



LIT

IPEYE PROJECT



IPEYE PROJECT

- LIT – in Ireland Mid-West
- 6,000 + students
- 4 campus
- 6 Enterprise Centres
- Hartnett Centre – Limerick campus - Research
- International Fashion Incubator - Limerick
- Thurles Chamber Enterprise Centre – Start Ups
- Questum Centre Clonmel - HPSUs
- Franchise Centre Limerick – moving Start Ups
- Croom Enterprise Centre – Start Ups

IPEYE PROJECT

- Erasmus for Young Entrepreneurs is a cross-border exchange programme which gives new or aspiring entrepreneurs the chance to learn from experienced entrepreneurs running small businesses in other Participating Countries.
- The exchange of experience takes place during a stay with the experienced entrepreneur, which helps the new entrepreneur acquire the skills needed to run a small firm. The host benefits from fresh perspectives on his/her business and gets the opportunities to cooperate with foreign partners or learn about new markets.

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- 8 Partners
- 7 Countries
- Ireland (2)
- Turkey
- Greece
- Spain
- France
- Italy
- Czech Republic

IPEYE PROJECT

- Combination of Higher Education colleges with enterprise divisions agencies and chambers of commerce , private agencies.
- Limerick Institute of Technology
- Limerick Chamber of Commerce
- ODTÜ TEKNOKENT - TURKEY
- CAMARA - SPAIN
- ECLEE - FRANCE
- DARA – FUTURO – ITALY
- HKP – CZECH REPUBLIC
- OLYMPIC TRAINING – GREECE
- Common theme - entrepreneurship

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- Challenges – 24 month contract
- TARGET 204 Matches
- Approx. 24 matches per partner
- 12 NE and 12 HE per partner
- Delays
- Contract Signing (6 months)
- Creating awareness
- Target audience

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- NE target audience
- Person considering setting up a new business
- Final year students ? (open mind set – student need not be in final year – could be considering setting up a business – not necessarily in final year
- Person in early stage of business
- Challenge – how does this person go on the programme and also run his/her business
- Challenge in Ireland – other options for entrepreneurship , training programmes e.g. New Frontiers etc.

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- HE – Host Entrepreneur
- Must be SME
- Must be the Business Owner
- Must be prepared to engage with the NE for 4 hours per week
- What type of person/business
- Someone in your network
- Someone with a positive approach to Corporate Social Responsibility
- CSR (above) an attitude – now formalised (The good guys)

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- HE (continued)
- Why do people engage / buy in etc.
- 2 reasons
- Fear of missing out on something / great offer
- Chance of success
- Sell the “sizzle”
- Free worker in your organisation
- Or – people who like to help – give something back

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- Suggestions for the managers of the programme
- New Consortium could be better supported
- Support from existing experienced members would be a good idea
- Buddy system for experienced members to mentor new members
- Workshops were not that effective
- Workshops - A lot of time was spent talking about fraud
- More time could be spent on the activities that have to be carried out
- E. G . Drawing up commitment etc. the various stages

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- LESSONS LEARNED
- Partner selection
- Partner capacity
- Who is the champion in each partner
- How secure is the employment of that person (fulltime / contract)
- Needs support from the top to engage with the networks
- Is your network as good as you think it is
- Workload – a lot of work involved

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- How to sell it
- Promotion – Website/Facebook/Twitter etc.
- Promotion (above) is required BUT
- The personal touch
- Multiple meetings
- Time consuming
- Relationship building
- Keep selling / ABS , (always be selling)

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- LESSONS LEARNED
- What type of country are you – HE or NE
- How good are your partners
- IS your network as good as you think it is
- Will you get the support from the senior people in your organisation
- How secure (employment) are the front line people in the consortium
- Is the suggested mix of NE / HE correct for your consortium
- Have you got the right people fronting for each organisation

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- Consortium Management
- Multiple Meeting
- Reporting
- One to one meetings (phonecalls)
- Measuring Progress
- Spread the responsibility
- Technology
- Educating each other (Tips)

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- Thank you