

Enterprise Start Workshop

McWilliam Park Hotel, Claremorris, Co Mayo

Tuesday 16th September 2014

Facilitators of the Workshop: PA Consulting

AGENDA

- 09.30 - 10.30** Registration – Tea & Coffee
- 10.00 - 10.15** Welcome, Objectives and Introductions
- 10.15 - 10.45** Customer Value Proposition(CVP)
- 10.45 - 11.15** Your CVP in one sentence
- 11.15 - 11.30** Tea/Coffee Break
- 11:30 - 12.00** How to build and validate a strong Customer Value Proposition
- 12.00 - 1.30** Individual work (during working lunch)
- 1.30 - 2.00** Debrief on Exercise
- 2.00 - 2.30** Business Planning - What lies ahead
- 2.30 - 3.00** Start Up Case Study – CloudStrong
Victor del Rosal, Director, Strategy & Business Development,
CloudStrong
- 3.00 - 3.20** Mayo Local Enterprise Office Supports for Start Ups
John Magee, Senior Enterprise Officer,
Mayo Local Enterprise Office
- 3.20 - 3.40** Enterprise Ireland Supports Start Ups
Margaret Charleton, West Regional Development Executive,
Enterprise Ireland
- 3.40 - 4.00** Close and Individual Action Plans