It gives us great satisfaction to once again organise and support the Student Enterprise Awards in second level schools throughout South Dublin County. Last year over 700 students from 19 schools in the county took part in the programme which culminated in an exciting enterprise showcase at the County Final in Coláiste de hÍde in March. County winners, from Colaiste Eanna Ballyroan and Coláiste de hÍde Tallaght, represented South Dublin at the first ever National Final in Croke Park in May and we congratulate all of the students and their teachers on their commitment and enterprising spirit. St Joseph’s College Lucan were this year’s proud winners of the Maurice O’Connell Perpetual Trophy for Enterprising School of the Year—well done to all.

This year we are fortunate that our main sponsor, Institute of Technology Tallaght, are once again committing their generous support to the programme. Their generosity and that of our other supporters enables us to offer the SEA programme for 2010/2011 and we anticipate many exciting and creative business projects again this year. There are some new features to this year’s programme which are outlined in this newsletter and which we hope will encourage and promote participation.

Looking forward to working with you again.

Senior Winner 2010: “Presto” Neil Hickey, Daniel Manning & David Thomson from Coláiste Éanna, Ballyroan

Junior Winner 2010 “DJ Scents” Saoirse Delaney & Amy Jordan from Coláiste de hÍde, Tallaght

Welcome to the Student Enterprise Awards 2010-2011
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 Croke Park in April.

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

2010-2011 TIMETABLE

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Decide on your business</td>
<td>September 2010</td>
</tr>
<tr>
<td>Start producing your product / service &amp; selling</td>
<td>October, November &amp; December 2010</td>
</tr>
<tr>
<td>Complete the Entry Form for the Student Enterprise Awards &amp; return with the Materials Allowance Draw down form to South Dublin County Enterprise Board</td>
<td>Before 31st October 2010</td>
</tr>
<tr>
<td>Finalise your Business Report</td>
<td>January 2011</td>
</tr>
<tr>
<td>Closing date for submitting completed business reports to South Dublin CEB</td>
<td>11th February 2011</td>
</tr>
<tr>
<td>South Dublin County Finals</td>
<td>4th March 2011</td>
</tr>
<tr>
<td>Institute of Technology, Tallaght</td>
<td></td>
</tr>
<tr>
<td>Closing date for entry to National Final</td>
<td>16th March 2011</td>
</tr>
<tr>
<td>National Final, Croke Park, Dublin</td>
<td>14th April 2011</td>
</tr>
</tbody>
</table>

Important Contact

South Dublin County Enterprise Board – Contact Ena Coleman @ 01 405 7073 / 086 8285324 or ena@sdenterprise.ie
Enterprise Workshops for Students

We are very pleased to offer extra workshop support to students this year to help students participate in the programme.

Phase 1: September / October - Introduction to SEA & Innovation Workshop:

Introduction to the programme and how to generate innovative business ideas and projects. Assists students use a variety of techniques to identify and select the best ideas.

Phase 2: October / November - Developing your Business Idea:

Developing your business idea by means of research, protection and product development. Assists students analyse and develop their idea into viable projects.

The workshops are offered in school and each one lasts approximately 80 minutes. Teachers are welcome to attend the workshops. Workshops must be booked in advance.

To book a Workshop for your students, please contact Ena Coleman at South Dublin County Enterprise Board at 405 7073 or ena@sdenterprise.ie

Attention Teachers!

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

✓ Enterprise Workshops - sign up for these as soon as possible!
✓ Materials Allowance & SEA entry – don’t forget to complete and return the forms before 31st October at the latest. You can enter online at www.studententerprise.ie or by submitting the entry form to South Dublin County Enterprise Board.
✓ A Business Report template will be circulated to all participating schools once the programme is underway. This will facilitate the submission of Student business reports for the County Final.
✓ An opportunity for the 3 winning projects at County level to experience Dragon’s Den mentoring exercise.
✓ Access to panel of Enterprise Mentors to assist students develop their projects.
✓ New Location for County Finals – Institute of Technology, Tallaght.

For more information on any of the above contact Ena Coleman, South Dublin County Enterprise Board at 405 7073 or ena@sdenterprise.ie

Don’t forget to visit www.studententerprise.ie for up to date news and resources!

“Simply Irish Productions” Ronan Kelleher, Craig Irwin, Conor O’Rourke, Paul Smith & Ronan O’Gorman from Colaiste Eanna, Ballyroan

“Herbalicious” Rachel Kedney, Amy Courtney, Mark Harrington, Sinéad Carroll & Sybil John from Firhouse Community College.

County Hall, Belward Square North, Tallaght, Dublin 24. Tel: + 353 1 4057073 Fax: + 353 1 4031234 E-Mail: info@sdenterprise.ie Web: www.sdenterprise.ie
Student Tips – Finding a Business Idea

✓ Identify a problem and find a solution
  • Ask your friends and family about problems that they come across in daily life for which there is no solution. Can you make a product that solves that problem?
  • Look at products / services that you use in your own daily life. Can you come up with a better alternative?

✓ Look at your hobbies
  • Do you have a hobby or skill that can be turned into a business. Make a list of your hobbies and brainstorm with friends, family and your team on how these can be developed into a business

✓ Be realistic!
  • Remember, your ideas must be workable and they should be profitable. Ask yourselves: “can we realistically make this product”, “are there enough customers out there who will buy it” and “will it make money for us”?

✓ Try improving an existing product / service
  • Try coming up with a different spin on an existing product / service.

✓ Don’t forget your research & development
  • Remember to carry out research and development on your product / service.
  • This means developing your product / service to make it more appealing to your customers.

✓ More on this topic on www.studententerprise.ie

Many Thanks to Our Generous Sponsors

Institute of Technology, Tallaght

Schoolbooks.ie

The Echo Newspaper

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

For more business fun visit BUSINESSGAME.IE

County Hall, Belgard Square North, Tallaght, Dublin 24.
Telephone: + 353 1 4057073 Fax: + 353 1 4031234
E-Mail: info@sdenterprise.ie Web: www.sdenterprise.ie