

Féidearthachtaí as Cuimse  
Infinite Possibilities

# Bringing it All Together

Lecture 12



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# Business Model Canvas: Desirability

- Value Proposition.
  - What is the unique selling point of your product/service?
- Customer Segments.
  - For whom are you creating value?
- Customer Relationships.
  - What type of relationship should you have with customers?
- Customer Channels.
  - How will your product or service reach the market?

# Business Model Canvas Template - Desirability

Value Propositions 	Customer Relationships 	Customer Segments 
	Channels 	

# Business Model Canvas: Feasibility

- Key Partners.
  - Who are your key partners or those that you need to build and deliver your product/service?
- Key Activities.
  - What key activities are needed to make your venture work?
- Key Resources.
  - What physical, human, intellectual and financial resources do you require to make your business work?

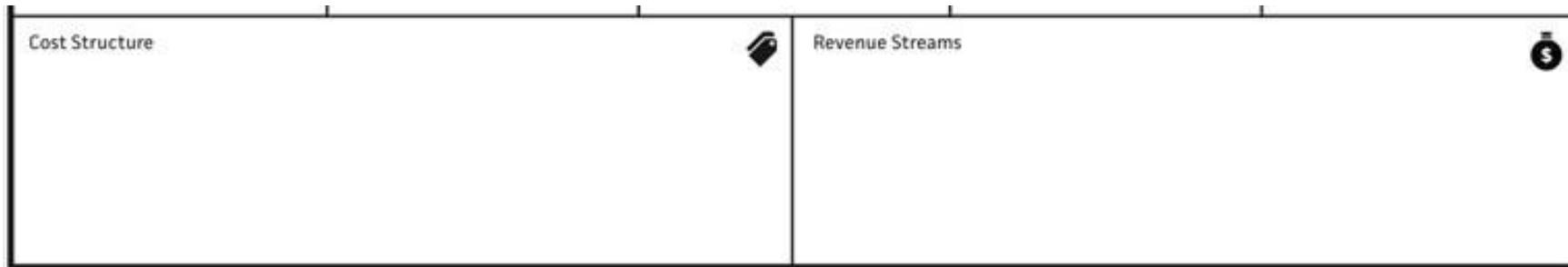
# Business Model Canvas Template - Feasibility

Key Partners 	Key Activities 
	Key Resources 

# Business Model Canvas: Viability

- Cost Structure.
  - What will it cost to operate the business and deliver value to customers? What are your fixed and variable costs?
- Revenue Streams.
  - How will you capture revenue from sales of your product or service?

# Business Model Canvas Template - Viability



# Assessing Level of Readiness

- Why are you the best person to turn this venture into reality?
- What skills, resources and experience do you bring?
- What gaps in skills, resources and experience remain, and how might you plug those gaps?
- Might you consider bringing on board others to run the venture?
- Who do you have available as an advisor or mentor? What experience, skills and resources do they provide?
- What is your timeline for setting up a business? For instance, I intend to start now, within the next 6 months, the next year or over a year.

# 90-day go-to-market (GTM) Launch Plan

- Week 0–2 (Pre-launch): recruit 10–20 “design partners” (customers who co-create and agree to test), finalise onboarding flow, set success criteria.
- Week 3–6 (Soft launch): run 2 micro-campaigns in one primary channel and one partnership channel; capture stories/testimonials.
- Week 7–12 (Scale learning): double-down on the winner channel; publish 1 case study; create referral offer tailored for your niche.
- Template checklist (one page): objectives, audience, offer, channel, budget, owner, due date, metric.(Extends your Channels/Customer Relationships content into an execution calendar.)

# Worksheet 1 — 90-Day Go-To-Market (GTM) Launch Plan

Field	Your Plan
Primary audience / segment	
Core offer (problem/benefit)	
Primary channel + partner channel	
Budget (cash & time)	
Objectives (SMART)	
Key metric(s) to move	
Owner(s)	
Deadlines / key dates (12 weeks)	

# Grant Readiness Sequence

- Sequence (typical): local advisory support → micro-funding/grants → growth supports.
- Ireland: LEO pre-start supports → Microfinance Ireland (if bank says no) → Enterprise Ireland (if export potential) → Skillnet for team upskilling.
- Northern Ireland: Go Succeed / local LEAs → Enterprise NI network → Invest NI programmes (e.g., Ambition to Grow) → InterTradeIreland for cross-border pilots.
- “Grant-ready” mini-pack (keep on your desktop): 2-page venture summary, 12-month cashflow, 90-day GTM, partner letters, accessibility SLA, founder CV.(Extends your “Supports” slide into a practical sequence and checklist.)

# Worksheet 2 — Grant-Ready Mini-Pack Checklist

Item	Done?
2-page venture summary (problem, solution/MVP, market, traction, model)	
12-month cashflow (incl. assumptions)	
90-day GTM plan (this deck)	
Partner letters of support (template + signed PDFs)	
Accessibility SLA (service standards, contact modes)	
Founder CV (1 page)	
Impact statement (if social enterprise)	
Case study or testimonial (even from pilot)	

# Supports for Small Businesses

## Ireland

- Local Enterprise Office (LEO).
- Enterprise Ireland.
- Government: <https://supportingsmes.gov.ie/>.
- Microfinance Ireland.
- Skillnet Ireland.
- Local Development Companies.
- Chambers Ireland.
- Small Firms Association or Irish Small Medium Enterprises.

## Northern Ireland

- Enterprise NI (LEA network)
- Invest NI
- Go Succeed
- NI Business Support Finder
- Ambition to Grow (Invest NI)
- InterTradeIreland
- Local LEAs (e.g., East Belfast)
- Craft NI, NICVA

# Key Lessons (1 of 2)

## 1. From Ideas to Opportunities.

- Entrepreneurship starts with identifying problems worth solving and testing ideas for feasibility.
- Evaluating ideas means balancing passion, customer needs, and resources.

## 2. Customers at the Centre.

- Defining clear customer segments is essential for focus.
- Value propositions must be tailored; what specific benefit are you delivering, and why should people care?
- Build meaningful relationships and use the right channels to reach and retain customers.

## 3. Building Your Business Model.

- Map out key activities that drive value creation.
- Secure the right resources (skills, equipment, funding) and develop partnerships to strengthen your venture.
- Understand costs, pricing, and revenue streams; test and refine them continuously.

# Key Lessons (2 of 2)

## 4. Financial Foundations.

- Develop financial literacy to make informed decisions.
- Track costs and revenues; understand unit economics.
- Use small experiments and pilots to reduce risk.

## 5. Entrepreneurial Mindset.

- Entrepreneurship is a process of learning, adapting, and staying flexible.
- Small steps, feedback loops, and testing assumptions are more effective than big leaps.
- Networking, peer support, and mentors help sustain progress.

## 6. Your Next Steps.

- Use your business model canvas as a living tool, updating as you learn.
- Focus on customer feedback as your compass.
- Be prepared to start small, test, and iterate toward growth.

# Final Thoughts

- Each of you can be an entrepreneur.
- Your product or service must be of value to the market.
- Be decisive and action-oriented.
- Take risks, have courage.
- Trust in your abilities, believe in yourself.
- Do not let your work be ordinary.

