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Aras An Contae,  
Roscommon Town,  
Co. Roscommon.



Keen Print - 090 6625787



Book Now:  
[localenterprise.ie/roscommon](http://localenterprise.ie/roscommon)





A key priority of Roscommon County Council is to provide a business-friendly climate in the county, one that encourages and embraces start-ups, as well as growing and supporting businesses.

One of my main priorities is to enhance the provision of economic development services within Roscommon County Council. The Roscommon Local Enterprise Office is the first-stop-shop for small businesses in the county and is the driving force behind "Local Enterprise Week". The Local Enterprise Office works in partnership with other state bodies/agencies, third level institutions, Chambers of Commerce, Community Enterprise Centres and the private sector.

Now that Economic recovery has clearly taken root, we must remain focused on ensuring that our local entrepreneurs and employers are provided with appropriate supports, so that they can seize opportunities to grow their businesses and to continue to create much-needed employment. This is why we are proud to support this worthwhile initiative. I urge all businesses in the county to participate fully in the exciting array of activities and look forward to meeting many of you during Local Enterprise Week.

**Eugene Cummins**  
Chief Executive of Roscommon County Council



On behalf of Local Enterprise Office Roscommon, I am delighted to present the 1st annual Local Enterprise Week from Monday 7th to Sunday 13th March 2016. The 2016 programme of events is designed to:

- Deliver opportunities for SMEs to learn from specialist industry experts.
- Stage quality Seminars to assist businesses.
- Stimulate enterprise and business development.
- Provide support and advice to those considering starting a business.
- Inform business owners about the supports and services available to their business.

Local Enterprise Week is organised to help Roscommon businesses and aspiring entrepreneurs in the county/region. Make time for you and your business – be part of Roscommon Enterprise Week.

**Louise Ward**  
Head of Enterprise



Oifig Fiontair Áitiúil  
Local Enterprise Office  
Roscommon

Oifig Fiontair Áitiúil  
Comhairle Contae Ros Comáin  
Áras an Chontae  
Ros Comáin

t 090 66 26263 / 090 66 37100  
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[www.localenterprise.ie/roscommon](http://www.localenterprise.ie/roscommon)

Local Enterprise Office  
Roscommon County Council  
Áras an Chontae  
Roscommon

## TRAINING & SUPPORT SERVICES

for the small business sector in County Roscommon

### Training Courses

Local Enterprise Office Roscommon offers a range of training programmes suitable for both owner/managers and their staff. Courses are provided, subject to sufficient numbers, and cover areas such as those listed below.

Other courses can be provided subject to demand.

- Start Your Own Business
- Grow Your Business
- Management Development Programmes
- Managing Your Finances
- Computerised Accounts
- Sales and Marketing
- Website Optimization
- Social Media Marketing
- Succession Planning
- Lean Programme

### Website Design & Upgrade

Grant aid is available to enable eligible businesses create a new website, or upgrade an existing website.

The grant is at a rate of 50% of net eligible expenditure, subject to a maximum of **€750** for a new site and to a maximum of **€600** for an existing site.

Trading on line Voucher Scheme offers eligible businesses **€2,500** at a rate of 50% to develop an E-commerce website

– more information available online at [www.localenterprise.ie/roscommon](http://www.localenterprise.ie/roscommon).

### In-House Training

A training grant is available to eligible businesses to up-skill owner/managers or their staff, in-house.

The grant is at a rate of 50% of the training costs, subject to a maximum of **€3,000** to any one business in any one year.

### Branding/Rebranding/Marketing

Grant aid is available to eligible businesses at a rate of 50% of the net cost up to a maximum of **€1,000** to any one business in any one year, to cover;

Branding and Rebranding – design work relating to the creation of a new, or altering an existing brand/logo.

Marketing – design of letterhead / compliment slip / flyer to further the identity – first print run only.

### Exhibitions

A grant is available to eligible businesses to participate at an Exhibition or Trade Fair to a maximum of **€3,000** in any one year at a rate of 50%.

An Exporting Grant is available to eligible businesses to assist in developing an export market. The grant is offered at a rate of 50% of eligible expenditure to a maximum of **€1,500** in any one year.

### Mentoring

A panel of specialist Mentors is available to eligible businesses looking for management advice on a one to one basis for a subsidised fee of €20 per session.

### Business Advisory Service

A Business Advisory service is available, by appointment, free of charge, from LEO Staff and through Mentor Clinics, to potential, new and existing businesses.

For further information log on to:

<https://www.localenterprise.ie/roscommon/>  
email: [localenterprise@roscommoncoco.ie](mailto:localenterprise@roscommoncoco.ie)  
or phone 090 66 26263 / 090 66 37100



## DIRECT FINANCIAL ASSISTANCE

for the small business sector in County Roscommon



### How do Local Enterprise Offices help businesses financially?

Local Enterprise Offices (LEOs) can help to establish and develop new and existing enterprises provided that the enterprise is capable of

becoming commercially viable. These financial supports include:

- ◇ Priming Grants
- ◇ Business Expansion Grants
- ◇ Feasibility Study Grants

These financial supports are designed to provide a flexible suite of supports to LEO clients and potential clients. LEOs can assist in the establishment and development of new and existing enterprises (Limited Companies, Designated Activity Companies, sole traders, cooperatives and partnerships) provided that such enterprises are capable of becoming commercially viable.

### Feasibility Study Grants:

The aim of a Feasibility Study Grant is to help startup companies or individual entrepreneurs with the cost of researching their proposed business or new business idea to see if it could be viable and sustainable. The study should help the promoter to reach firm conclusions about their business idea and give them the information they need to draw up a full business plan. LEOs will consider making Feasibility Study Grants to applicants whose potential new business or service may be eligible to apply for further grant assistance from the LEO if the business goes ahead. Only businesses or individuals intending to explore the feasibility of a manufacturing or internationally traded service sector business may apply. The maximum feasibility grant payable for the BMW region shall be 60% of the total expenditure or €15,000, whichever is the lesser. Expenditure may be considered under the following headings: Market Research, Consultancy Costs, Technical Development/Prototype/Innovation, Salary/Own Labour Research & Miscellaneous Costs.

### Priming Grants – for businesses trading less than 18 months

A Priming Grant is a business start-up grant available to micro enterprises within the first 18 months of start-up. Micro enterprises (Limited Companies, Designated Activity Companies, sole traders, cooperatives and partnerships) can apply for a Priming Grant to help them get the business started within the first 18 months of start-up. The maximum Priming Grant payable is 50% of the investment or €150,000 – whichever is less. Grants between €80,000 and €150,000 are the exception. Only enterprises that clearly demonstrate a potential to graduate to Enterprise Ireland can be awarded grants of this size. In all other cases, the maximum grant is 50% of the investment or €80,000 – whichever is less.

### Business Expansion Grants – for businesses trading over 18 months

The Business Expansion Grant is designed to assist the business in its growth phase after the initial 18-month start-up period. Micro enterprises (Limited Companies, Designated Activity Companies, sole traders, cooperatives and partnerships) can apply for a Business Expansion Grant to help them to expand the business after the first 18 months of trading. The maximum Business Expansion Grant that can be paid is 50% of the investment or €150,000 – whichever is less. Grants between €80,000 and €150,000 are the exception. Only enterprises that clearly demonstrate a potential to graduate to Enterprise Ireland can be awarded grants of this size. In all other cases, the maximum grant is 50% of the investment or €80,000 – whichever is less. If a business received a Priming Grant (start-up grant), it cannot apply for a Business Expansion grant until 12 months after the date of approval of the Priming Grant.



LOCAL  
ENTERPRISE  
WEEK 2016  
07-13 MARCH

The first nationally co-ordinated 'Local Enterprise Week' takes place around the country from March 7th to 13th 2016. Organised by the Local Enterprise Offices, these events are aimed at anyone thinking of starting a business, new start-ups and growing SMEs.

#### 07 March

09.30am	1:1 Business Advisory Clinic	Civic Offices, Roscommon Town
11.30am	Intellectual Property Seminar	Civic Offices, Roscommon Town
03.00pm	Trading Online Vouchers Seminar	Civic Offices, Roscommon Town

#### 08 March

10.00am	1:1 Business Advisory Clinic	The Shambles, Ballaghaderreen
10.00am	Alternative to Unemployment	The Shambles, Ballaghaderreen
12.00pm	My Start Up Story Seminar	Work Bench, BOI, Galway City

#### 09 March

10.00am	Permission Marketing with Mailchimp	Hannons Hotel, Roscommon
11.00am	International Trading in the US	Abbey Hotel, Roscommon
12.00pm	1:1 Business Advisory Clinic	Enterprise Hub, Castlerea
06.30pm	Start Your Own Business	Hannons Hotel, Roscommon
06.30pm	Retail Seminar, Hosted by Simon Healy, AIB	Gleesons Townhouse, Roscommon

#### 10 March

10.00am	1:1 Business Advisory Clinic	Enterprise Centre, Boyle
11.00am	Enterprise Europe Network Training	Civic Offices, Roscommon
03.30pm	Launch of Library Services; Business, Enterprise and Employment Project	County Library, Roscommon

#### 11 March

12.30pm	County Enterprise Awards	Abbey Hotel, Roscommon
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## 1:1 BUSINESS ADVISORY CLINIC

**Dates:** Monday 7th March  
**Time:** 9.30am – 5.00pm  
**Cost:** FREE  
**Mentor:** Seadna Ryan

**Location:** Roscommon County Council Civic Offices, Roscommon Town,

A Business Advisory service is available, by appointment, free of charge, from Seadna Ryan, Business Advisor, to potential, new and existing businesses.

Each attendee is allotted a one hour, one-to-one meeting with our business advisor. An advisor can offer general advice to help you start or grow a business. They can also provide you with relevant information on the type of supports that may be available to you as an aspiring or existing business promoter.

## WHAT CAN YOUR LIBRARY OFFER YOU?

- Professional library staff to help guide your research and refer you to the most appropriate resources
- Access to business books, magazines, newspapers and online resources
- Access to PCs and the Internet
- Printing and photocopying services
- Online catalogue to browse, order items and extend your loans
- Business presentations and networking opportunities

## WHAT CAN YOU DO THROUGH YOUR LIBRARY?

- Develop new skills to plan, start and grow your business
- Research funding sources for small businesses
- Research your competitors
- Explore the market and identify potential customers
- Learn how to protect and exploit your ideas
- Connect with like-minded colleagues and share experiences

## BUSINESS EVENTS

Public libraries work in partnership with the local authority, government organisations and agencies as well as business professionals to host events and workshops for start-ups, SMEs and entrepreneurs.



## LIBRARIES SUPPORT EMPLOYMENT

- Attend information sessions and develop new skills to boost your CV and job application
- Search and apply for jobs in Ireland and abroad
- Explore job and career information online and in the library
- Read up on companies and potential employers
- Find out what supports are available for job seekers



## COUNTY ENTERPRISE AWARDS

**Dates:** 11th March 2016  
**Time:** 12.30pm – 2.30pm  
**Cost:** FREE

**Location:** Abbey Hotel, Roscommon Town.

The County Enterprise Awards have been running since 1997 and celebrates the success of Ireland's small businesses. At County level, the Local Enterprise Office is offering a cash prize fund of €2,500 in addition to commemorative trophy and certificate for the winner.

## LIBRARIES SUPPORT BUSINESS & EMPLOYMENT

**Dates:** Thursday 10th March  
**Time:** 3.30pm  
**Cost:** FREE

**Location:** County Library,  
Roscommon Town.

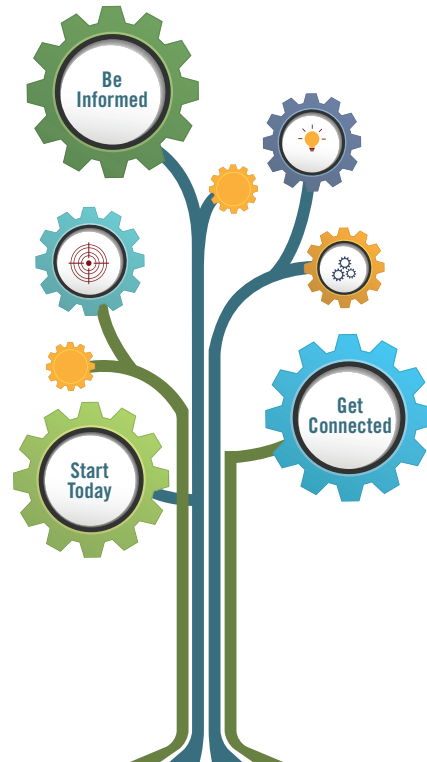
## INTELLECTUAL PROPERTY – INFORMATION SEMINAR

**Dates:** Monday 7th March  
**Time:** 11.30am  
**Cost:** FREE

**Location:** Roscommon County  
Council Civic Offices,  
Roscommon Town.

## LIBRARIES SUPPORT BUSINESS

Do you run your own business?  
 Are you thinking of starting one?



LIBRARIES  
IRELAND

### ROSCOMMON

**Contact us**  
 Roscommon County Library/ Abbey Street/ Roscommon  
 Tel: 090 6637277  
 Email: library@roscommoncoco.ie  
 Website: www.roscommoncoco.ie



**Opening Hours**  
 Tuesday and Thursday: 1 – 8pm  
 Wednesday, Friday and Saturday: 10am – 1pm and 2 – 5pm

- Collection of printed books
- Online library catalogue
- Wifi and internet access for members
- E-books, e-audiobooks and e-magazines
- Online business database: Vision-net
- Study and work spaces available
- Links to local business and employment organisations
- Meeting room, pre-booking needed
- Dedicated business space
- Advance your career using internet resources and books – improve your CV, interview preparation and work skills development



Comhairle Contae Ros Comáin  
Roscommon County Council

### Contact details:

Email: library@roscommoncoco.ie Tel: 090/66/37277 Website: www.roscommoncoco.ie



## TRADING ONLINE VOUCHERS – INFORMATION SEMINAR

**Date:** 7th of March 2016  
**Duration:** 60 - 90 minutes (approx)  
**Time:** 3pm - 4.30pm

**Location:** Roscommon County  
Council Civic Offices,  
Roscommon Town.  
**Cost:** Free

The Trading Online Voucher (TOV) Scheme offers small businesses the opportunity to develop their website or digital marketing strategy by availing of vouchers of up to €2,500 or 50% of eligible expenditure.

The TOV Scheme is intended for small businesses that wish to develop or upgrade the e-commerce aspects of their website. The TOV Scheme is not applicable to use for 'Brochure Website' development or upgrade.

Any businesses interested in the TOV Scheme are welcome to attend.

TOV's are funded by the Department of Communications, Energy & Natural Resources.

### Course Outline:

- Overview of Trading Online Vouchers Scheme
- Explanation of eligibility criteria
- Explanation of the application process
- Q & A

## BUSINESS ADVISORY CLINIC

<b>Dates:</b> Tuesday 8th March	<b>Location:</b> The Shambles,
<b>Time:</b> 10.00am – 4.00pm	Ballaghaderreen.
<b>Cost:</b> FREE	
<b>Mentor:</b> Padraig McDermot	

A Business Advisory service is available, by appointment, free of charge, from Padraig McDermot, Business Advisor, to potential, new and existing businesses.

Each attendee is allotted a one hour, one-to-one meeting with our business advisor. An advisor can offer general advice to help you start or grow a business. They can also provide you with relevant information on the type of supports that may be available to you as an aspiring or existing business promoter.

## ALTERNATIVE TO UNEMPLOYMENT - START YOUR OWN BUSINESS

<b>Dates:</b> 8th March 2016	<b>Location:</b> The Shambles,
<b>Time:</b> 10.00am – 11.00am	Ballaghaderreen.
<b>Cost:</b> FREE	

If you are unemployed and have a possible business idea you may be eligible for the Back to Work Enterprise Allowance Scheme or other business start up supports.

Roscommon Leader Partnership in conjunction with Local Enterprise Office Roscommon will host a self employment information event on the above. Local entrepreneurs will be guest speakers at the event.

For further details on the BTWEA please contact Noel Connolly, Roscommon Leader Partnership on (090) 6630252 or email [noel@ridc.ie](mailto:noel@ridc.ie)

### Overview:

- Information and eligibility criteria around the Back to Work Enterprise allowance Scheme.
- Information on Training & Supports available from Local Enterprise Office Roscommon.
- Q & A
- 1:1 Mentoring available after the event until 4pm.
- Employer Support Services - Department of Social Protection will be in attendance.

## BUSINESS ADVISORY CLINIC

<b>Dates:</b> Thursday 10th March	<b>Location:</b> Enterprise Centre, Boyle.
<b>Time:</b> 10.00am – 2.00pm	<b>Mentor:</b> Cahal Mahon
<b>Cost:</b> FREE	

A Business Advisory service is available, by appointment, free of charge, from Cahal Mahon, Business Advisor, to potential, new and existing businesses.

Each attendee is allotted a one hour, one-to-one meeting with our business advisor. An advisor can offer general advice to help you start or grow a business. They can also provide you with relevant information on the type of supports that may be available to you as an aspiring or existing business promoter.

## ENTERPRISE EUROPE NETWORK (EEN) – INFORMATION SEMINAR

<b>Dates:</b> 10th of March 2016	<b>Location:</b> Roscommon County
<b>Time:</b> 11am - 12.30pm	Council Civic Offices,
<b>Duration:</b> 60-90 minutes (approx)	Roscommon Town.
<b>Cost:</b> FREE	

Enterprise Europe Network (EEN) helps Irish businesses innovate and grow internationally. With over 600 member organisations, throughout the world, the EEN are the largest support network for SMEs and combine international business expertise with local knowledge to help you take your innovation into new markets.

The EEN is a key instrument in the EU's strategy to boost growth and jobs. Bringing together around 600 business support organisations from more than 60 countries, the EEN helps small companies seize the unparalleled business opportunities in the EU Single Market.

### Course Outline:

- Overview of the Enterprise Europe Network (EEN)
- Why join the EEN?
- How to join the EEN?
- The potential benefits of joining the EEN
- Q & A
- Employer Support Services - Department of Social Protection will be in attendance.

## BUSINESS ADVISORY CLINIC

**Dates:** 9th March 2016  
**Time:** 12.00am – 4.00pm  
**Cost:** FREE

**Location:** Enterprise Hub,  
Castlerea.  
**Mentor:** Seadna Ryan

A Business Advisory service is available, by appointment, free of charge, from Seadna Ryan, Business Advisor, to potential, new and existing businesses.

Each attendee is allotted a one hour, one-to-one meeting with our business advisor. An advisor can offer general advice to help you start or grow a business. They can also provide you with relevant information on the type of supports that may be available to you as an aspiring or existing business promoter.

## START YOUR OWN BUSINESS

**Dates:** Wednesdays: 9th, 16th, 30th  
March & 13th April 2016  
**Time:** 6.30pm – 9.30pm  
**Cost:** FREE

**Location:** Hannon's Hotel,  
Athlone Road,  
Roscommon Town.  
**Trainer:** Meehan Tully & Associates

The aim of this training is to provide potential and existing entrepreneurs with the skills and knowledge to start and manage their own small business.

### Overview:

- Business planning and Business Plan.
- Marketing.
- Legal structure and insurance.
- Registering your business.
- Personal time management.
- Sources of finance.
- Employing people.
- Maintaining records for tax purposes.

## RETAIL SEMINAR: 'RETAIL - THE WINNING FORMULA'

**Dates:** 9th March 2016  
**Time:** 6.30pm to 8pm  
**Cost:** FREE

**Location:** Gleeson's Townhouse,  
Market Square,  
Roscommon Town.



Discover winning strategies for growing your business and gain a competitive advantage on the high street. This seminar will be hosted by Simon Healy, Retail Sector Specialist with AIB and founder of SMS Consulting. He has a number of clients in the grocery and pharmacy channels in Ireland and the UK. Places are limited so reserve your seat now by: **Email:** [liam.j.flannery@aib.ie](mailto:liam.j.flannery@aib.ie) or **Ph:** 086 0466833

### Overview:

- Introduction by AIB
- Local Enterprise Office - Our support for Retailers
- A Retailer Customer Story
- Simon Healy - Retail Sector Specialist with AIB

## MY START UP STORY

**Dates:** 8th March 2016  
**Time:** 12.00 – 2.00pm  
**Cost:** FREE

**Location:** Work Bench,  
Bank of Ireland,  
Mainguard Street,  
Galway.

A Regional Event held in conjunction with Galway and Mayo, My Start up Story will feature Roscommon Entrepreneur, Mark Bannon of VT Networks - the Internet of Things (IoT) Network Operators in Ireland. The IoT describes the rapidly growing industry of devices connecting to the internet.

helping transform the way they do business.



### Overview:

- Gain an understanding of this disruptive technology and how it applies to your business.
- Employer Support Services - Department of Social Protection will be in attendance.

VT Networks believes SIGFOX will connect the world to the IoT. SIGFOX helps make impossible data possible.

Being a SIGFOX SNO allows us to offer new innovative solutions to our customers,

## PERMISSION MARKETING WITH MAILCHIMP

**Dates:** Wednesdays: 9th&16th  
March 2016  
**Time:** 10.00am – 1pm  
**Cost:** €20.00

**Location:** Hannon's Hotel,  
Athlone Road,  
Roscommon Town.  
**Trainer:** Murphy Marketing

This programme will give attendees the skills to create and gain value from electronic newsletter campaigns, using the Mailchimp platform and show how to integrate sign-up forms onto their Facebook Page and Website.

### By the end of the workshops, participants will:

- Be familiar with all aspects of the Mailchimp permission email marketing system.
- Have an overview of Irish data protection legislation (including when a business may use email addresses, opt-out and opt-in choices).
- Be able to produce a newsletter, read and act on reports and set up automated follow-up.

# INTERNATIONAL TRADING IN THE US

## Flexible

- Companies who have tested exporting capability
- 10-15 Clients selected per programme
- Training programme offered
- Utilise our network and local team support
- Full use of facility
- Office
- Exhibition Space
- Conference facilities
- Use of business address

## Open

- Platform for all Irish exporters to colocate
- Drop in office use
- Utilise our network and local team support
- Supporting collaborative work efforts through the shared working environment
- Networking and introductions

For further information please log on to:

[www.irelandwesttradecentre.com](http://www.irelandwesttradecentre.com) or

[www.localenterprise.ie/roscommon](http://www.localenterprise.ie/roscommon)

or call Local Enterprise Office Roscommon on +353(0)90 6626263

Wednesday  
9th March 2016

11am - 3pm

The Abbey Hotel,  
Roscommon.



[www.irelandwesttradecentre.com](http://www.irelandwesttradecentre.com)

# Ireland West International Trade Centre



## Doing Business in the United States

A pilot programme supporting companies in the West of Ireland to explore new markets