

## WP3 – SME Pilot Implementation Report Template

### (Activity 3.3: Demonstration and Testing of Evidence-Based SME Support Tools)

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#### Partner Information

- **Partner Name:** MTU & The Ludgate Hub
  - **Country:** Ireland
  - **Contact Person:** Niall O’Leary
  - **Reporting Period:** Period 3.
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#### Pilot Overview

- **Pilot Title:** Strategic Entrepreneur Programme
- **Sector(s) Targeted:**
  1. Early stage
  2. Considering a major change
  3. Sustainability focused.
- **Number of SMEs Involved:**
  1. Lisa Mitchel <https://www.naturallyfoxyskincare.irish/>
  2. Andrew Whitaker <https://culturecoworking.ie/>
  3. Deirdre Culley <https://www.native.ie/>
  4. Louise Byrne <https://killarney.ie/killarney-coffee-cup-project/>
  5. Michael Ledwith - Atlantic Biocycle Limited (incorporated after the end of the program).
- **Dates of Pilot Implementation:** January 23<sup>rd</sup> – March 6<sup>th</sup> 2024.

- **Program outline:**

January 23rd in person in the Ludgate Hub. 11.00 – 15.00	MTU Cork presents – Introduction, goal setting, and strategy development.
January 30th online 11.00 – 12.30	MTU Cork presents: Validating key assumptions, research methods and research planning
February 6th online 11.00 – 12:30	Circular Bioeconomy Cluster SW presents: A circular economy training, research progression update
February 13th MIDTERM	no session
February 20th online 11.00 – 12.30	Bioeconomy Cluster SW presents: A circular economy training, research update
February 27th online 11.00 – 12.30	MTU Cork presents: research progress update, practice presentations
March 6th, In person at the Ludgate Hub. 10.00- 14.00	Participant presentations and discussions with experts.

**Materials Used:** Strategic Entrepreneur Workbook 300123.pptx.

## SME Participation

- **Short description of SMEs involved** (type, size, readiness level):
  - Participants ranged from novices, self employed to serial entrepreneurs.
  - Strong female representation and engagement.
  - Ideas ranged from small scale boutique cosmetics, to innovative tourism initiatives to very ambitious early stage ideas for innovative circular economy supply.
- **Engagement level:**
  - Engagement was high with 5/6 completing the program. One did not engage fully or complete the program. They seemed to not fully committed to their own idea and appeared to be browsing ideas and supports.



## Observed Outcomes and Feedback

- **What changes or progress did SMEs report (if any)?**
  - Lisa Mitchel – first time engaging in such support – gained clarity on key goals for business.
- Andrew Whitaker – changed focus of certification initiative from B-Corp to more environmentally focused one.
- Deirdre Culley – focused attention on securing funding.
- Louise Byrne – zeroed in on resourcing the initiative.
- Michael Ledwith – elaborated focus of the idea.

**Website call for applications:** <https://www.ludgate.ie/strategic-entrepreneur-programme/>

**Promotional Video** [https://www.youtube.com/watch?v=MP-w2\\_fqOTk&t=1s](https://www.youtube.com/watch?v=MP-w2_fqOTk&t=1s)

**Eventbrite listing:** <https://www.eventbrite.com/e/new-methods-to-support-entrepreneurial-success-tickets-763835040167>

## Public event

