

# Ireland's first 'Speed Storming' event

JOB seekers and leading business figures joined forces on Tuesday last (6th September) at the Institute of Technology, Tallaght for Ireland's first 'Speed Storming' event hosted by the Springboard funded Enterprise Evolution Programme (EEP).

Budding entrepreneur Mick Houlihan from Maddenstown South, Co Kildare, who has recently completed the programme, was on hand to brainstorm ideas with job seekers and to share his own experience of starting a business.

Designed as a quick-paced idea generation platform, more than 50 job seekers attended the event to generate business ideas while gathering feedback from experienced entrepreneurs and business leaders.

Michael Dawson, Group CEO of the Gift Voucher Shop, Brian Purcell of TV3's The Apprentice and Aine Phelan, Group Innovation and Marketing Manager, Bord na Mona plc were among a panel of business leaders to offer their expertise, generating an estimated 150 business ideas over the course of the event.

EEP offers unemployed applicants the opportunity to up-skill and develop new business ideas, while retaining their social welfare benefits. Commencing in September, 100 new places are now available to job seekers at the Institute of Technology, Tallaght and Dun Laoghaire Institute of Art, Design and Technology.

To date, 80 participants have completed the programme over two previous rotations, a third of whom are currently establishing businesses of their own. This year, Bord na Mona plc will award seed funding to the value of €5,000 to the most feasible business concept on the programme.

For more information about the Enterprise Evolution Pro-

gramme, visit [www.enterpriseevolution.ie](http://www.enterpriseevolution.ie).



■ Mick Houlihan from Kildare with fellow EEP students Aine Kilbride and Denis Coen. Picture: Shane O'Neill/Fonels.