

## Who is delivering the programme?

**DCU Ryan Academy** is a non-profit, partnership between Dublin City University and the Ryan Family that aims to be the leading supporter of entrepreneurs and innovation in Ireland. They currently deliver the Female High Fliers Programme which is an accelerator programme for female led startups which specifically addresses the challenges facing female entrepreneurs, supported by Enterprise Ireland. This programme fast tracks female entrepreneurs, their leadership skills and their businesses. It includes a comprehensive programme of workshops, bespoke mentoring and excellent networking opportunities.

**5by20** is The Coca-Cola Company's global commitment to enable the economic empowerment of 5 million women entrepreneurs across the company's value chain by 2020. Through 5by20, Coca-Cola address the most common barriers women face when trying to succeed in the marketplace. This initiative offers women access to business skills training courses, financial services and connections with peers or mentors -- along with the confidence that comes with building a successful business. Coca-Cola International Services are delighted to sponsor the Illuminate Female Entrepreneur Programme which compliments this initiative.

**The Mill** is Drogheda's first purpose built community enterprise centre. We aim to become the Hub for the accelerated creation & growth of healthy new enterprises in the South Louth, East Meath and Drogheda areas. Through our various programmes and facilities we will promote and support a spirit of entrepreneurship and innovation at every level in the local community. Academy@The Mill will provide local startups and expanding businesses an opportunity to access the best training and supports in Ireland. DKIT and DCU have a Memorandum of Understanding which sets out areas of co-operation across a multidisciplinary approach to academic programme development, research, enterprise support and internationalisation between the two higher educational institutes to support the education and research needs of the Dublin – Belfast Corridor and the broader North Eastern Region. The Mill is working with both organisations to deliver projects in South Louth and East Meath.

## Next Steps

Please phone **041 980 2444** or go to [www.themilldrogheda.ie](http://www.themilldrogheda.ie) to obtain an application form.

## Costs

The course is highly-subsidised via the sponsorship from AIB, Coca-Cola International Services, along with the Meath and Louth Local Enterprise Offices. The fees are €400 per person.

Delivery:



Sponsors:



In assoc with:



Follow us at:

[www.themilldrogheda.ie](http://www.themilldrogheda.ie) – News Updates & Ezine  
The Mill, Newtown Link Road, Greenhills, Drogheda, Co. Louth



# Illuminate

Boyne Valley / M1 Female  
Entrepreneurship Programme

January 30th to March 13th



Interested in shining  
a light on your  
business?

# What is *Illuminate - Boyne Valley / M1 Female Entrepreneurship* about?

It is a Business Management and Leadership Programme, sponsored by Coca-Cola International Services, AIB, Meath and Louth Local Enterprise Offices and accredited by QQI (Quality & Qualifications Ireland) at Level 6, Minor Award. 16 participants will be selected for this programme which will fast track female led businesses, to develop their business and leadership skills, achieve scale and create employment. Participants will be given the knowledge, skills and understanding to commercialise sustainable and profitable products and services, that customers need and want.

The Illumination of the Newgrange solstice was first seen over 5000 years ago. The definition of Illumination is "to make lucid or clear, or to throw light on a subject". This course continues a tradition of creativity and innovation, as participants will be guided by Ireland's most experienced tutors, and will develop a Business Case Model that will act as a practical guide to direct their business.

Six trainers will deliver 12 modules. At the end of the course participants will be required to complete a mandatory assignment, for QQI exams. For the assignment participants will be asked to submit a completed Business Model Canvas (the criteria for scoring will be advised on day 1 of the programme) and on Day 7 each participant will be presenting an Investor Pitch to Assessors (scoring will be advised).

Certificates of completion will be presented on Day 7, and all participants will automatically become part of the DCU Ryan Academy Female Entrepreneurship network which will enable them to attend all networking events organized by the DCU Ryan Academy.

## Who is it for?

We are looking for female participants who are currently considering setting up a business, or who have been in business for the past 2 years.

## When? Jan 30th - Mar 13th

The Programme will take place one full day per week - Mondays - over a 7 week period in The Mill Enterprise Hub in Drogheda.

Time: 9:00 am – 5:30 pm.



## Why attend?

- To work on accredited course to create a Business Canvas Model for your Business.
- Benefit from DCU Ryan Academy tutors who specialise in female entrepreneurship.
- Become part of collective of a new wave of female entrepreneurs in North-East.
- Network with other entrepreneurs.

*"I found the Illuminate course to be of tremendous value to me as a businesswoman. I was introduced to concepts I hadn't heard of before for creating the most value from your business. I got to gain confidence in an encouraging environment that gave me the courage to keep moving forward in my business. I got to spend valuable time working on my business in terms of developing the model and to truthfully analyze it with the guidance and help of some amazing professionals. If you are serious about your business and feel you could benefit from learning more with likeminded people then I'd recommend Illuminate."*

Jill Stout - Jill's Kitchen



*"I was part of the inaugural group of female entrepreneurs to participate in the Illuminate Course which was facilitated by The Mill Enterprise Hub in conjunction with the DCU Ryan Academy. Before the course started, I thought 'How will I be able to dedicate a full day a week to a course?' However, I am extremely glad that I did because I was able to hone and solidify my business idea, look at it from a more objective viewpoint, see it for what it was and work to building it to what it should be to be successful. An invaluable part of a course specifically for female entrepreneurs and start up companies is the connections that are made and the support network and encouragement that are offered. If you get a chance to participate in the Illuminate Course I would recommend that you do so because, from my experience you'll enjoy it, learn from it and move your business forward with it."*

Lisa Heeney - Founder and Owner, AromaBump

*"I joined the Illuminate Program in order to build a solid business plan and put some structure on what offering I was going to provide to clients. The topics covered and more importantly the speakers/ course instructors were exceptional in that they were experts in their industries and inspiring, driven women who were excellent examples of successful female entrepreneurs, unfortunately the amount of time given to these sessions was never long enough! I still can't close my eyes and picture myself on top of a tree (the mindfulness part of the course!!!) but I gained a lot of confidence and am more driven in taking my business forward. The biggest gain from the course, however, was the support from the other female entrepreneurs attending the course, a great bunch of women with great businesses/ business ideas."*

Joan Brien - Tma Food Safety

## Topics covered:

### Day 1: 30<sup>th</sup> January

#### Tell your story

- Describe your business or idea in a headline
- Capture your audience attention in 30 seconds
- Find your story and get people to believe in you

#### Leadership Styles: Building your Team

- Identifying and allocating key roles in your team
- Founders, employees, mission, intent, values. Managing a growing business.
- Why is EQ essential in team building & leadership
- Why is emotional capital so powerful in building your team and sustaining successful businesses

### Day 2: 6<sup>th</sup> February

#### Introduction to Entrepreneurship & Business Management

- Tradesperson or business owner?
- Challenges in managing & growing a small business
- Growth & diversification
- Thinking like an entrepreneur

#### Business Planning for your business environment

- Challenge of a changing business environment
- What is strategy?
- Why write a business plan?
- Business environment analysis tools - what they are and how to use them
- Identifying and implementing a sustainable business model

### Day 3: 13<sup>th</sup> February

#### Project Management

- What is project management & how to apply it to your every day business
- Identify stakeholders & stakeholders needs
- Apply methods, tools and techniques for planning, monitoring and controlling
- Project leadership techniques

#### Sales Strategy & Process

- Sales strategy
- Design & implementation of sales processes
- How & what we do in sales for the organisation
- Creating the sales pipeline
- Goals, measures and accountability

### Day 4: 20<sup>th</sup> February

#### Legals for Start-ups

- Pros and cons of company structures
- Roles & responsibilities of directors/owners/managers
- What you need to know about governance as a business manager

#### Marketing Management & Branding

- What is marketing?
- Identifying your market and your customer
- Market segmentation
- The marketing mix
- Social media
- Digital marketing

### Day 5: 27<sup>th</sup> February

#### Financial Management, Funding Models & Revenue

- Accounts for business
- Overview of revenue requirements
- Cash flow
- Benchmarking & valuing business performance
- Sources of funding

#### Business Risk Management

- Understanding & assessing risks & key performance indicators (KPI's)
- Dealing with risk
- Compiling a risk register
- Risk & your business plan

### Day 6: 6<sup>th</sup> March

#### Sustaining & Growing your Business

- Managing the now and planning for the future
- Sources of funding
- Prospects and opportunities for the construction sector
- The innovation process described
- Sustaining for growth

#### Pitch Preparation for Skills Demonstration

- The problem you solve
- Who you are?
- What you do?
- Practice your business plan pitch

### Day 7: 13<sup>th</sup> March - Finale

Skills Demonstration - 'Investor pitch' to panel, certificate ceremony & final wrap up