

*Do you have an
innovative business idea?*

MIDLANDS & WEST ENTERPRISE PROGRAMME 2011

The Midlands & West Enterprise Programme (MWEP) offers:

- Structured business development training
- State-of-the-art start-up facilities
- High speed broadband
- Opportunity to apply for Enterprise Ireland salary support
- Access to the facilities and resources of Athlone Institute of Technology and Galway-Mayo Institute of Technology
- Access to industry expertise
- Business strategy development, planning and execution
- 1:1 mentoring and business counselling
- No participant fee

The MWEP is run in partnership with Enterprise Ireland.



An Ionad Lár Tíre Nuálaíochta
agus Taighde
Midlands Innovation and
Research Centre

If you are a prospective entrepreneur with industry experience and an innovative business idea, the MWEP will provide you with the business skills and support necessary to transform your idea into a successful business.

APPLICATIONS ARE NOW INVITED FOR THE NEXT MWEP COMMENCING IN JUNE 2011.

Application Form available at www.mirc.ie/mwep

The Midlands & West Enterprise Programme is a business development programme that provides high potential entrepreneurs and innovative start-ups with the business skills, networks, facilities and supports necessary to navigate the business start-up process from concept to successful commercialisation. The MWEP is based in the Midlands Innovation and Research Centre at AIT and the Innovation in Business Centre at GMIT.

SHASTA



Ann Marie Durkin, CEO Shasta, and Liu Biwei, Ambassador Extraordinary and Plenipotentiary of the People's Republic of China

A former MWEP start-up, Shasta develops unique and innovative baby products. Shasta's latest product, Steri-Ova, the world's first portable baby bottle sterilizer, has been developed in collaboration with the Materials Research Institute and the Bioscience Research Institute at AIT – supported by the Enterprise Ireland Innovation Vouchers scheme - and is poised for worldwide launch.

SOLANOTECH

SolanoTech - an Enterprise Ireland 'High Potential Start-Up' – are a Telecommunication Services & Solutions provider helping clients gain a business advantage with emphasis on NGN, Convergence, IPTV, Broadband and OSS/BSS. Applying innovation, business and technology expertise they provide a range of customised solutions and consultancy services for customers.



Santanu Mazumdar, CTO SolanoTech, John Mee, CEO SolanoTech, and Barry Egan, Director Midlands Region Enterprise Ireland

According to John Mee, CEO SolanoTech, "As a start-up company, the MWEP provided us with state-of-the-art facilities and a comprehensive business support programme while AIT provides a ready-made research capability for the development of our technology."

OTHER TYPICAL PROJECTS SUPPORTED BY MWEP

- Internet SaaS based services
- Mobile phone applications
- Digital software
- E-learning solutions
- Biopharma products & services
- Renewable energy technologies
- Innovative consumer products
- Environmental applications
- Engineering solutions

MWEP EXPERT MODULES

- Market Research
- Validation
- Messaging & Trial Marketing
- Building the Management Team
- Intellectual Property Management
- Finance for Start-ups
- Business Strategy & Planning
- Sales Process & Planning
- Selling Skills

AIT RESOURCES AVAILABLE TO MIRC/MWEP CLIENTS

- Access to the expertise and facilities of AIT
- Research capability:
 - Software Research Institute
 - Materials Research Institute
 - Bioscience Research Institute
 - AIT Business School
- Innovation Vouchers, Innovation Partnerships
- Student work placement / project work
- Access to AIT Library and online databases

ENTERPRISE IRELAND SUPPORT

"Increasing the number of new high-growth export focused businesses in the region is a key objective for Enterprise Ireland. We are fully committed to working in partnership with these companies to help them build their capabilities and secure international market access for their products and services."



Barry Egan
Director Midlands Region, Enterprise Ireland

Applications are now invited for the next MWEP commencing in June 2011.
For more information please see www.mirc.ie and/or contact:

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