



START A CREATIVE DIGITAL BUSINESS PROGRAMME SPECIFICATION

Title:	Start a Creative Digital Business												
Objectives:	<ol style="list-style-type: none"> 1. Build capacity and knowledge of the participants and give them new insights into trends and how to operate a successful digital creative business in a rural setting 2. Develop the most suitable and workable business model for each participant based on their business idea 3. To equip participants to take a creative digital idea and turn it into a business with a clear and concise business strategy 4. Undertake feasibility checking to ensure there is a market and to validate that the proposed business will actually work 												
Key Content:	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr style="background-color: #00AEEF; color: white;"> <th style="width: 20%;">Module</th> <th style="width: 80%;">Key Content</th> </tr> </thead> <tbody> <tr> <td>Module 1</td> <td> Introduction <ul style="list-style-type: none"> • Outline of the programme • Overview of participant profiles and business ideas • Overview of the marketplace • Digital entrepreneurship – positioning, branding and marketing your product or service </td> </tr> <tr> <td>Module 2</td> <td> Idea Testing <ul style="list-style-type: none"> • Defining proposed product features for your specific product or service, what are the steps • Competition/ comparator analysis • Finding out what potential customers want • Developing the product value proposal – Stage 1 • SWOT Analysis </td> </tr> <tr> <td>Module 3</td> <td> Market Research Individual assistance will be given by tutors to each participant during the session <ul style="list-style-type: none"> • What is market research and why do it • Practical and cost effective ways to do market research tailored to each participant • Practical market research exercises </td> </tr> <tr> <td>Module 4</td> <td> Product Development <ul style="list-style-type: none"> • Product development planning and management tools • Technical training geared towards the individual needs of each participant to allow them develop their product or service </td> </tr> <tr> <td>Module 5</td> <td> Product Development <ul style="list-style-type: none"> • Technical training geared towards the individual needs of each participant to allow them develop their product or service </td> </tr> </tbody> </table>	Module	Key Content	Module 1	Introduction <ul style="list-style-type: none"> • Outline of the programme • Overview of participant profiles and business ideas • Overview of the marketplace • Digital entrepreneurship – positioning, branding and marketing your product or service 	Module 2	Idea Testing <ul style="list-style-type: none"> • Defining proposed product features for your specific product or service, what are the steps • Competition/ comparator analysis • Finding out what potential customers want • Developing the product value proposal – Stage 1 • SWOT Analysis 	Module 3	Market Research Individual assistance will be given by tutors to each participant during the session <ul style="list-style-type: none"> • What is market research and why do it • Practical and cost effective ways to do market research tailored to each participant • Practical market research exercises 	Module 4	Product Development <ul style="list-style-type: none"> • Product development planning and management tools • Technical training geared towards the individual needs of each participant to allow them develop their product or service 	Module 5	Product Development <ul style="list-style-type: none"> • Technical training geared towards the individual needs of each participant to allow them develop their product or service
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	<p>Module 6 Product Development & Testing</p> <ul style="list-style-type: none"> • Technical training geared towards the individual needs of each participant to allow them develop their product or service <p>Module 7 The Marketing and Sales Plan</p> <ul style="list-style-type: none"> • Understanding marketing and sales • Developing a marketing plan for your business • Practical work to develop specific plan for each business <p>Module 8 Product Development & Testing</p> <ul style="list-style-type: none"> • Technical training geared towards the individual needs of each participant to allow them develop their product or service. <p>Module 9 Product Development & Testing</p> <ul style="list-style-type: none"> • Product beta and market testing <p>Module 10 Business Plan</p> <ul style="list-style-type: none"> • Finalising each participant’s business plan to include completion of the marketing, financial and value proposition aspects.
<p>Learning Outcomes:</p>	<ul style="list-style-type: none"> • The trends and structure of the current marketplace and business environment for digital creative businesses. • How to be more innovative and leading edge in product development and marketing of that product or service • Increased technical and business skills • Understanding and implementing practical market research to evaluate what will work for the particular business • Developing and testing an appropriate business model for your creative business idea • Depending on the stage of the business idea, a working prototype may have been developed • Feasibility and validation of the business idea • Signposting to onward sources of support
<p>Delivery Method:</p>	<p>The programme is highly participative where participants will be encouraged to interact with each other to critique each other’s ideas, share ideas and build a culture of networking and support.</p> <p>The tutor/facilitator will allow for class discussion at any time and actively encourage debate and discussion through:</p> <ul style="list-style-type: none"> • Using the participant’s business ideas to demonstrate how businesses practices will apply • Asking participants to comment and respond to various issues/problems posed • Facilitating group discussion and debate on the various topics • Encouraging open discussion of ideas and businesses <p>The delivery of the programme will be done jointly by First Western and the Image Centre of South West College at Enniskillen.</p>

<p>Duration Timings and Venue:</p>	<p>TIMINGS: Five full days - 9.30am to 5.00pm</p> <p>DELIVERY DATES:</p> <table data-bbox="359 443 901 616"> <tr> <td>Day 1</td> <td>Tuesday, 8th July 2014</td> </tr> <tr> <td>Day 2</td> <td>Tuesday, 15th July 2014</td> </tr> <tr> <td>Day 3</td> <td>Tuesday, 22nd July 2014</td> </tr> <tr> <td>Day 4</td> <td>Tuesday, 29th July 2014</td> </tr> <tr> <td>Day 5</td> <td>Tuesday, 5th August 2014</td> </tr> </table> <p>VENUE: Image Centre South West College Enniskillen Campus Fairview 1 Dublin Road, Enniskillen Co. Fermanagh BT74 6AE</p> <p>See here for map and directions - http://www.swc.ac.uk/innovate/image/Home.aspx</p>	Day 1	Tuesday, 8 th July 2014	Day 2	Tuesday, 15 th July 2014	Day 3	Tuesday, 22 nd July 2014	Day 4	Tuesday, 29 th July 2014	Day 5	Tuesday, 5 th August 2014
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<p>Trainers:</p>	<p>Enda Candon, First Western Emmet McFadden, South West College</p>										

To apply contact:

Karen Curry
First Western
Riverstown
Co. Sligo
karen@firstwestern.ie
Tel 071 91 65973