



Oifig Fiontair Áitiúil  
Local Enterprise Office  
Gaillimh · Galway

WELCOME TO

# IDEA to IMPACT



A 'hands-on' immersive entrepreneurial program designed for entrepreneurs serious about starting their business. Building a business is challenging, with 50% of startups failing in the first year and 80% by year three. However, by following the **Idea to Impact** process, the odds of success are greatly improved. A critical part of the program is to "Get out of the building" and speak to real live customers through customer discovery. Participants must commit to conducting 30 customer discovery interviews, a key factor in scaling beyond early adopters.

# Program Phases:

## Phase 1 - Validation:

Set out the business using the Business Model Canvas.  
Identify and validate customer segments and value propositions through customer discovery.  
Potential pivots based on research outcomes to establish business viability.  
Progress to the building phase for viable ideas.

## Phase 2 - Building:

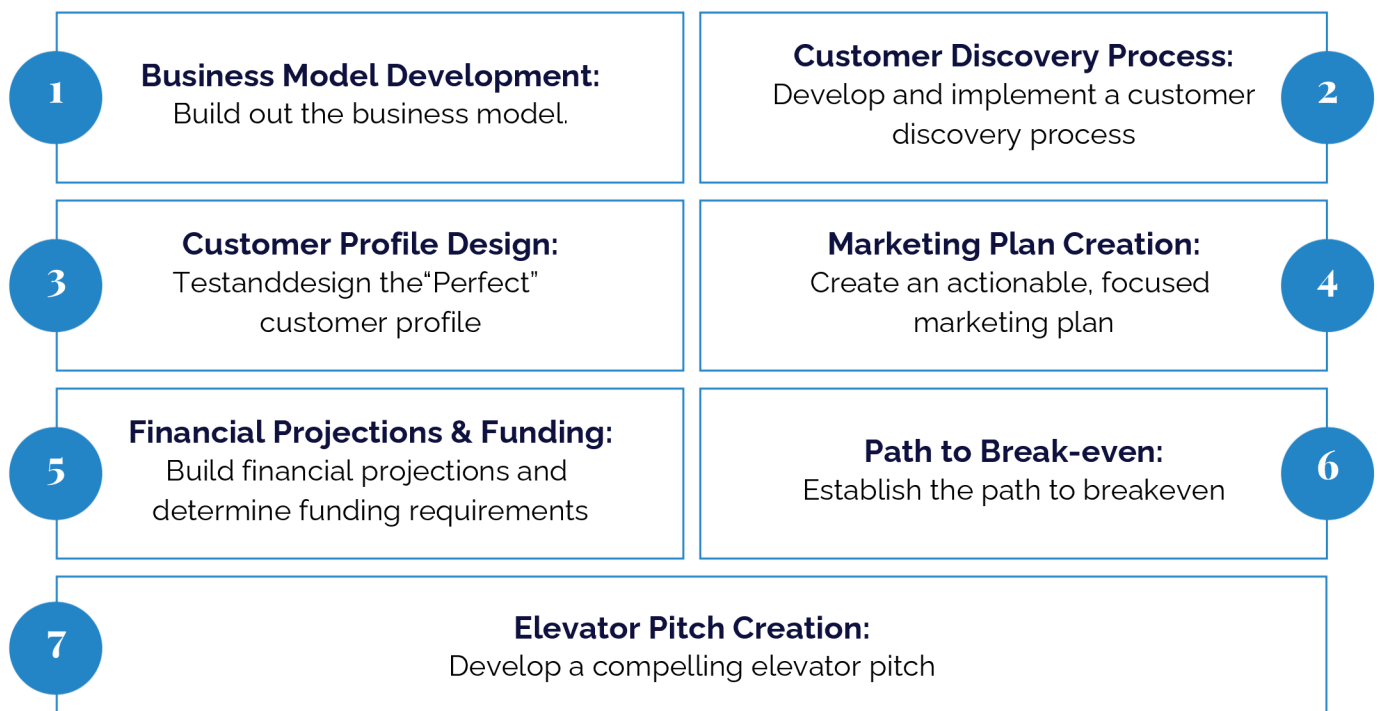
- Develop financial projections and investment requirements with the profit planner.
- Create a marketing plan, business plan, and pitch deck.

## Phase 3 - Implementation:

- Establish a roadmap to "Break Even" with a validated business model and product-market fit.
- Set a clear vision for the business and create a strategic implementation plan.

The **Idea to Impact** program (formerly 'Lean Launch') has been refined over 10 years, with 65% of participants still in business today. There are no miracles or quick wins; building a business requires persistence, hard work, and discipline.

## Modules Overview:



By the end of the program, participants will have an actionable business plan and a clear path to profitability.

## MODULE 1. INTRODUCTION

On the first day participants construct the first version of their Business Model Canvas. This will be revisited continuously during each module of the course.

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## MODULE 2. CUSTOMER DISCOVERY

In this module we will cover the lean start-up methodology, the customer, the value proposition and customer discovery techniques. Participants are encouraged to "get out of the building" and begin to conduct customer discovery interviews.

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## MODULE 3. BATTLEGROUND ANALYSIS

Update from customer discovery interviews.

Revisit the Business Model Canvas.

Participants are given the skills to strategically analyze the business environment through the use of SWOT, PEST, Porter's five forces and competitor analysis.

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## MODULE 4. SHOW ME THE MONEY!

Update from customer discovery interviews.

Revisit the Business Model Canvas.

Participants are taken through a deep dive of the financial implications of business start-up and are given the skills to complete a financial projection statement for their business through an easy to use Excel spread template.

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## MODULE 5. MARKETING YOUR BUSINESS

Update from customer discovery interviews.

Revisit the Business Model Canvas

Participants are taken through a marketing analysis for their business and are given the skills to construct a detailed marketing plan and marketing communications calendar for the business.

## MODULE 6. BUSINESS PLAN CONSTRUCTION

Update from customer discovery interviews.

Revisit the Business Model Canvas.

Business Plan - Throughout the earlier modules participants collate elements of the business plan, in this module it is brought together to formulate a business plan. An objective of the course is that all participants will have a complete business plan by the end of the programme.

## MODULE 7. SALES, PITCHING AND STRATEGIC PLAN

Update from customer discovery interviews.

Revisit the Business Model Canvas.

Participants are given the skills to build their sales process, to pitch and to create a critical one year strategic project plan for the development of their business.

# LOCAL ENTERPRISE OFFICE GALWAY

## Making it Happen

The Idea to Impact programme is heavily subsidised by the local Enterprise Office Galway, and provided as an additional support during COVID, the programme will cost only €75 to entrepreneurs and is limited to 12 places only. Entrepreneurs must have a business idea or be in a start-up business. Applications will be assessed for suitability for the programme.



If your business is interested in applying for the Idea to Impact programme please contact [info@leo.galwaycoco.ie](mailto:info@leo.galwaycoco.ie) or call (091) 509090.



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