We are delighted to once again organise and support the Student Enterprise Awards in second level schools throughout South Dublin County. Last year over 700 students from 14 schools in the county took part in the programme which culminated in an exciting enterprise showcase at the County Final in March. County winners, from Colaiste Phadraig Lucan, Greenhills College and St Joseph’s College Lucan, represented South Dublin at the National Final in Tullamore in May and we congratulate all of the students and their teachers on their commitment and enterprising spirit.

This year, the programme promises to be even more ambitious as we welcome on board our new sponsors, the I.T Dublin in Tallaght. With their generous support, we hope to offer a greatly enhanced programme for teachers and students. We anticipate even more exciting and creative business projects from our entrepreneurs of the future and we look forward to working with you again.
What are the Student Enterprise Awards

The Student Enterprise Awards (SEA) is an exciting and rewarding programme that gives second level students in Ireland the chance to set up and run their own business while at school.

Organised by the County and City Enterprise Boards, the programme is run in schools all over Ireland for first year right up to leaving cert students.

From September / October each year students set up and run a business and school finalists then compete at their annual County Final in March where representatives are selected for the National Final in April / May.

Participating students use the workbook Exploring Enterprise and cover all aspects of running a business including:

- Generating a business idea
- Market Research
- Production
- Marketing
- Costing & Pricing
- Finance
- Writing up a business report

2009-2010 TIMETABLE

Decide on your business
Start producing your product / service & selling
Complete the Entry Form and Draw Down the Materials Allowance
Prepare your Business Report
Schools Finals
South Dublin County Finals
Closing date for entry to National Final
National Final

September 2009
October, November & December 2009
By 31st October 2009
January 2010
By End of January 2010
End Feb / early March 2010. TBC*
April 2010. TBC*
27th April 2010 Croke Park, Dublin

*TBC: Exact date & location to be confirmed

Important Contacts

- South Dublin County Enterprise Board – Contact Ena Coleman @ 01 405 7073 / 086 8285324 or ena@eircom.net
- School Coordinators – Contact Linda Twamley / Yvonne Cusack @ 01 414 5700
Innovation Workshops for Students

We are very pleased to offer extra support to students this year to help generate innovative business ideas and projects. Sadie Wheatley of SW Design has designed a Student Innovation Programme which introduces students to:

- Idea Generation Techniques such as SCAMPER / the 5 W’s etc
- Brainstorming
- Where to look for new Business Ideas
- Purple Cow Theory and USP
- Picking your best Idea
- Developing your Idea

The workshops are offered on site in your school(s) to students and last approximately 80 minutes. Teachers are welcome to attend the workshops also and a Teachers Pack is included. This is a wonderful opportunity for students and teachers alike and is free of charge to the school. Workshops are offered on a first come first served basis and can commence anytime from the middle of September 2009. To book an Innovation Workshop for your students, please contact Ena Coleman at South Dublin County Enterprise Board at 4057073 or ena@sdenterprise.ie

More New Stuff!

New Video clips from the 2009 National Final in Tullamore featuring finalists and winners as well as judges opinions are now available for viewing on the Student Enterprise Awards official website www.studententerprise.ie

New Tutorials just launched on www.studententerprise.ie include:

- Starting a new business
- People Skills,
- Marketing and Branding
- Sales Skills

For up to date news and information and the chance to win some great prizes be sure to visit www.studententerprise.ie

Attention Teachers!

This year we are adding some new features to the programme so don’t miss out on:

- Innovation Workshops - sign up for these as soon as possible!
- Teachers Network Dinner in the impressive I.T Tallaght Training Restaurant - open to all interested business teachers – October 2010
- Materials Allowance & SEA Entry – don’t forget to complete and return the forms
- New Tutorials & Videos on www.studententerprise.ie
- An opportunity for the 3 winning projects at County level to work with Third Level Business Mentors
- You may enter the competition online or by submitting the entry form. Teachers who enter the SEA online on www.sdenterprise.ie before the end of October will be in a draw for a €500 holiday voucher.

Intermediate Winner 2009 “Your Name in Beads”
Josh Proudfoot from Greenhills College with CEO Loman O’Byrne and deputy Mayor Eamonn Maloney

“Enterprising School of the Year 2009” Students and teachers from Greenhills College with the Maurice O’Connell Perpetual Trophy sponsored by Partas

Mile Buíochas Do:
I.T Dublin Tallaght
our new Sponsor for 2009/2010

Partas Tallaght
sponsors of the Maurice O’Connell Award for Enterprising School of the Year

The Echo Newspaper
longtime sponsors of the County Finals Trophies
Student Tips

✓ Do your own work: while you’ll obviously need to talk about your ideas and get advice from other people, it’s important that your business plan and the product/service are your own work.

✓ Pay attention to the marking scheme: it’s important to remember that in order to do well in the competition you need to pay attention to all areas mentioned in the marking scheme.

✓ Think outside the box: the projects that do well each year usually have a simple idea that is innovative or new in some way. Attend one of our Innovation Workshops to help you with this.

✓ Understand your customers: it’s important to show you took the time to find out what your customers want and acted on this information. This means not only doing market research but making the necessary changes to your marketing plan based on your market research. And provide evidence of your market research in your Business Report!

✓ Be creative with your marketing: projects that do well usually show creativity in how they promote their products/services. Don’t just confine yourself to your traditional methods of marketing like distributing flyers and posters. Think of different and inventive ways of letting people know about your business.

✓ Don’t forget your finances: the financial section of your business report is very important if you want to do well in the competition. It’s very important that you include a Profit & Loss Account, Cash Flow Forecast and Balance Sheet in your business plan.

✓ Your Business Report: make sure your business report demonstrates how well you have conducted your business from selecting your idea to completing your financial records. Make sure all sections of your report tie in together.

✓ Take up any offers of assistance offered – from your teacher, the SEA Coordinators, the South Dublin County Enterprise Board, the SEA website www.studententerprise.ie, the Innovation Workshops and Mentoring support. Everyone wants you to be a success!

Did You Know?

We surveyed nearly 100 students who had taken part in the SEA’s and here is what they said:

“Taking part in the SEA’s reveals what it takes to be an entrepreneur and the risks involved”

“It was enjoyable doing the research and buying and selling goods – I would consider it as a career option in the future”

Then we surveyed a small group who did not take part in the SEA’s and this is their feedback:

“While I’m not interested in business subjects and do not see myself starting a business, I would have liked the opportunity to work in teams and participate in the County finals”

“I’m sorry I missed out on certain aspects of the programme in particular the idea generation process and the marketing seemed to be fun and interesting as well”

So the lesson is – even if you don’t see yourself as an entrepreneur in the near or distant future – take part anyway – you never know what you will discover about your talents!