

DCU Ryan Academy



ILLUMINATE

Female Entrepreneurial Programme

12 Week Course - Nov 2nd 2020 to Feb 1st 2021

M1/North East Region - Delivered Online



DCU RYAN
ACADEMY

Coca-Cola





WHAT IS ILLUMINATE?

Illuminate is a Female Entrepreneurial Business Management and Leadership Programme. The original concept was developed by The Mill Enterprise Hub and DKIT who identified a need to support existing female entrepreneurs in the North East Region and DCU Ryan Academy were invited to deliver the programme.

It is kindly sponsored by Coca-Cola International Services, AIB, M1 Drogheda Chamber Skillnet, and the Meath and Louth Local Enterprise Offices.

Only 20 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.

A selection of expert trainers will deliver this programme. At the end of the course participants will be required to submit a completed **Business Model Canvas** and on the Final Day each participant will present an Investor Pitch to a Panel of Experts.

Certificates of completion will be presented on this day, 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. This is the fourth tranche of the Illuminate Programme

Who is delivering the programme?

The Mill Enterprise Hub is a leader in delivering effective regional growth and promoting 'best practice' supports for entrepreneurs including mentoring, training, and a collaborative and nurturing environment. Our mission is to be an effective catalyst for enterprise development in our area by providing a hub which fosters the accelerated creation and growth of healthy new enterprises. We promote and support a spirit of entrepreneurship at every level in the local community through our various programmes and facilities."

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. DCU Ryan Academy promote and accelerate early stage entrepreneurship in Ireland, through leading entrepreneur, startup and innovation programme and through events and activities which support broader entrepreneur and startup ecosystem development. The Academy helps startups transform great ideas into successful businesses.



"Illuminate gave me much more than I signed up for. It helped me to strategically understand my business and gave me the opportunity to meet with like-minded business women, a network for life! There was a balance of people at all stages of their business journey. I now have a clear business vision and more confidence to take on challenges. Everyone on team are super supportive".

Jane Kerr Me Time Training

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 M1 Drogheda Chamber Skillnet was established to advance business performance in the North East Region through identifying Skill Needs, Promoting Upskilling & Career Development through Enterprise-led Workforce Development, and access to subsidised training, funded by Skillnet Ireland through the Department of Education and the National Training Fund.

AIB know that it takes bravery to run a business. It also takes bravery to build it – to make it bigger and better. AIB offer a range of supports and cashflow solutions tailored to your business needs. AIB are delighted to sponsor the Illuminate Female Entrepreneur Programme.



Why Attend?

- To create a professional 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.
- To work with The Mill, M1 Skillnet and Local Enterprise Offices on further training and supports.
- One to one financial advice from AIB.
- The Mill Hub is an Amazon AWS Activate Partner and all Illuminate Graduates can apply for up to €10,000 in AWS Credits with Amazon. See <http://aws.amazon/activate/>

When is it?

This is a 12 Week Programme which will be held online 2 mornings a week, Monday and Wednesday commencing Nov 2nd 2020 running to Feb 21st 2021, 9.30am- 12.30pm. The Final Day Pitch will be delivered in classroom setting.

Cost

RRP €3995 / Non-Member €785 / Member €550

Who is it for?

We are looking for female participants who have been in business for at least 2 years and are seeking to scale their business in the near future.

Next Steps

Please phone either Linda Ennis, M1 Drogheda Chamber Skillnet on 085459679 or email m1skillnet@droghedachamber.com or book your place online [click here](#) / Or contact The Mill Enterprise Hub on 041 980 2444 or go to www.themilldrogheda.ie to obtain an application form.

NOVEMBER 2ND -
FEBRUARY 1ST



9.30 AM -
12.30 PM

MODULES

Mon Nov 2 Class 1: Ice Breaker - 'Tell Your Story' Pitching Skills	Mon Nov 23 Class 7: Legals for Startups: 'Cut through the Jargon'	Mon Dec 14 Class 13: Pitch Preparation: Investor Pitch Template	Mon Jan 18 Class 19: BMI: Revenue Streams, Costs & Review Milestones
Wed Nov 4 Class 2: Business Model Innovation: Setting Milestones	Wed Nov 25 Class 8: Financial Modelling: What You Need to Know	Wed Dec 16 Class 14: Mentor Panels: Speed Mentoring, One to One	Wed Jan 20 Class 20: PR Workshop Do It Yourself PR for Startups
Mon Nov 9 Class 3: Business Model Innovation: Customer Journey	Mon Nov 30 Class 9: Financial Management: Product v Service	Mon Jan 4 Class 15: Startup Supports: Gov, Venture Capital, Angels	Mon Jan 25 Class 21: Pitch Practice: Preparation for I nvestor Pitch
Wed Nov 11 Class 4: Business Model Innovation: Design Thinking, Personas	Wed Dec 2 Class 10: Financial Management: Cash Flow, Managing Accounts	Wed Jan 6 Class 16: Fireside Chat: Female Entrepreneurs, Lessons & Tips	Wed Jan 27 Class 22: Pitch Practice: Preparation for Investor Pitch
Mon Nov 16 Class 5: Business Model Innovation: Customer Discovery	Mon Dec 7 Class 11: Sales: Strategy and Process	Mon Jan 11 Class 17: eCommerce: Selling Online	Mon Feb 1 Class 23: The Final: Investor Pitch Panel & Certificate Ceremony
Wed Nov 18 Class 6: Building Your Team: Roles and Responsibilities	Wed Dec 9 Class 12: Sales: Selling Skills	Wed Jan 13 Class 18: BMI: Key Partnerships, Metrics and Activities	