

Introduction to Entrepreneurship and Lean Start-Up Principles with Catherine Duggan

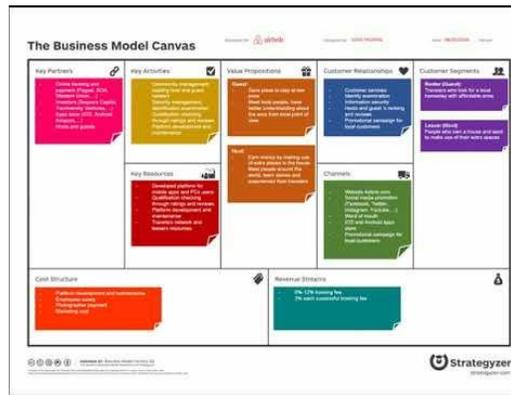


Whether you're a budding entrepreneur, a start-up company, or an existing business and would like to learn about the tools to help test and develop your ideas, then this is the course for you.

The course will take place over four weeks during September and October 2018 and will be approximately 30 to 60 minutes depending on Q&A and attendee feedback.

Four key topics will be presented by Catherine Duggan, explaining tools to test and validate your business idea.

Catherine mentors and coaches individuals in the start-up sector. Her main areas of expertise are in the entrepreneurship, digital and IT areas. She is a regular contributor to Irish Tech News and a regular presenter and facilitator for the Innovation Enterprise Network. She completed a CPD in Digital Product Development & Entrepreneurship in DIT and a Postgraduate Certificate in Innovation, Entrepreneurship, and Enterprise with UCD.



Week 1: Introduction to Lean Start Up: The Business Model Canvas Tuesday 18 September at 7pm

Learn about Alex Osterwalder's Business Model Canvas tool and Eric Ries's Lean Startup principles which will help you to take a deep dive into your business idea.



Week 2: Identifying & Creating a Value Proposition Tuesday 2 October at 7pm

Build on the principles from week one and learn how to use other tools that will help you to understand your customer's needs and how you can add value to your offering.



Week 3: Discovering Customer Segments Tuesday 16 October at 7pm

It's important to understand who exactly your customers are and when and where to target them. There will be case studies presented and discussed. Examples of how you can build profiles of your existing and future customers will also be provided



Week 4: Inbound Market Tools: Blogs, Bloggers and Blogging Tuesday 30 October at 7pm

In today's world most businesses must invest in a digital strategy to reach, inform and acquire customers. Understanding the importance and benefits of inbound marketing using a blog will be explained.



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Launch of Gorey Library Work Matters Space

Tuesday 2 October at 4pm

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Mintel Presentation on Events Tourism with Ciara Rafferty, Mintel at 4.30pm

Mintel will present market insight into Events Tourism, combining current research from their Irish reports with wider insight drawing on data from their global reports.

Mintel conducts consumer and market research and tracks product innovation. Mintel's Irish database contains detailed consumer data (who the consumers are, what they buy and why) and market research analysis.



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Business.ie

- Database of 137,000 Irish businesses for B2B marketing

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- Risk watch
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Mintel

- Market research
- Consumer research
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