

Speed storming event launched

New platform hopes to seek out new innovators

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IRELAND'S very first Speed Storming Event was held at the Institute of Technology in Tallaght on Tuesday afternoon.

The event, which was hosted by the Springboard funded Enterprise Evolution Programme (EEP), brought together ideas-filled job seekers and leading business figures from different disciplines.

A "quick-paced idea generation platform", Speed Storming involves brainstorming business ideas with a series of people in a speed networking format.

More than 50 job seekers attended the first event with ideas at the ready and gathered 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.

Declan Byrne, director of the Enterprise Evolution Programme, said: "[This] event is intended to remind job seekers that idea generation and entrepreneurship are exactly what's needed to drive our economy out of recession.

"There is no doubt that we have the talent in this country. The challenge is to hold on to our graduates and to offer the support and resources that they need for success."

This month sees 100 new places with the EEP available to job seekers at the Institute of Technology, Tallaght and Dun Laoghaire Institute of Art, Design and Technology.

The programme offers successful applicants the opportunity to upskill and develop new business ideas, while retaining their social welfare benefits.

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 Programme, visit www.enterpriseevolution.ie.



BRAINSTORMING: Brian Purcell of TV3's The Apprentice with Rachael McBride, current student of the Enterprise Evolution Programme