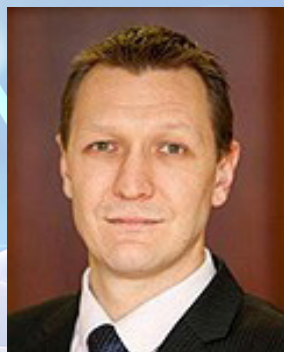


GLEN ANDERSON
BUSINESS COACH & MENTOR

Qualifications

- MBS Masters in Entrepreneurship, University of Limerick.
- BComm(Hons) Marketing, Rhodes University
- ACCA CAT Accountancy
- CTP Certified Training Professional



Glen has a significant amount of business and coaching experience. He is a former University Lecturer (Rhodes University, Heriot-Watt University, University of Limerick and Birmingham City University) and a facilitator. He successfully operates several small businesses ranging from oil products, engineering and educational institutions. Above all Glen enjoys helping participants & students set up their own successful businesses and develop them into strong viable entities.



IRISH COLLEGES
TRAINING CENTRE



Local
Enterprise
Office

NEW BUSINESS
IDEA DEFINITION,
EVALUATION &
DEVELOPMENT

WHAT YOU'LL LEARN:

- ✓ Spot great business opportunities in everyday life.
- ✓ Design a process to test a startup idea with real customers.
- ✓ Implement the best free marketing hacks to attract visitors and convert them into users.
- ✓ Quickly assess any startup idea and evaluate its market potential.
- ✓ Understand precisely why some startups succeed and others fail.
- ✓ Course material updated regularly.



Contact Us at Local Enterprise Office, Meath.



(046) 909 7000



localenterprise@meathcoco.ie



INTRODUCTION:

Do you want to start your own business, or learn how it's done? If yes, then this course is for you. Here you'll learn how to generate great startup ideas, evaluate their potential and test them with customers in real life.

We use hundreds of real life examples to illustrate everything we teach to make it practical and easy to understand. It's all about startups, business, entrepreneurship and concepts! We strive to provide knowledge in the most concise way: our workshops and resources are detailed and straight to the point, while being full of great content. They are adapted for classroom and online learning: our tested methodology is fun and engaging. We want you to get the best learning experience!

COURSE OVERVIEW:

What You Will Master Inside This Course:

1. To Generate Business Startup Ideas With Huge Potential
2. To Evaluate Business Ideas
3. To Evaluate Business Markets To See Opportunities
4. To Calculate Your Estimate Profits In a Certain Market
5. To Evaluate Competition To Find Opportunities In a Market
6. To See The Potential Of Scalability In Your Business Idea
7. To Understand If Your Business Startup Idea Is Worth Creating Digitally & Physically
8. To See If Your Business Idea Is Best Suited As a Service Or Product

REQUIREMENTS:

- Interest in startups, technology and entrepreneurship
- No prior business experience is needed
- You don't need a product...you'll figure out how to find one here
- You don't need a service...you'll figure out how to find one here

WHO SHOULD ATTEND:

- Aspiring Entrepreneurs
- Entrepreneurs
- Small Business Owners
- Innovators
- People Wanting To Start Their Own Business
- Startups
- Marketers

"A business idea is a starting point for any current or future entrepreneurs. It is essential because it is the beginning of a new life – the life of a business and the life of an entrepreneur."

COURSE CONTENT

