Welcome to another exciting year of enterprise and innovation!

2013 is the year of The Gathering and this was certainly evidenced around the country as student entrepreneurs gathered in the spirit of enterprise and innovation. Over 100,000 second level students have participated in the Student Enterprise Awards since its inception making it the largest and longest running student enterprise programme in the country.

This year in South Dublin, 877 students from 21 schools in the county participated and 54 enterprise projects were showcased at the County Final, proving that youth entrepreneurship is alive and buzzing in our county.

Coláiste de hÍde was dubbed Enterprising School of the Year for the second year in a row as more than a dozen of its young entrepreneurs were awarded prizes at county level and its Junior and Intermediate finalists Sew Funky and 15 Day Guide to Dublin represented South Dublin in Croke Park. Zip–Eeze from St Joseph’s College Lucan represented the county in the Senior Category.

We congratulate all of the students and their teachers on their commitment and enterprising spirit.

We are delighted to be in a position to offer our enhanced programme for another year thanks to the continuing generosity and support of our main sponsor, Institute of Technology Tallaght.

We urge you to use all the resources we offer, which, are once again available to participating schools in 2013/2014.

Wishing you enterprising success and looking forward to working with you again.
Enterprise Workshops for Students

The workshops are offered in school and are delivered by Sadie Wheatley of SW Design. Each one lasts approximately 80 minutes and teachers are welcome to attend if they wish. There are two types of workshop – Phase 1 Innovation and Phase 2 Development.

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.

Workshops must be booked in advance. To book a Workshop for your students, please contact Ena Coleman at South Dublin County Enterprise Board (01 405-7073 or ena@sdenterprise.ie)

2013-2014 TIMETABLE

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
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<tbody>
<tr>
<td>Decide on your business</td>
<td>September 2013</td>
</tr>
<tr>
<td>Start producing your product/service &amp; selling</td>
<td>October, November &amp; December 2013</td>
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<tr>
<td>Complete the Entry Form for the SEA &amp; return with the Materials Allowance form to South Dublin CEB</td>
<td>Before 24th October 2013</td>
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<tr>
<td>Finalise your Business Report</td>
<td>January 2014</td>
</tr>
<tr>
<td>Closing date for submitting completed business reports to South Dublin CEB</td>
<td>10th February 2014</td>
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<tr>
<td>South Dublin County Finals Institute of Technology, Tallaght</td>
<td>28th February 2014</td>
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<tr>
<td>National Final</td>
<td>April 2014</td>
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</tbody>
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Important Contacts

- South Dublin County Enterprise Board – Contact Ena Coleman @ 01 405 7073 / 086 8285324 or ena@eircom.net
- School Coordinator – Contact Laura Nolan @ (01) 403 8454, or 087-960-8850 or: studentawards@tlmarketing.ie

Winner of Craftmanship award: Gabija Mikalauskaite of Unique from Killinarden Community School
Words of Advice

- Start the programme as early as possible – at the start of the term in September to give yourself the maximum time to run your business
- Give yourself time to generate and brainstorm business ideas and to test the feasibility of these ideas
- Ask a student who took part in the SEA previously for tips
- Carry out market research on the service / product, examine all findings and keep records
- Have a Christmas Fair to help promote and sell products / services
- Put some time aside each week to work on your business – it all adds up
- Keep all relevant materials in a file / folder such as completed questionnaires, photographs, promotional materials, correspondence, invoices, receipts etc

- Complete the Student Workbook as you progress – this will help you prepare your business report at the end
- Keep a cash book which records all of the cash that comes into and goes out of the business on a daily basis
- Take part in your school final
- Give yourself plenty of time to prepare the business report which should be easy if you have been keeping your workbook and records up to date
- Aim to have a first draft of your business report ready for the end of January. This gives you time to make any changes, add any detail before the closing date (February 10th 2014)
- Use all the resources offered by the South Dublin County Enterprise Board and don’t be afraid to contact the school coordinator for support

New Schools Coordinator

Welcome to Laura Nolan of TL Marketing who has been appointed new coordinator of the Student Enterprise Awards for South Dublin. Laura brings with her a wealth of experience across a range of industries as well as marketing and business acumen. She is very enthusiastic about the SEA programme and is looking forward to working with teachers and students. She can be contacted at (01) 403-8454, 087-960-8850 or studentawards@tlmarketing.ie

Attention Teachers!

Don’t miss out on all the available resources to help you run the SEA in your school:

- Materials Allowance & SEA entry – don’t forget to complete and return the forms before 24th October 2013 at the latest. You can enter by submitting the Schools Entry form to South Dublin County Enterprise Board.
- Posters, Newsletters, Teachers Manual and Student Workbooks are available from our school coordinator Laura Nolan (087)9608850
- Enterprise Workshops – SW Design will be presenting these again – don’t forget to sign up for these as soon as possible by contacting Ena Coleman
- A Business Report template will be circulated to all participating schools once the programme is underway. This may facilitate the submission of Student business reports for the County Final for those who wish to use it.
- Access to panel of Enterprise Mentors to assist students develop their projects – contact Ena Coleman for details.

Teachers!

We know you go the extra mile for your students encouraging and facilitating them to participate in the SEA. We appreciate your dedication and hard work. In recognition of this we will be awarding lots of extra exciting Teachers prizes during this years programme. More information on this in September!
**New Business Bootcamp a Success**

20 national finalists attended the first ever “Winners’ Bootcamp” in the Nexus Innovation Centre at the University of Limerick this summer. The inaugural four day business bootcamp took place in June sponsored by Ulster Bank and is a new feature for the top 20 national finalists in the SEA’s.

The group of teenagers received mentoring from experienced entrepreneurs, as well as critical feedback from peers and experts. Sessions ranged from advice on delivering a business pitch that’s got the “Wow” factor to business development and teambuilding activity.

Experienced entrepreneurs were on-hand throughout the week to provide students with advice, insights and top tips about doing business in the ‘real-world’.

To be in with your chance of attending Business Bootcamp 2014, make sure you enter the Student Enterprise Awards this year.

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**Student Tips – Finding a Business Idea**

1. **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?

2. **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.

3. **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”?

4. **Try improving an existing product/service**
   - Try coming up with a different spin on an existing product/service.

5. **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.

6. **More on this topic on**
   - [www.studententerprise.ie](http://www.studententerprise.ie)

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**Many Thanks to Our Generous Sponsor**

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**Institute of Technology, Tallaght**

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**Why Enter the SEA’s This Year?**

- Great Fun all along the way
- Chance to set up your own business and make some money
- Over €2500 in Prize Money at County level alone & much more at National level
- A chance for your Enterprising School to win the coveted Maurice O’Connell Award
- Teachers Network Dinner in I.T Catering Training Restaurant Scholars & Teachers Prizes
- Access to an expert panel of mentors
- An opportunity for County winners to partake in real life Dragons Den with the South Dublin County Enterprise Board
- Trip abroad for Senior Winners at National level
- A chance to be selected for the new Business Bootcamp 2014
- National Final in Croke Park with a chance to win the prestigious Sean Lemass Award

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**Don’t forget to visit**

[www.studententerprise.ie](http://www.studententerprise.ie) **for up to date news and resources!**

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**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.

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