



Initiating Pathways  
for Innovators,  
Researchers and  
Entrepreneurs

Put simply, Innovation is making something better or more effective, a product, service, process or idea for an organisation, market or community. It is bringing creativity to life. Creativity can be a simple idea that makes dramatic changes to an original form, for the better.

**The distinction between “invention” and “innovation” is that invention is the creation of a new idea or concept, and innovation is turning the new concept into commercial success or widespread use.**

The INSPIRE Project is a series of seminars and workshops aimed at inspiring creativity and developing knowledge of the innovation process. The project is for everyone, innovators, existing SME businesses, entrepreneurs. If you have an idea or want to be in business then you can register. The project 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.

As well as workshops, each participant will have an individual mentor throughout the scheme who can advise and guide through the process, plus free access to a hot desk within the Innovation Centre. Specialist one to one consultancy can be accessed as part of the project after each unit.

**The starting point for innovation is the generation of creative ideas.**

## Idea generation workshops

**Ideation** This unit is about the thought processes and environment needed to inspire creativity from that germ of an idea. The unit covers the processes for generating, developing, assessing and communicating ideas to create commercial opportunities.

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

**Market validation** This unit looks at researching where your idea fits into the market place, researching who and where is your competition and who are your potential customers.



# Commercialisation workshops

**New product development** This unit 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** This unit looks at collaborative research, development and innovation as supporting evidence for commercial success.

**Innovation management** This unit explores the changing environment, such as technology and markets as drivers for innovation and entrepreneurship. Exploring strategy, structure, processes, resources and core competencies, which can be used as a competitive advantage?

**New venture capital** This unit identifies the financial requirements of knowledge based ventures throughout the development process and the different types of finance available.

**Risk management** This unit identifies tools used to assess and quantify risk in the commercial environment and how to develop strategies to minimise, monitor and control risk.

**Intellectual property** This unit looks at the various types of intellectual property and the process to manage and incorporate them into a new business venture.

Innovation is the process of taking those ideas to market, it is the process that transforms ideas into commercial value.

"If you always do what you always did, you will always get what you always got." (A. Einstein).

Finally the project will end with a networking and signposting conference to identify the support that is available to help you on your way to success on your new innovation journey.

All the units will be based at the Bridge Innovation Centre in Pembroke Dock.



**For more details please contact:**  
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