

LOVE YOUR CAREER



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TU Dublin Hothouse

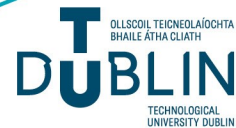
8th February 2021
Starting Your Own Business

Agenda

- Introductions
- Are you an Entrepreneur?
- First Steps
- Supports

Introductions

Me ... Andrew Marsh



Who are TU Dublin Hothouse?

We commercialise intellectual property arising from TU Dublin research and **support the launch of start-ups.**

We are Ireland's top performing Knowledge Transfer & New Frontiers Programme.

Are You an Entrepreneur?

Why Start Your Own Business?

Most Common Reasons

- Financial Reward – Build wealth
- Exploit a business idea
- Lifelong desire
- Start-up culture
- Don't want to work for others

Less Common Reasons

- Necessity – can't find a job
- Influence of friend or family



I have always found that my view of success has been iconoclastic: success to me is not about money or status or fame, its about finding a livelihood that brings me joy and self-sufficiency and a sense of contributing to the world."

- Anita Roddick, The Body Shop





Entrepreneur – french word from the action verb “entreprende” meaning to undertake

Entrepreneurs are doers!



Characteristics of Entrepreneurs?

- Determined – can deal with adversity
- Can bring others along with them – starting a business will need a team
- See opportunities
- Can take calculated risks
- Good at dealing with uncertainty
- Learn on their feet
- Action orientated - doers

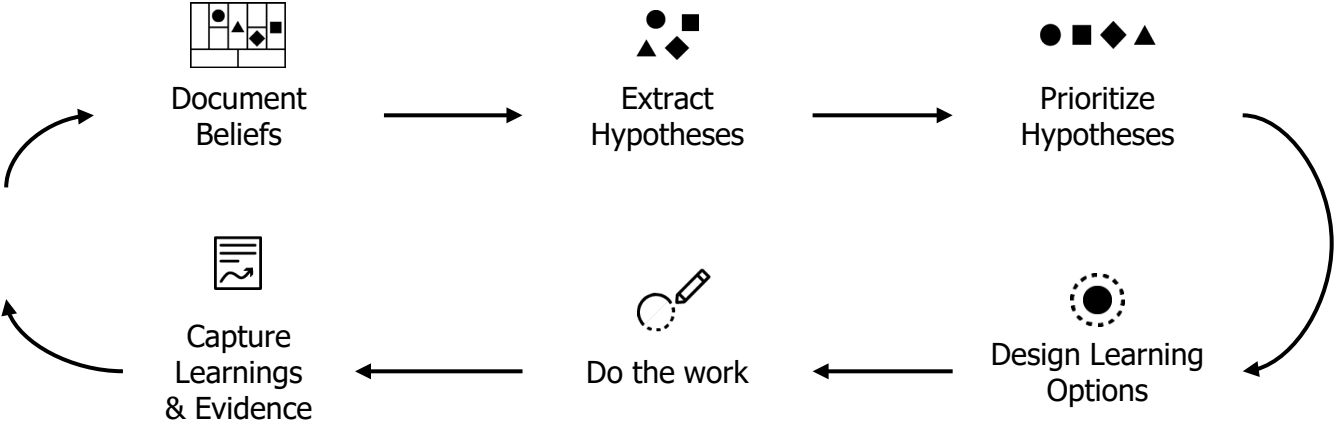
First Steps

“

No business plan survives first contact with the customer.

Steve Blank

Build - Measure - Learn



Supports

Student Entrepreneurship Programmes – TU Dublin Students and Graduates

NB Planning underway for summer 2021

2020 programmes

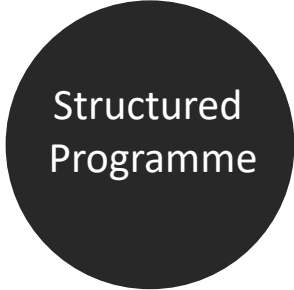
- iCubed – City Campus
 - Workshops – training - mentorship
 - €5,000 in funding
 - Access to incubator - Grangegorman
- Enterprise Garage – Blanchardstown
 - Workshops – training - mentorship
 - Access to incubator – LINC
 - Networking

New Frontiers – What is it?



Funding

Enterprise Ireland offer up to €15,000 – equity free – to select entrepreneurs



Structured Programme

New Frontiers operates under a three phase programme



Delivered In-house

TU Dublin (all three campuses) deliver the New Frontiers Programme

New Frontiers – Who is it for?

- Entrepreneurs from **early-stage start-up** companies in Ireland
- Intend to establish a manufacturing or **internationally-traded** services business
- Are growth-orientated – planning to achieve turnover greater than **€500,000** and create more than **five jobs in three to five** years' time.
- Will develop a business that is built upon on a strong foundation of **innovation and/or technology**.
- Can show **evidence of a commercial market** for the proposed product or service.

Sample other supports

Programme	Funding amount	Best for	Deadline/Details
LEO Feasibility Study Grant	€15,000 matched funding (company will need to provide same funding)	Researching market demand for a product or service	Rolling call
LEO Priming Grant	€150,000 matched funding (company will need to provide same funding)	Start-ups within first 18 months with ambition to trade internationally	Rolling call
Enterprise Ireland Innovation Voucher	€5,000	Short research project with HEI	Rolling call
Competitive Start Fund	€50,000	Very early stage start-ups	3 times per year
Innovative HPSU Fund	50% of an investment round up to €250,000	Start-ups at seed round stage	Rolling call
LEO Start your own business programme	None	Help in assessing your idea, its viability and to decide if you should proceed or take a step back.	Varies by location

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