

# Hi-Start Programme

## Get your Business Investor Ready



### How can Hi-Start progress my business in 2015?

The **Hi-Start 'Get your Business Investor Ready' Programme** is a short, highly focussed workshop and one-on-one support process aimed at ambitious start-ups who are targeting international markets. If your business requires high level support to build a platform for successful long term development and to crystallize and deliver a powerful investor pitch then Hi-Start is for you.

Running March to October 2015 in Dublin, Hi-Start has been developed and part-funded by the Dublin & Wicklow Local Enterprise Offices and Enterprise Ireland.

### What is involved?

The six half day workshops are designed to each contribute a key component to the development of the investor ready business plan. A related mentoring session will follow each training module to assist the participant with the specific outcomes required. Session seven provides a unique opportunity to make a formal pitch to an Investor Panel – including Enterprise Ireland, VC's and others.

The programme will be delivered by the highly acclaimed world-class business development consultant John McMahon, Forum 21 Ltd.

## **Session 1: STRATEGY FOR GROWTH – THE FRAMEWORK**

**Monday March 2nd 9am – 5.30pm (full day)**

Focus on building a business strategy framework that can deliver the business owner's ambitions and vision. Competitiveness, entrepreneurial capability, change management and management of 'business as usual' elements will all be explored.

The framework will then be employed in the subsequent mentor session and in workshop 2 to guide the evolution of a detailed coherent strategy for each business.

## **Session 2: STRATEGY FOR GROWTH – THE DETAIL**

**Monday March 30th 1.30pm – 5.30pm (half day)**

Participants will be supported in defining their current position, their medium term vision or "bull's eye" and the key development or change projects they must successfully undertake if they are to realise it.

These change projects are the essence of the business strategy. Detailed guidance and direct support for successful implementation will be given and will be a core focus of the remainder of the programme including mentor sessions.

## **Session 3: THE MARKETING PLAN AND ITS IMPLEMENTATION**

**Monday Apr 27th 1.30pm – 5.30pm (half day)**

A six step framework will be developed to guide the development of detailed marketing plans including segmentation, marketing analysis, product, pricing, route to market and promotional (including sales) aspects, time and resource implications and action plan components. The session in tandem with subsequent mentoring will support each participant in developing the requisite detail.

## **Session 4: ENTREPRENEURIAL AND MANAGEMENT CAPABILITY**

**Monday June 8th 1.30pm – 5.30pm (half day)**

Participants will be supported in identifying and exploiting their own strengths as entrepreneurs and in identifying and addressing any experience or skill gaps essential to the realisation of their ambitions. The role of investors, partners, advisers, key staff, non-executive directors etc in building and enhancing requisite capabilities will be explored together with incentivising of key individuals.

## **Session 5: THE FINANCIAL PLAN AND RAISING THE MONEY**

**Monday July 20th 1.30pm – 5.30pm (half day)**

Developing and stress testing requisite financial projections, defining funding gaps and exploring all funding options including debt, equity and grant components, the advantages and disadvantages of each, sources of each and related timescales.

## **Session 6: THE TRIAL PITCH**

**Monday August 31st 1.30pm – 5.30pm (half day)**

Participants will present draft investor ready business plans and make trial investment pitches for feedback and comment from their entrepreneurial peers and the programme facilitator. Completion of investor ready business plan supported by subsequent mentoring.

## **Session 7: THE INVESTOR PITCH**

**Monday October 5th 10:30am – 5.30pm (full day)**

Presentation of business plan and formal pitch to Investment Panel, including Enterprise Ireland, VC's and representatives of the Local Enterprise Offices.

### **AM I ELIGIBLE?**

Participation is limited to 10 companies. Applicants must meet the criteria below:

- Have established customer need and demand for the products/service
- Demonstrate the potential to scale business to international markets
- Be established no more than two years
- Based in Dublin or Wicklow region

### **TRAINING VENUE**

Clarion Liffey Valley Hotel  
Dublin 22

### **HOW TO APPLY?**

Participation Fee €500  
To apply contact  
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