



Hi-Start Programme

Get your Business Investor Ready



How can Hi-Start progress my business in 2012?

The Hi-Start Management Development Programme assists ambitious early stage growth focused companies to identify and build the foundations required to secure investment and Enterprise Ireland HPSU status as applicable.

Hi-Start has been developed and part-funded by the Dublin & Wicklow Enterprise Boards and Enterprise Ireland. Now in its 5th year and with a new focus on investor readiness the programme will run from March to November 2012 in Dublin.

The 2012 programme will run from March to November 2012 in Dublin

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.

The mentoring will be delivered by an expert team of growth and investment strategists. The training will be delivered by the highly acclaimed world-class business development consultant John McMahon, Forum 21 Ltd.

Session 1: STRATEGY FOR GROWTH – THE FRAMEWORK

Thursday March 1st 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 26th 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 April 30th 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 May 28th 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 June 25th 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 September 3rd 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 PITCH

Monday October 22nd 10:30am – 5.30pm (full day)

Presentation of business plan and formal pitch to Investment Panel (including Enterprise Ireland, Investors and County & City Enterprise Boards).

Session 8: INVESTOR NETWORKING EVENT

Monday 26th November (evening)

AM I ELIGIBLE?

Participation is limited to 12 companies. Applicants must meet the criteria below:

- Have established customer need and demand for the products/service
- Demonstrate the potential to scale business to the international market
- Be established no more than 18 months
- Based in Dublin or Wicklow region

TRAINING VENUE

Clarion Liffey Valley Hotel
Dublin 22

HOW TO APPLY?

Participation Fee €500
To apply contact angela@dlrceb.ie
(01) 4948400