



**Local Enterprise Office's Cork**  
**Ireland's Best Young Entrepreneur Boot Camp**  
**REQUEST FOR QUOTATION**



**Cork  
County Council**  
Comhairle Contae Chorcaí



**Comhairle Cathrach Chorcaí**  
**Cork City Council**

## **Background to IBYE Boot Camp**

A new initiative for young entrepreneurs was launched recently by the Local Enterprise Offices Nationally. The LEO Irelands Best Young Entrepreneur competition is a fantastic opportunity for any entrepreneur aged 30 or under to gain invaluable support to develop their business idea. Entries are invited in three categories, 'Best New Idea'; 'Best Start Up Business' and 'Best Established Business with a new add on'.

Fifteen finalists will be selected from each Local Enterprise Office in Cork encompassing LEO Cork City, LEO South Cork and LEO North and West. All 45 finalists will go forward to participate in an intensive Business Boot Camp. Aimed at refining their business strategy and perfecting their business proposition, the Boot Camp will include workshops and one to one mentoring with business experts. The second phase of the competition will select three winners per LEO, one in each category, each of whom will walk away with a significant funding commitment, and one of whom will represent their respective LEO in Cork as "Best Young Entrepreneur".

The aim of the initiative is to encourage and support a culture of entrepreneurship among young people in Ireland, to promote entrepreneurship as a career choice, and to encourage the establishment and development of new innovative businesses by Ireland's young entrepreneurs. This is hugely important for job-creation as two thirds of all new jobs are generated by businesses in the first five years of existence – more start-ups and a thriving entrepreneurial culture will lead to more jobs being created.

The competition is open to anybody under 30 (as at 31<sup>st</sup> December 2014) with a good idea for a start-up or the development of an existing business. The winner of "Best Idea" per LEO will receive €10,000, and the winners of "Best Start" and "Best Established" will each receive €20,000. The LEO's in Cork will see 9 winners go on to compete at regional level and may be then selected to compete in the National competition with an overall prize fund of €100,000.

## **Objectives of Cork IBYE Boot Camp**

***NB: Boot Camp refers to the combination of Training and Mentoring***

The overall objectives are:

- To improve the entrepreneurial know how and capacity of the finalists to achieve their business goals
- To support the finalists to further develop their business propositions
- To support the finalists to develop their business pitch.

## **Boot Camp Deliverable**

Deliverable is a refined written business proposal /plan and an Investor Pitch

## **Boot Camp Outcomes for participants**

***NB: Outcomes will differ depending on the stage of the business***

<b>Idea Stage</b>	<b>Start Up / Established</b>
<ul style="list-style-type: none"><li>• Assess their entrepreneurial traits and identify their strengths and weaknesses</li><li>• Understand how to identify and assess their target market</li><li>• Understand what a business strategy consists of and how to develop one</li><li>• Understand how to identify and assess the key opportunities and risks to their business</li><li>• Understand how to develop a financial plan</li><li>• Prepare a written investor proposal and pitch</li></ul>	<ul style="list-style-type: none"><li>• Assess their own strengths and weaknesses as the primary driver of the business</li><li>• Develop a realistic and achievable strategy for their business</li><li>• Improve their capacity to implement their business strategy</li><li>• Improve their understanding of the key opportunities and risks to their business and how to address them</li><li>• Prepare a realistic financial plan that they are capable of implementing</li><li>• Prepare a written Investor ready plan and pitch</li></ul>

## **Considerations**

- Participants will be at different stages and have differing levels of knowledge and experience of business.

## **How can this be addressed?**

- The content of the workshop must be relevant to all stages.
- Workshop modules – generic workshop with all finalists covering common ground/break out workshops to deal with different challenges being faced in each category or to discuss sectoral issues.
- Mentoring review will be facilitated after the boot camp.
- The selection process for finalists to participate in the bootcamp will allow for a preview of the background, stage and needs of each finalists which will be communicated to the trainer/mentor in advance of the workshop.

## **Number of Participants**

The aim is to have up to 15 participants per LEO participating in the bootcamp, ideally with a maximum of 5 per category.

## **Boot Camp time allocation**

### **Workshop Date & Time**

- The workshop must include a **minimum** of 16 hours teaching time i.e. excluding breaks.
- It is proposed to run the Cork bootcamp over the weekend of the 12<sup>th</sup> /13<sup>th</sup>/ 14<sup>th</sup> Sept, OR the 19<sup>th</sup>/ 20<sup>th</sup> /21<sup>st</sup> Sept (in your RFQ please state your availability for these dates.) Remember, you must allow sufficient time following the boot camp to provide all the mentoring sessions in advance of the final written submission to the judging panel (date to be finalised).
- The workshop will be followed by the one to one mentoring sessions which must be completed before the submission of the final business propositions for judging (date to be finalised).
- The mentoring needs for each participant will be assessed during the Boot Camp. Depending on their specific needs the mentoring is likely to be delivered by the training provider or in certain cases LEO Cork may select an external expert if a specific area of expertise is required that is not within the scope of the training provider e.g. technical.
- Final proposals must be submitted for judging (date to be finalised)
- It is expected of the training provider to research a suitable venue for the bootcamp. Ideas following this research will be reviewed by the Local Enterprise Offices Cork. The training provider will organise all details in relation to the venue and costs associated with same will be referred back to Local Enterprise Office South Cork. Approval must be given by the LEO in advance of any costs being incurred.
- A residential bootcamp over a weekend may be appropriate.

### **Mentoring Sessions:**

- The mentoring needs for each participant will be assessed during the Boot Camp. Depending on their specific needs the mentoring may be delivered by the training provider.
- The mentoring sessions should be aimed at supporting the achievement of the Boot Camp deliverable.
- Additional mentoring for the nine winners will support them to further improve their proposal for entry in the Regional / National competitions.
- The allocation of mentoring sessions should be fluid and decided depending on each participant needs, which will be determined with the LEO's at the Boot Camp stage.

***For the purpose of the RFQ please clearly outline the cost for providing a single mentoring session and the time allocated to a single mentoring session.***

**Judging:**

- Candidates from the Entrepreneur Bootcamp will submit their final business plan and make a pitch to the County Assessment Panel. This Panel will consist of a minimum of three judges to be selected by the Local Enterprise Offices Cork. Date to be confirmed.

**Content**

The boot camp should cover the following modules. Please provide additional content detail for each of the modules listed below:

**Boot Camp Modules - 10 / 11 modules**

1. You are the Driver of your business – an insight into your entrepreneurial drivers, your capacity as the leader of your business, your strengths and weaknesses. An introduction to leading and working with a Team.
2. Business Strategy – what does it mean, how to develop it, - what is your business strategy (where you are now, where you want to be in 2 years, what you need to do to get there, how are you going to do it)
3. Value Proposition - what does it mean, defining your value proposition
4. Target Market – identifying your target market
5. Market Opportunity – assessing competitive landscape, identifying the scale of the opportunity, analysing your position and competitive advantage
6. Securing Market Share – route to market, pricing, promotion
7. Risk Assessment – SWOT analysis of Technical, Commercial / Market, Management & Finance Risk & How to address these
8. Targets & Performance Measurement
9. Financial planning & sources of finance
10. Investor Proposal – how to write an investor proposal, how to prepare and deliver the perfect pitch
11. Optional Additional Module Teamwork– identifying your own and others characteristics & roles in teams, understanding how teams work, getting the most from your team

**Boot Camp Methodology**

Please provide a detailed description of the proposed methodology and content including timed agenda for each day.

Ideally, the trainer/s delivering the modules should also deliver the mentoring. Detailed CVs for each trainer/mentor should be provided as part of the RFQ.

## **Company Status**

Required Documentation:

Please provide: 1) current tax clearance certificate 2) Copy of professional Indemnity Insurance

## **Proposal**

The tender proposal must include the following information:

1. Contact details of company responding to the tender specification
2. Business profile
3. Knowledge & experience of the core elements of the Boot Camp programme
4. Previous experience in delivering similar Development Training Programmes.
5. Previous experience of working with a similar target group
6. Previous experience of providing business mentoring / consultancy
7. Previous experience of developing and /or assessing Investor Ready Business plans & preparation / assessment of investment pitching
8. Previous experience of securing investment for early stage businesses
9. C.V. of each of the Course Trainer/s & Mentor/s
10. Details of overall time to be allocated to the programme
11. Detailed outline of the Programme to be delivered. This should specify:-
  - Proposed content of each module
  - Who will deliver each module (reference to 4 above) & who will deliver the one to one mentoring.
  - The materials to be used in the delivery of the Programme
  - The methodology
  - Detail of proposed method of providing mentoring sessions including time to be allocated to each individual session, location and over what period the sessions would take place
12. The overall cost of the programme, including a detailed breakdown of the cost.
13. Details of how progress of participants will be evaluated.
14. Planned outputs from the Programme.
15. Confirmation of availability to run the workshop on the dates required (please state your availability for one or both of the alternative dates) to deliver mentoring sessions (to be agreed with LEO), and to meet the deadline for submission of final business propositions from all participants (date to be finalised).

*Please note that the evaluation of the tenders will give consideration to all points above.*

**The lowest or any tender will not necessarily be accepted and the successful tenderer will be required to produce a current Tax Clearance Certificate and evidence of professional indemnity insurance before the contract is awarded.**

Please make your submission to:-

Ciara McGee  
Local Enterprise Office South Cork  
Unit 6a, South Ring Business Park  
Kinsale Rd  
Cork

It is a requirement to submit 1 hard copy and 1 soft copy to  
Ciara.mcgee@leo.corkcoco.ie.

The closing date for receipt of tenders is 5pm Wednesday 3<sup>rd</sup> Sept 2014.