

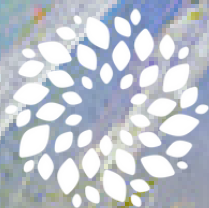


THE
IRELAND
FUNDS

Business Plan Competition 2021

In partnership with:

St Patrick's
Mental Health Services



**Want a chance to win
€15,000 for your
great idea?**

Visit www.irelandfunds.org/bpc

#IrelandFundsBPC

Have a great idea for a new product or service?

We want to hear from you!

Convince us that your business idea is the next big thing and you will receive support to develop it from concept to pitch.

About

The Ireland Funds Business Plan Competition, now in its 10th year, is a pre-accelerator programme designed to help Ireland's early-stage, student entrepreneurs bring their idea from concept to pitch.

Applications will be accepted until midnight on **Tuesday, March 16, 2021.**

Ten business ideas will then be selected to receive mentoring and support through a series of workshops during April, May and June, with the opportunity to compete for €27,000 in prize money and other supports.

Who is eligible?

The Ireland Funds Business Plan Competition is open to undergraduates, post-graduates, and recent graduates (two years or less), resident in Northern Ireland or the Republic of Ireland, at pre-investment stage.

Specifically we are looking for three things:

- An individual or a team
- Global scalability potential
- Categories including software, hardware, food, deep-tech, AgTech, and internationally traded services.

Prizes

First Prize

€15,000 cash prize and 1-1 mentoring with Bill McKiernan, Founder of CyberSource Corporation and President of WSM Capital LLC.

Runner-up prizes

€7,000 cash prize (first runner-up)

€2,000 cash prize (second runner-up)

Mental Health Innovation Award, kindly supported by SPMHS.

€3,000 cash prize for the best mental health solution that addresses a COVID-related challenge.

We are looking for innovative technology ideas that can support the mental health of our nation which is suffering greatly right now due to the COVID-19 Pandemic.

All finalists will receive detailed feedback on their business ideas and pitches from the programme team and the Judging Panel.

Selection

We are looking for smart, new business ideas from amongst Ireland's early-stage, student entrepreneurs. Convince us that your business idea is the next big thing, and you will receive support to develop it from concept to pitch.

Ten ideas will be selected to participate on pre-acceleration workshops. At the finale, our Judging Panel of leading international entrepreneurs, executives, and investors, will select the winner and runners-up.



2021 Timeline

- **Wednesday, 3 February**
Applications open
- **Tuesday, 16 March**
Applications close at midnight
- **Wednesday, 24 March**
Shortlist selection announced

Virtual Workshop Days

These are half-days from 9.30-13.00. Teams must be available to participate on all scheduled activities.

- **Workshop I: 6 April**
Orientation and Introduction to The Ireland Funds
- **Workshop II: 13 April**
Problem Framing
- **Workshop III: 20 April**
Problem Framing TeamCheck
- **Workshop IV: 27 April**
Customer Discovery
- **Workshop V: 4 May**
Customer Discovery TeamCheck
- **Workshop VI: 11 May**
Value Proposition and Market Sizing
- **Workshop VII: 18 May**
Value Proposition & Market Sizing TeamCheck
- **Workshop VIII: 25 May**
Pitch Preparation
- **Workshop IX: 1 June**
Practice Pitch and Feedback
- **Programme Showcase: 15 June, 2021**



The Ireland Funds

The Ireland Funds' mission is to harness the power of a global philanthropic network of friends of Ireland to promote and support peace, culture, education and community development across the island of Ireland and among Irish communities around the world.

For more information contact:

Helen Fullen
Programme Director
bpc@irelandfunds.org

St Patrick's
Mental Health Services



St Patrick's Mental Health Services

SPMHS is a leading independent, not-for-profit mental health service provider. SPMHS works to provide the highest quality mental healthcare, to promote mental wellbeing and mental health awareness, and to advocate for the rights of those experiencing mental health difficulties. This is achieved through a human rights-based approach, through the enhancement of evidence-based knowledge and by striving to be at the cutting-edge of new initiatives and advances in the field.



**Business Plan
Competition**

**10
Years**