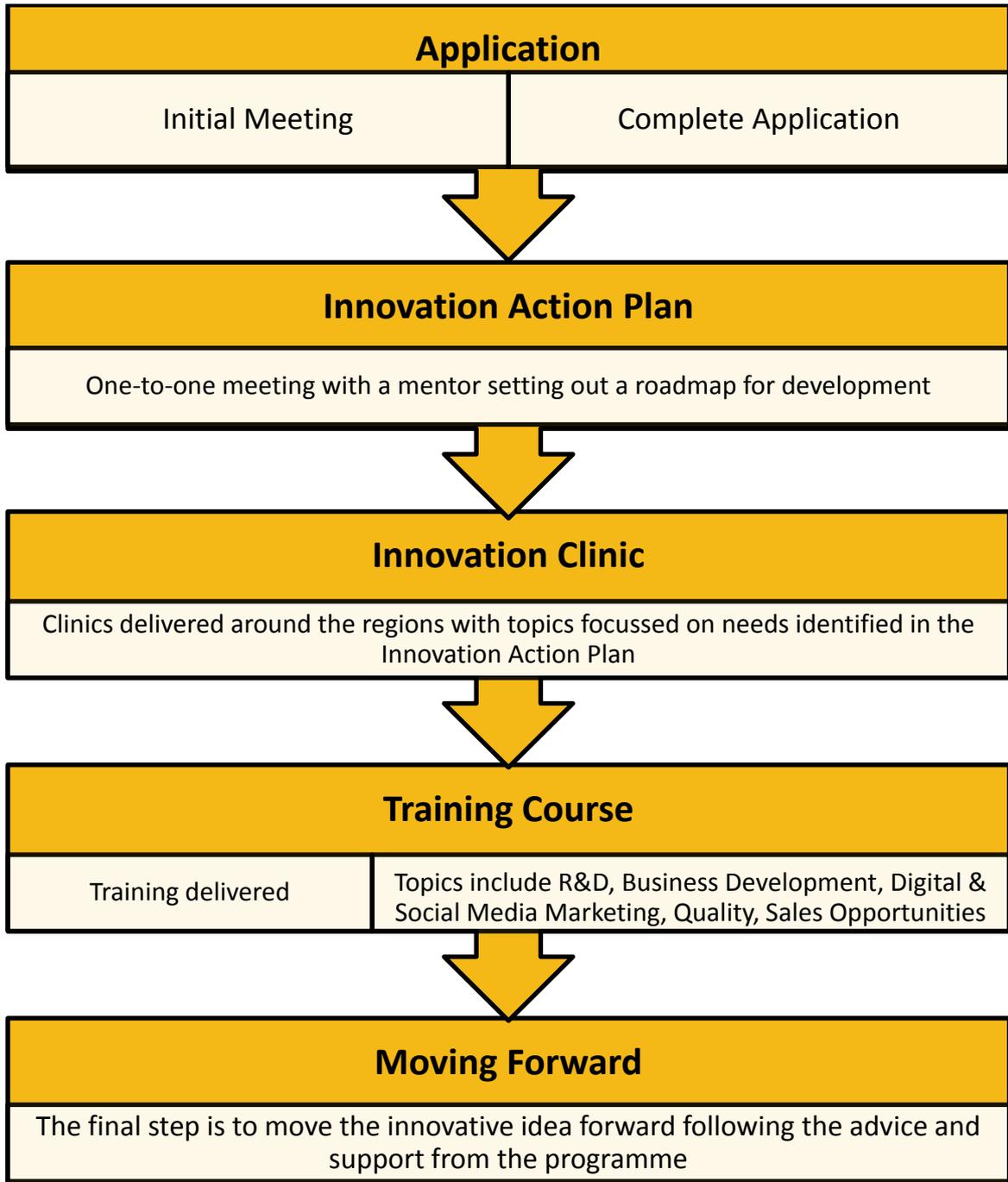
- Innovation Training, Workshops and Master Classes
- Innovation Mentoring
- Access to Academic Expertise
- Signposting to existing enterprise support



This project is part-financed by the  
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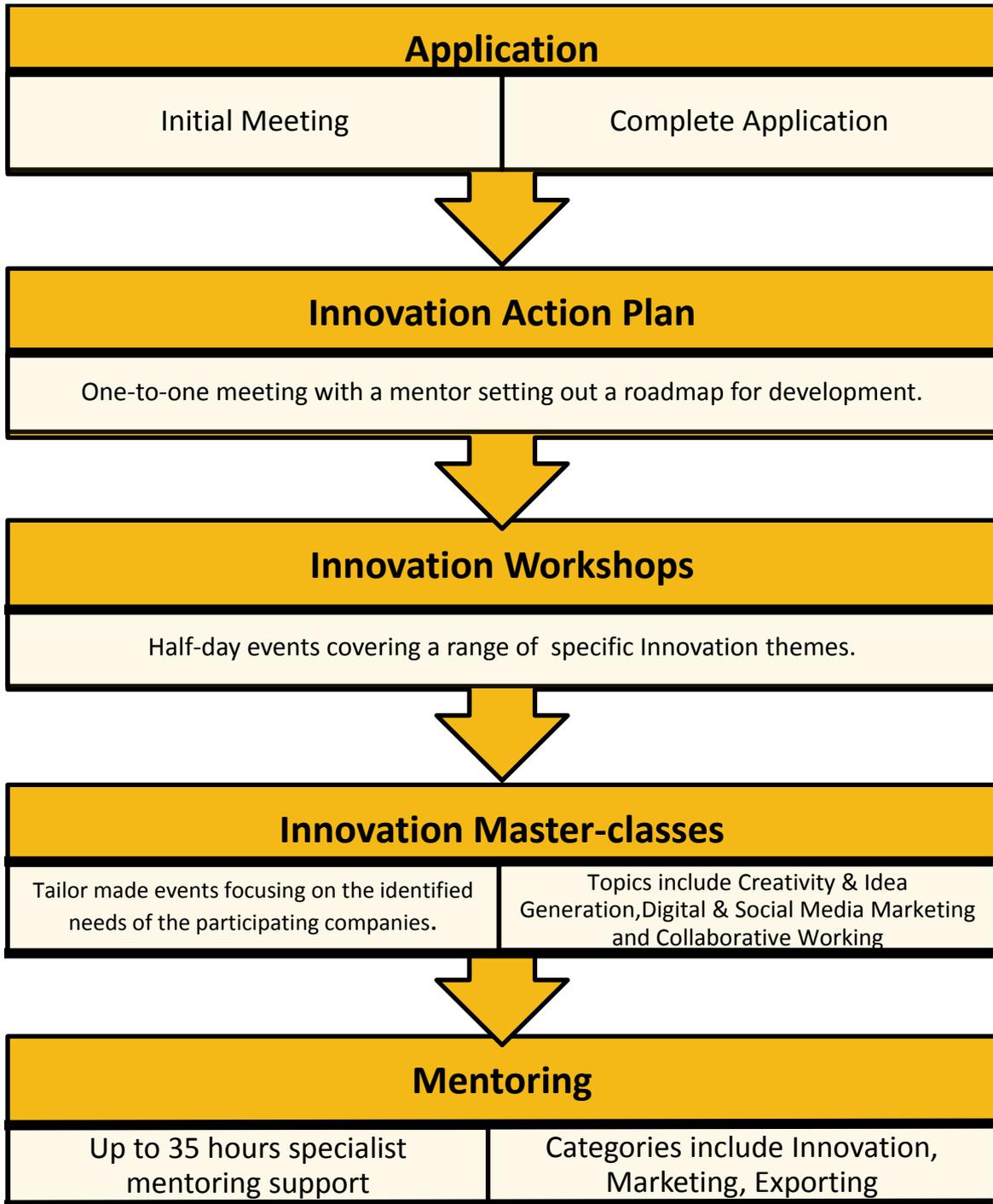
## Strand A



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## Strand B



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