



EUREKA!

**Have a bright idea to START-UP a business in the South East?
Are you ambitious, hard-working and determined to succeed?**

Have you had your Eureka moment and want to set up a start-up in the South East? The network of South East Local Enterprise Offices is looking for the next generation of trailblazing entrepreneurs to take part in the BrightStart South East Start-Up programme.

Over recent months barriers to innovative business solutions have fallen away creating a new landscape for start-up businesses. However, the start-up journey can be tough and requires resilience and endurance. Through the BrightStart programme OCO Global's internationally

respected business mentors will show you how to set your start-up business on the right growth path.

What sets the BrightStart programme apart is that high potential start-ups will be given the opportunity to pitch their idea to Enterprise Ireland, South East Business Incubation Unit and their Local Enterprise Office to apply for accelerated grant support and services which can fundamentally boost a start-up business's growth potential.

South East Local Enterprise Offices

There will be four cycles of the programme with dedicated topics:

Topic	Webinar Date	Time
Female Led Start-Up	11th Nov 2020	9.30am - 1pm
Green Technology Start-Up	18th Nov 2020	9.30am - 1pm
New Normal Start-Up (Brexit / Covid Innovations)	2nd Dec 2020	9.30am - 1pm
Remote Working Start-Up	13th Jan 2021	9.30am - 1pm

Mentoring dates will be agreed between the mentor and participants following each webinar.

What does the programme offer?

You are on a start-up journey and it is vital that you know where you are on that journey, what you are experiencing and the tools that can be used to help you overcome hurdles. OCO Global's combination of webinar training and one to one mentoring will give a fast, effective and robust assessment of your growth potential. OCO Global will use a combination of assessment tools so that you are able to see what you are doing well, and what areas you need to focus more on.

Phase 1:

WEBINAR: Participants will attend a 3.5hour online webinar focusing on start-up supports and entrepreneurial culture required for successful business development growth. You will work with OCO Global to complete business assessment tools which will be used to help you understand what areas of your business need more support. After the webinar you will have completed essential work that will frame your strategic thinking for your business.

Phase 2:

MENTORING: Each participant will then get a 2 x 1.5hr one to one mentoring sessions with OCO Global mentors who will use the webinar work to develop a prioritised action plan for your business concept. The BrightStart business mentor will cover strategic topics such as product feasibility, new sales platforms, target market, marketing and sales, finance and profitability as well as grant aid and business supports. OCO Global will also produce individual

Your success on the programme is dependent on your engagement and participation – it will be challenging at times but what you put in you will get back. You will be given the chance to show that you have the best and brightest entrepreneurial idea to apply for High Potential Start-Up grant aid and support.

BrightStart Business Trainer

Colm Reilly OCO Global

Colm will lead the BrightStart South East training. He will use his internationally recognised expertise to help you define your start-up journey. Colm's approach is to be direct, challenging, encouraging and honest to help you get the best results and achieve your full potential.



Expression of Interest:

The BrightStart expression of interest form should be returned to your Local Enterprise Office contact listed below:

Local Enterprise Office	Application Link	Contact	Email
Carlow	www.localenterprise.ie/carlow	Gabrielle Carroll	gcarroll@carlowcoco.ie
Kilkenny	www.localenterprise.ie/kilkenny	Catherine Hennessy	catherine.hennessy@leo.kilkennycoco.ie
Tipperary	www.localenterprise.ie/tipperary	Michael Begley	michael.begley@tipperarycoco.ie
Waterford	www.localenterprise.ie/waterford	David Walsh	dawalsh@waterfordcouncil.ie
Wexford	www.localenterprise.ie/wexford	Breege Cosgrove	breege.cosgrave@leo.wexfordcoco.ie

evaluation report with recommendation on High Potential Start-Up supports.

Phase 3:

PITCH: High Potential Start-Ups will pitch their idea to Enterprise Ireland, South East Business Incubation Unit and Local Enterprise Office executive to apply for accelerated grant aid and business supports.

Expression of Interest:

You are required to complete and return the Expression of Interest form to your Local Enterprise Office contact outlined below. They can also answer any questions you may have. Selected participants will be contacted and invited to do a brief pitch video. Note applicants could be anywhere on their start-up journey from conception point to trading, however if trading should be trading for less than 12 months as of October 1st 2020.