

Enterprise START Workshop Outline

MaynoothWorks NUI Maynooth, Co. Kildare
December 9th 2015

9.15-9.30	Registration – Tea & Coffee
9.30-10.00	Welcome, Objectives and Introductions
10.00-10.45	Customer Value Proposition (CVP)
10.45-11.15	Your CVP in one sentence
11.15-12.15	How to build and validate a strong Customer Value Proposition
12.15-1.45	Individual work - preparing your CVP & Working Lunch
1.45-2.15	Debrief on your CVP

2.15-2.45	Entrepreneur Guest Speaker –TBC
2.45 – 3.00	Coffee break
3.00- 3.30	Business Models
3.30-3.45	Local Enterprise Office - Supports for Start Ups- https://www.localenterprise.ie
3.45- 4.00	Enterprise Ireland Supports Start Up's – www.enterprise-ireland.com
4.00-4.15	Wrap Up