

Féidearthachtaí as Cuimse  
Infinite Possibilities

# Entrepreneurship for Persons with Disabilities

Lecture 1



# Rules of the Road for Participants

- Be Considerate.
- Be Open.
- Be Present.
  
- You can ask questions by audio or via the chat room.
- Please allow all participants time and space to ask their questions - do not dominate the time available for questions and answers.

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# Learning Objectives

1. Understand the aim of this course.
2. Review the motives for self-employment.
3. Identify the common barriers to self-employment.
4. Familiarise with the Business Model Canvas.

# Need for the Course (1)

## Republic of Ireland

- 1.1 million people have a disability.
- Labour force participation rate:
  - 40% for persons with disabilities.
  - 61% for general population.
- Lowest employment rate of PwD in the EU.
- Higher likelihood of poverty & social exclusion among PwD.

## Northern Ireland

- Approximately 450,000 individuals have a disability.
- Labour force participation rate:
  - 37–40% for persons with disabilities.
  - 70% for general population.
- Significant employment gap, though not the lowest in UK (or compared to EU countries).
- Significantly greater risk of:
  - Relative income poverty.
  - Material deprivation.
  - Social exclusion.

# Need for the Course (2)

- Entrepreneurship provides an alternative path, but training must account for the unique contexts, needs, and constraints of PwD to be effective.
- Disabilities vary widely (physical, sensory, cognitive, mental health-related), so a one-size-fits-all approach fails to equip PwD with the tools they need.
- Customised programs can include social capital-building activities.
- Tailored entrepreneurship training can foster agency and self-belief, plus it can emphasise strengths-based approaches.
- Generic training courses do not cover issues such as how self-employment interacts with disability benefits.

# Motivations for Self-Employment

- Desire to overcome disability.
- Inability to secure or retain a job.
- Wish to increase income.
- Flexibility in working hours and workload.
- Rebuilding self-esteem.
- Suits or accommodates disability.
- Fear of discrimination in the workplace.

# Barriers to Self-Employment

- Low levels of work and managerial experience.
- Difficulties with mobility make networking a challenge.
- Problems securing finance (reduced credit history due to lower rates of employment and additional cost of disability).
- Welfare benefit trap.
- Lack of tailored support.
- Limited representation and role models.

# Course Structure

Lecture 1: Introduction.

Lecture 2: Idea Generation and Evaluation.

Lecture 3: Customer Segmentation.

Lecture 4: Value Proposition.

Lecture 5: Customer Relationships and Channels.

Lecture 6: Resilience and Well-Being.

# Course Structure (continued)

Lecture 7: Key Business Activities.

Lecture 8: Key Business Resources and Partners.

Lecture 9: Financial Literacy.

Lecture 10: Revenue Streams & Testing Your Idea.

Lecture 11: Understanding Legal Matters.

Lecture 12: Bringing It All Together.

# Business Model Canvas

- A single-page template.
- Shows how a business will create and deliver value.
- Nine components:
  - Each represents a different element of a business idea.

# Sections of the Business Model Canvas

- **Desirability:** Value Proposition, Customer Relationships / Segments / Channels.
- **Feasibility:** Key Partners / Activities / Resources.
- **Viability:** Cost Structure and Revenue Streams.

# **Video Explainer – Business Model Canvas**

[https://youtu.be/I8nwNcCfyig?si=taBO  
VUeZaoznDR7L](https://youtu.be/I8nwNcCfyig?si=taBOVUeZaoznDR7L)

# Business Model Canvas Template

Key Partners 	Key Activities 	Value Propositions 	Customer Relationships 	Customer Segments 
Key Resources 			Channels 	
Cost Structure 			Revenue Streams 	

# Key Takeaways

1. There are many varying motives for self-employment.
2. Barriers do exist, but they should not discourage anyone from self-employment.
3. The objective is that each of you will complete a Business Model Canvas by the close of the course.