

Initiating Pathways
for Innovators,
Researchers and
Entrepreneurs

The INSPIRE project is a series of seminars and workshops aimed at inspiring creativity and developing knowledge of the innovation process amongst innovators, researchers, entrepreneurs and SMEs. The aim of INSPIRE is to create an environment to nurture and develop Idea Generation amongst participants and then foster these skill sets to establish new, viable and sustainable products and services.

In addition, each participant will be assigned an individual mentor throughout the programme who will advise and guide them through the process, plus free access to a hot-desk at one of IT Carlow's Incubation facilities in Carlow, Kilkenny, Wexford or Wicklow.

INSPIRE is free of charge as it is part financed by the European Regional Development Fund, through the Ireland Wales Programme 2007-13 and is delivered by Pembrokeshire County Council and Institute of Technology Carlow.

"The enterprise
that does not
innovate ages and
declines. And in
a period of rapid
change such as
the present ... the
decline will be fast"

Peter Drucker.



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Idea Generation workshops

Ideation develops the thought processes and environment needed to inspire creativity. It cultivates the skills necessary for generating, assessing and communicating ideas to create commercial opportunities.

Entrepreneurial Creativity expands the idea generation stage into practical outcomes including developing an idea into a process, product or service that is tangible and feasible in a commercial setting.

Market Validation analyses where your idea fits into the market place and researches who your competition and potential customers are.

Commercialisation workshops

New Product Development structures the process for creating a new product/service and how to screen ideas so that the right opportunity is chosen for success.

Technology Transfer looks at utilising collaborative research, development and innovation with third level Institutions as a mechanism for enhanced commercial achievement.

Innovation Management explores the changing environment of technology and markets as drivers for innovation and entrepreneurship.

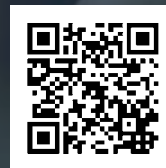
New Venture Capital identifies the financial requirements of knowledge based ventures throughout the development process and the different types of finance available.

Risk Management evaluates tools used to assess and quantify risk in the commercial environment and how to implement strategies to minimise, monitor and control risk.

Intellectual Property assesses the various forms of intellectual protection (Patents, Trademarks, etc.) and examines the process to manage and incorporate them into a new business venture.

“Creativity is thinking up new things. Innovation is doing new things”

Theodore Levitt



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