

## So what training is provided by BIG?

A carefully crafted training programme has been devised which includes the following: -

- Self-employment - Personal attribute requirements
- Generation and evaluation of new ideas
- Market research / Due diligence / Voice of the market / Knowing your customer
- Managing Innovation
- Strategic Business Planning
- Seed Finance
- Project / Time Management
- Protecting your Interest: IP, Patents and Licensing

## Does BIG cost?

BIG is free of charge to all eligible programme participants. Even better! ...you may be able to access a small amount of money to cover exceptional (product development / research) approved costs typically £1000 - £3000 (€1500 – €4000). The BIG management committee will consider each application on a case-by-case basis and those projects and promoters showing the greater potential can avail of this financial assistance.

## And the BIG value proposition is...?

BIG is the surer and shorter route to success for new technology based entrepreneurs and their ideas. It provides opportunities for you to achieve success for your business ideas, effectively, quickly and more consistently than with any other option. This is the reputation, which we in BIG strive to achieve.

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Business Support Centre, UBI (Portadown) +44 (0) 28 3839 7778

Regional Development Centre, DKIT (Dundalk) +353 (0) 42 933 1161



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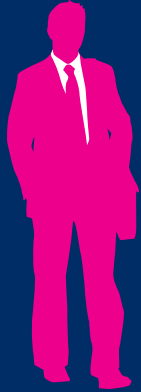
## Have a great business idea? Wondering how you can turn it into a great business?

Border Innovation Gateway (BIG) is an enterprise development programme that can help you to make your gem of an idea become a reality.

### What is BIG?

BIG is an exciting new type of cross border programme that uses the Pre-Incubation process of developing new business for the first time ever on the island of Ireland. As well as the more traditional forms of enterprise support, this innovative approach focuses on areas which are rarely touched upon in normal enterprise development programmes:-

- Training on how to harness your INNOVATION and CREATIVITY
- Analysing the technical FEASIBILITY of your concept
- Access to Multi-Campus academic facilities
- 'Marriage brokering service' - matching technical with commercial insight
- Market Validation
- Opportunity for you to develop cross-border links and business networks



Think  
BIG

### What's the BIG difference?

Pre-Incubation is a unique process which helps you as an individual, or team of individuals, to generate new ideas for a business venture. At the initial stage, your idea may or may not have potential, meaning some development is required before entry to Incubation. For the first time Pre-incubation means those ideas are nurtured and developed with assistance from academic institutions on a cross border basis to give them the best chance of success.

BIG uses Pre-Incubation to create entrepreneurial cultures and support exciting new business opportunities, combining this with the collective entrepreneurship, research, commercialisation and business support resources of

- Dundalk Institute of Technology (DKIT)
- Newry Institute / Greenshoots Newry Ltd
- Business Support Centre within Upper Bann Institute

Each of the academic partners has individual specialisms: DKIT specialises in Digital media & renewable energy, Upper Bann Institute has specialisms in ICT, Media and Furniture Design and Newry Institute excels in Hospitality, Catering, Engineering & Product development.



### Is BIG for you?

BIG is for budding entrepreneurs with a business idea in 'knowledge' based sectors, e.g. Engineering, Renewable Energy, Software, ICT, Creative and Digital Media. BIG has a few entry requirements, assuming these are met participants may come from any walk of life:

- You must be based in or originate from the East Border Region and be prepared to commit 12-13 weeks to the project.
- You may be a student undertaking a project with market potential within your higher level course
- We also welcome talented individuals from the region who have acquired skills and experience away from home and wish to pursue a business idea in their home area.
- You could also be a recently retired individual who would like to explore an idea that you've neither had time nor opportunity to during your career.

### Where is BIG?

BIG pools the individual strengths of three third level Institutions; DKIT in Dundalk, Co Louth, Newry Institute / Greenshoots Newry Ltd in Newry, Co Down and Upper Bann Institute in Portadown, Co Armagh creating a powerful network of 3 delivery points throughout the defined East Border Region.

### How does BIG work?

Two business specialists will be responsible for designing a bespoke service to meet your needs. They are also responsible for the day-to-day running of BIG and ensure all activities are appropriately implemented. These individuals known as Pre-Incubation Executives (PIEs) provide an advisory role taking responsibility for each programme participant's personal and project development. They are able to offer support and encouragement and dedicate the time required to better evaluate the idea and the entrepreneur. The PIEs also co-ordinate a significant training aspect of the programme and liaise with the external consultant providers of this training.

