

# Entrepreneurship for Persons with Disabilities Programme

## Teaching Notes

## Student Learning Outcomes of the Module

1. To equip the participant with the knowledge needed to establish a small business.
2. To heighten the participants' awareness of their own readiness and desire to undertake self-employment/entrepreneurship.
3. To identify solutions to the key challenges in setting-up and running a small business for individuals with disabilities.
4. To signal the relevant information on sources of assistance for running a small business for individuals with disabilities.

## Suggested Class Format

- 60-minute taught class.
- A mixture of facilitated and self-directed learning.
- Recommend establishing a mix of learning approaches (visual, auditory and written) to hold interest and accommodate different learning styles.
- Keep in mind Universal Design Learning principles: <https://udlguidelines.cast.org/>
- Intersperse max 10 mins segments of lecture with video/exercise/group discussion/guest speaker.
- Ensure that the relevant section of the Business Model Canvas is filled in during sessions 3, 4, 5, 6, 7, 8, 9 and 10.
- Accompanying resources:
  - o Two case histories (NeuroHive and Reskill Ireland).
  - o Three video interviews/podcasts.
  - o Powerpoint slidedeck.
  - o Workbook.
  - o E-learning module (self-directed).

## Course Structure

<p><b>Lecture 1:</b> <b>Introduction to Module</b></p>	<p>During this session, the participant should:</p> <ul style="list-style-type: none"> <li>• Understand the aim of this course.</li> <li>• Review the common motives for self-employment among persons with disabilities.</li> <li>• Identify the common barriers to self-employment among persons with disabilities.</li> <li>• Familiarise with the Business Model Canvas.</li> </ul>
<p><b>Links to Videos/Useful Websites and Teaching Supports</b></p>	<p>EntreComp framework – this framework was used to inform the competencies that are included in the self-evaluation tool (<b>ONLY IN E-LEARNING VERSION</b>).</p> <ul style="list-style-type: none"> <li>• Practical guide: <a href="https://www.entrecompeurope.eu/wp-content/uploads/EntreComp-A-Practical-Guide-English.pdf">https://www.entrecompeurope.eu/wp-content/uploads/EntreComp-A-Practical-Guide-English.pdf</a></li> <li>• Youtube video (explainer): <a href="https://youtu.be/UwZPcJky0Ko?si=qykb5UW4e9Oy45ZB">https://youtu.be/UwZPcJky0Ko?si=qykb5UW4e9Oy45ZB</a></li> </ul> <p>For the purposes of this module, participants will be asked to fill out a business plan that is kept to a single page template called a Business Model Canvas (BMC).</p> <ul style="list-style-type: none"> <li>• A video explainer for the BMC can be found here: <a href="https://youtu.be/wlKP-BaC0jA?si=c_6dFV6hcM9McbZf">https://youtu.be/wlKP-BaC0jA?si=c_6dFV6hcM9McbZf</a></li> <li>• Blank templates of the BMC can be found at this link: <a href="https://www.strategyzer.com/library/the-business-model-canvas">https://www.strategyzer.com/library/the-business-model-canvas</a></li> </ul> <p>Consider introducing one of two real-world case studies – NeuroHive or Reskill Ireland – to discuss the motives/impetus for setting up a business as a person with disabilities.</p>
<p><b>Suggested Group Discussion Topics</b></p>	<ul style="list-style-type: none"> <li>• What are your motivations/reasons for setting up a business?</li> <li>• What drew you to this module?</li> <li>• What do you want to get out of this module?</li> <li>• What do you consider the greatest challenges and benefits to self-employment for you? These may or may not pertain to your disability/disabilities.</li> </ul>

<p><b>Lecture 2: Idea Generation and Evaluation</b></p>	<p>During this session, the participant should:</p> <ul style="list-style-type: none"> <li>• Understand how to generate a business idea.</li> <li>• Know how to evaluate a business idea.</li> <li>• Recognise how an opportunity differs from an idea.</li> <li>• Learn to navigate Sim Venture Validate (<b>ONLY IN TAUGHT VERSION</b>).</li> </ul>
<p><b>Links to Videos/Useful Websites and Teaching Supports</b></p>	<ul style="list-style-type: none"> <li>• Youtube video explaining difference between ideas and opportunities:  <a href="https://youtu.be/Yi1N_fd_N7k?si=TlIiTVHe3KsjG1Ai">https://youtu.be/Yi1N_fd_N7k?si=TlIiTVHe3KsjG1Ai</a></li> <li>• Article – 10 ways to evaluate a new business idea  <a href="https://www.dummies.com/article/business-careers-money/business/small-business/start-ups/10-ways-to-evaluate-a-new-business-idea-179321/">https://www.dummies.com/article/business-careers-money/business/small-business/start-ups/10-ways-to-evaluate-a-new-business-idea-179321/</a></li> <li>• SimVenture Validate – online start-up ideas platform:  <a href="https://simventure.com/products/validate/">https://simventure.com/products/validate/</a></li> </ul> <p>Consider introducing one of two real-world case studies – NeuroHive or Reskill Ireland – to discuss the sources of business ideation and the importance of external validation for an idea.</p>
<p><b>Suggested Group Discussion Topics</b></p>	<ul style="list-style-type: none"> <li>• What makes up a good business idea?</li> <li>• What business ideas have interested or inspired you? Give your reasons.</li> <li>• Think of a time when you saw an opportunity (e.g., to develop personally, work for a company, or form a connection). What motivated you to act on it or not?</li> <li>• <i>“Ideas are cheap. Execution is everything.”</i> Discuss and decide whether you agree or disagree.</li> </ul>

<p><b>Lecture 3: Customer Segmentation</b></p>	<p>During this session, the participant should:</p> <ul style="list-style-type: none"> <li>• Understand methods for segmenting a market.</li> <li>• Know the benefits of segmenting.</li> <li>• Identify a target segment for your business idea.</li> <li>• Develop a persona to visualise your target customer.</li> </ul>
<p><b>Links to Videos/Useful Websites and Teaching Supports</b></p>	<ul style="list-style-type: none"> <li>• Youtube video explaining the customer segment section of the BMC: <a href="https://youtu.be/gXFAAYflep8?si=-lhWRXyk1ZKOabYw">https://youtu.be/gXFAAYflep8?si=-lhWRXyk1ZKOabYw</a></li> <li>• Youtube video explaining the STP (segmentation, targeting, positioning) marketing model <a href="https://youtu.be/iGOw39GWDal?si=4TsZblMllpj5BFYQ">https://youtu.be/iGOw39GWDal?si=4TsZblMllpj5BFYQ</a></li> </ul> <p>A free online tool and process for creating a customer persona: <a href="https://milanote.com/guide/persona">https://milanote.com/guide/persona</a></p>
<p><b>Suggested Group Discussion Topics</b></p>	<ul style="list-style-type: none"> <li>• Why can't everybody be your customer? <i>Your customer won't perceive your product/service as targeting their specific needs/problems. Some people will never be your customers.</i></li> <li>• Think of those businesses where you are a loyal customer. What motivates you to keep buying from them? What would make you stop buying from them?</li> <li>• <i>"Customers don't buy products. They buy solutions to problems."</i> Discuss what this means and how this might relate specifically to the community of customers you intend to serve. Can relate this back to the two case studies – NeuroHive addressing the need for connection and understanding among late diagnosed neurodivergent adults and Reskill Ireland addressing the need for purpose/financial security through education/self-employment for people with disabilities.</li> </ul>

<p><b>Lecture 4: Customer Relationships and Channels</b></p>	<p>During this session, the participant should:</p> <ul style="list-style-type: none"> <li>• Understand the different types of customers in a business.</li> <li>• Appreciate that different customers want different levels of interaction.</li> <li>• Explain the different distribution channels to get your product to market.</li> </ul>
<p><b>Links to Videos/Useful Websites and Teaching Supports</b></p>	<ul style="list-style-type: none"> <li>• Youtube video explaining the customer relationships section of the BMC: <a href="https://youtu.be/YfCgLV9bGo8?si=ARMB3rEnghLsn8GT">https://youtu.be/YfCgLV9bGo8?si=ARMB3rEnghLsn8GT</a></li> <li>• Article explaining the customer relationship cycle: <a href="https://medium.com/@youngstapreneur/how-to-maximise-your-customer-relationship-cycle-478dd1d004e1">https://medium.com/@youngstapreneur/how-to-maximise-your-customer-relationship-cycle-478dd1d004e1</a></li> <li>• Youtube video explaining the customer channels section of the BMC: <a href="https://youtu.be/O3Ar_HU058c?si=1L5YITaZYe-Qdtd6">https://youtu.be/O3Ar_HU058c?si=1L5YITaZYe-Qdtd6</a></li> <li>• Youtube video explaining distribution channels: <a href="https://youtu.be/MpKKM0EICZA?si=IjNtsUcrfQ9Tt7mz">https://youtu.be/MpKKM0EICZA?si=IjNtsUcrfQ9Tt7mz</a></li> </ul>
<p><b>Suggested Group Discussion Topics</b></p>	<ul style="list-style-type: none"> <li>• Have you ever recommended a business/product/service to a family member/friend? What motivated you to do this?</li> <li>• Is the customer always right? Discuss. <i>Can touch upon the point that not all customers are worth having, particularly if they're too costly or disloyal.</i></li> <li>• What are the pros and cons of indirect and direct channels to the customer?       <ul style="list-style-type: none"> <li>○ <i>Direct – pros: Higher profit margins, control over how product is sold &amp; marketed.</i></li> <li>○ <i>Direct – cons: limited customer reach.</i></li> <li>○ <i>Indirect – pros: Wider reach, greater market penetration, brand of retailer trusted by customers, spreading infrastructure costs associated with distribution (warehousing, stocking).</i></li> <li>○ <i>Indirect – cons: Lower profit margins, less control over how product is sold and marketed, can be difficult to align to target market.</i></li> </ul> </li> </ul>

	<ul style="list-style-type: none"><li>• In the digital age, more and more businesses can connect directly to customers (from around the world) through a website and social media. Discuss and weigh up the pros and cons.</li><li>• <i>Cons: Increased competition (global marketplace), consumer demand may exceed ability/resources to scale production.</i></li><li>• <i>Pros: wider customer reach, greater sales/international growth (born global), can set up from anywhere (own home) and start-up costs can be less capital intensive.</i></li></ul>
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<p><b>Lecture 5: Value Proposition</b></p>	<p>During this session, the participant should:</p> <ul style="list-style-type: none"> <li>• Familiarise with the concept of lean start-up.</li> <li>• Review the options for competitive advantage.</li> <li>• Learn how to generate a value proposition.</li> </ul>
<p><b>Links to Videos/Useful Websites and Teaching Supports</b></p>	<ul style="list-style-type: none"> <li>• Youtube video explaining the UN Sustainability Development Goals: <a href="https://www.youtube.com/watch?v=M-iJM02m_Hg">https://www.youtube.com/watch?v=M-iJM02m_Hg</a></li> <li>• Video explainer for the Lean Start-Up method: <a href="https://www.youtube.com/watch?v=zOX1vC7_n6s&amp;source_ve_path=Mjg2NjY&amp;feature=emb_logo">https://www.youtube.com/watch?v=zOX1vC7_n6s&amp;source_ve_path=Mjg2NjY&amp;feature=emb_logo</a></li> <li>• Youtube videos explaining the value proposition: <a href="https://youtu.be/ukEMyoybui?si=UZqCUgLIGKP_I-U7">https://youtu.be/ukEMyoybui?si=UZqCUgLIGKP_I-U7</a> <a href="https://www.youtube.com/watch?v=aWB5O8oZmq&amp;t=22s">https://www.youtube.com/watch?v=aWB5O8oZmq&amp;t=22s</a></li> <li>• How to create a competition matrix: <a href="https://ca.indeed.com/career-advice/career-development/competition-matrix">https://ca.indeed.com/career-advice/career-development/competition-matrix</a></li> </ul>
<p><b>Suggested Group Discussion Topics</b></p>	<ul style="list-style-type: none"> <li>• How might your business align with a UN Sustainability Development goal? <i>Think of the social enterprise model and how your business might generate social as well as financial value.</i></li> <li>• What is the benefits of applying a lean start-up philosophy to your business? <i>If you must fail, you fail early and fast. You develop your business idea in line with learning from the marketplace and not on presumptive forecasts. It works well when there's a high level of uncertainty associated with the business idea/market.</i></li> <li>• What would a minimal viable product of your business look like?</li> <li>• Why do you need to communicate to customers the benefits of buying from you? <i>You're an unknown brand and customers are unaware of the benefits of your offering over competitors; Product may be new/innovative/complex and customer requires awareness/education as to its benefits.</i></li> <li>• Think of a business that you know well (not one of the examples mentioned in class). What customer pain points / needs does the company target? What are the benefits of</li> </ul>



	<p>buying from them? <i>Pros: wider customer reach, greater sales/international growth (born global), can set up from anywhere (own home) and start-up costs can be less capital intensive.</i></p>
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<p><b>Lecture 6: Key Business Activities</b></p>	<p>During this session, the participant should:</p> <ul style="list-style-type: none"> <li>• Discuss the Key Activities needed to start a business.</li> <li>• List these in terms of priority to your start-up success.</li> <li>• Familiarise with the concept of Effectuation.</li> </ul>
<p><b>Links to Videos/Useful Websites and Teaching Supports</b></p>	<ul style="list-style-type: none"> <li>• Explainer video for effectuation: <a href="https://www.youtube.com/watch?v=TIXVe4nEDEE">https://www.youtube.com/watch?v=TIXVe4nEDEE</a></li> <li>• Youtube video explaining the key activities section of the BMC:</li> <li>• <a href="https://youtu.be/J4X5VI6ya_Q?si=0Wi5xQDzX6fHh4qy">https://youtu.be/J4X5VI6ya_Q?si=0Wi5xQDzX6fHh4qy</a></li> </ul>
<p><b>Suggested Group Discussion Topics</b></p>	<ul style="list-style-type: none"> <li>• What kinds of activities would you associate with setting up a business? <i>Think gathering resources, setting up partnerships, recruiting staff.</i></li> <li>• How might activities vary between different kinds of businesses? <i>Client facing services vs manufacturers vs retailers.</i></li> <li>• During covid, some bars/breweries pivoted by producing draught beer that could be bottled and collected by people for consumption at home. Or they found even more inventive ways to generate lost profit – like making alcohol based hand sanitiser! <i>This is the Lemonade principle in action.</i> Can you think of any other examples?</li> </ul>

<p><b>Lecture 7: Key Business Resources</b></p>	<p>During this session, the participant should:</p> <ul style="list-style-type: none"> <li>• Understand what are key resources.</li> <li>• Know the purpose of identifying key resources.</li> <li>• Learn how to evaluate and access the resources available to you.</li> </ul>
<p><b>Links to Videos/Useful Websites and Teaching Supports</b></p>	<ul style="list-style-type: none"> <li>• Youtube video explaining the key resources section of the BMC:  <a href="https://youtu.be/9w6zEqXtZdk?si=itd7crYFT7Lj0pm7">https://youtu.be/9w6zEqXtZdk?si=itd7crYFT7Lj0pm7</a> </li> </ul>
<p><b>Suggested Group Discussion Topics</b></p>	<ul style="list-style-type: none"> <li>• What resources do you think will be most important/vital to setting up your business? <i>Think financial, intellectual, human and physical.</i></li> <li>• What resources (money, knowledge, contacts) might you start with to begin your business? <i>Can share or note down privately. Reference the bird-in-the-hand principle described in the previous lesson.</i></li> <li>• How might you reduce the risk of overdependency on suppliers?  <i>Shop around for better deals, diversify your supply, become your own supplier.</i> </li> </ul>

<p><b>Lecture 8: Key Business Partners</b></p>	<p>During this session, the participant should:</p> <ul style="list-style-type: none"> <li>• Examine the need for key partners to your business.</li> <li>• Understand how to identify key partners for your business.</li> <li>• Recognise the value and purpose of key partnerships.</li> </ul>
<p><b>Links to Videos/Useful Websites and Teaching Supports</b></p>	<ul style="list-style-type: none"> <li>• Youtube video explaining the key partners section of the BMC:  <a href="https://www.youtube.com/watch?v=WsNfV6I9tzo&amp;list=PLysM940HUUsAm-gIDjLKENMh2q2_ydLEQ&amp;index=9">https://www.youtube.com/watch?v=WsNfV6I9tzo&amp;list=PLysM940HUUsAm-gIDjLKENMh2q2_ydLEQ&amp;index=9</a> </li> </ul>
<p><b>Suggested Group Discussion Topics</b></p>	<ul style="list-style-type: none"> <li>• Why do businesses form partnerships with other businesses (e.g., suppliers, logistical partners)? <i>Businesses can't be expected to have the time, expertise etc to carry out all their activities. Some activities are too expensive or risky to run internally and so businesses may choose to outsource these to external experts (e.g., I.T.).</i></li> </ul> <p>What are the inherent risks in partnering with others? How might these risks be mitigated against? <i>Unreliable, not meeting the terms and conditions of the agreement, reputational damage, difficult working relationship. Some of these risks can be mitigated by putting in place a partnership agreement with the advice of a legal professional.</i></p>

<p><b>Lecture 9: Financial Literacy</b></p>	<p>During this session, the participant should:</p> <ul style="list-style-type: none"> <li>• Introduce the basic terms of finance.</li> <li>• Explain the requirements for financial projections.</li> <li>• Detail the different sources of finance and the considerations for funders.</li> <li>• Discuss main costs of running a business and the methods for cost reduction.</li> </ul>
<p><b>Links to Videos/Useful Websites and Teaching Supports</b></p>	<ul style="list-style-type: none"> <li>• Short youtube video that explains „bootstrapping“: <a href="https://youtu.be/zNc_5xMeBBQ?si=JoyTe8-kGOHp_zn3">https://youtu.be/zNc_5xMeBBQ?si=JoyTe8-kGOHp_zn3</a></li> <li>• Examples of elevator pitches: <a href="https://youtu.be/X1M2Lcl5Oo4?si=WbhzDJoVGGeedr4">https://youtu.be/X1M2Lcl5Oo4?si=WbhzDJoVGGeedr4</a></li> </ul> <p><b>An Elevator Pitch</b> (or Elevator Speech) is a brief presentation of an idea for a product, service, or project. As the name implies, a pitch can be delivered quickly, from the time span of an elevator ride (say, thirty seconds or 100-150 words).</p> <p>Youtube video explaining the cost structure section of the BMC:  <a href="https://youtu.be/aS8egVdASKk?si=RoH9haz0PCTzKW1k">https://youtu.be/aS8egVdASKk?si=RoH9haz0PCTzKW1k</a></p>
<p><b>Suggested Group Discussion Topics</b></p>	<ul style="list-style-type: none"> <li>• Why might an entrepreneur choose to bootstrap rather than borrow money or seek investment? <i>Own personal savings and borrowings from family/friends are easier to access than external financing. With debt financing, you risk failing to meet repayments and defaulting on your loan. With equity financing, you have to give up a portion of shares in your business (loss of control).</i></li> <li>• How would you sell your product/service/business to someone in 1 minute? <i>See elevator pitch info above. Get the participants to prepare an elevator pitch and present to the class.</i></li> </ul> <p>What are the greatest expenses associated with the business you hope to operate? <i>E.g., labour costs, overheads.</i></p> <p>Which of these expenses are direct (directly associated with the product or service sold e.g. raw materials) or indirect (expenses incurred but not directly associated with the</p>

	<p>product/service e.g. rent)? Which are fixed expenses (the same regardless of the level of output produced/sold) and which are variable (fluctuating depending on the level of output produced/sold)?</p>
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<p><b>Lecture 10: Revenue Streams and Testing your Idea</b></p>	<p>During this session, the participant should:</p> <ul style="list-style-type: none"> <li>• Identify and assess the types of revenue streams available.</li> <li>• Understand the process and benefits of market research.</li> <li>• Recognise the different methods available to test an idea.</li> </ul>
<p><b>Links to Videos/Useful Websites and Teaching Supports</b></p>	<ul style="list-style-type: none"> <li>• Youtube video explaining the revenue streams section of the BMC: <a href="https://youtu.be/pnKqFIEQxMc?si=DtcSbbm4wGggoT-t">https://youtu.be/pnKqFIEQxMc?si=DtcSbbm4wGggoT-t</a></li> <li>• Youtube video explaining how to test the hypotheses of the BMC: <a href="https://youtu.be/Y81Ue9oI8UU?si=tWUFco4dBTAE5sb2">https://youtu.be/Y81Ue9oI8UU?si=tWUFco4dBTAE5sb2</a></li> <li>• Customer Qs for Revenue Streams &amp; Value Pricing: <a href="https://youtu.be/vKF7mrye5vM?si=W-3VtNJ6s5m7bDNK">https://youtu.be/vKF7mrye5vM?si=W-3VtNJ6s5m7bDNK</a></li> </ul>
<p><b>Suggested Group Discussion Topics</b></p>	<ul style="list-style-type: none"> <li>• Can you think of any businesses that capture revenue for the same product/service in multiple ways? What are the different streams of revenue? Are different customers targeted with each stream? <i>For example, news outlets (subscription, advertising, once-off sale) and freemium apps (subscriptions and advertising). Freemium model offers customers the most basic product for free while encouraging them to upgrade for paid access to extra features e.g. think youtube and spotify.</i></li> <li>• Why is carefully choosing and regularly reviewing the revenue streams of a business important? <i>The business is aware of the most lucrative or costly revenue streams to their business. They can make adjustments to maximise the value of these streams. They are also ensuring that these are ways in which the customer prefers to pay.</i></li> <li>• What would be a good way to test how much a customer is willing to pay for a product or service? <i>See price sensitivity meter discussed in the second video linked above.</i></li> <li>• Selling is the greatest validation of your business idea. Why? <i>Customer is willing to part with money in exchange for your promise of value. Pre-sales can be a way of securing the revenue needed to build the product or provide the service. You must, however, deliver on your offer or promise of value.</i></li> </ul>

	<ul style="list-style-type: none"><li>• What can you do right now to demonstrate or show (rather than explain) your idea for a product or service? <i>Allow participants to draw a mock-up of their product design, website or promotional leaflet.</i></li></ul>
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<p><b>Lecture 11:</b> <b>Understanding Legal Matters</b></p>	<p>During this session, the participant should:</p> <ul style="list-style-type: none"> <li>• Recognise the legal and regulatory aspect of starting a business.</li> <li>• Understand the main legal structures of a business.</li> <li>• Identify the general laws and regulations that apply to business.</li> </ul>
<p><b>Links to Videos/Useful Websites and Teaching Supports</b></p>	<ul style="list-style-type: none"> <li>• Youtube explainer video on setting up a small business in Ireland: <a href="https://youtu.be/mr1NL5JRahQ?si=otKsmRQ7G_hED1eC">https://youtu.be/mr1NL5JRahQ?si=otKsmRQ7G_hED1eC</a></li> <li>• Companies Registration Office: <a href="https://cro.ie/">https://cro.ie/</a></li> <li>• World Bank – Ease of Doing Business in Ireland 2020: <a href="https://subnational.doingbusiness.org/en/reports/subnational-reports/ireland">https://subnational.doingbusiness.org/en/reports/subnational-reports/ireland</a></li> </ul>
<p><b>Suggested Group Discussion Topics</b></p>	<ul style="list-style-type: none"> <li>• Were you previously aware of any of these laws/regulations/insurance requirements? What was new or surprising?</li> <li>• In what areas do you think you will face most difficulty?</li> <li>• What will you do to learn more about setting up a fully compliant business?</li> </ul>

<p><b>Lecture 12: Bringing it all together</b></p>	<p>During this session, the participant should:</p> <ul style="list-style-type: none"> <li>• Recap the learnings from this course.</li> <li>• Finalise your business model canvas template.</li> <li>• Reflect on level of readiness for self-employment.</li> <li>• Understand the external supports available to small businesses.</li> </ul>
<p><b>Links to Videos/Useful Websites and Teaching Supports</b></p>	<ul style="list-style-type: none"> <li>• Blank templates of the BMC can be found at this link: <a href="https://www.strategyzer.com/library/the-business-model-canvas">https://www.strategyzer.com/library/the-business-model-canvas</a></li> <li>• Links to enterprise supports:             <ul style="list-style-type: none"> <li>→ Local Enterprise Office <a href="https://www.localenterprise.ie/">https://www.localenterprise.ie/</a></li> <li>→ Local Development Companies <a href="https://ildn.ie/">https://ildn.ie/</a></li> <li>→ Open Doors Initiative <a href="https://www.opendoorsinitiative.ie/">https://www.opendoorsinitiative.ie/</a></li> <li>→ Enterprise Ireland <a href="https://www.enterpriseireland.com/en/">https://www.enterpriseireland.com/en/</a></li> <li>→ Government <a href="https://supportingsmes.gov.ie/">https://supportingsmes.gov.ie/</a></li> <li>→ Microfinance Ireland <a href="https://microfinanceireland.ie/">https://microfinanceireland.ie/</a></li> </ul> </li> </ul>
<p><b>Suggested Group Discussion Topics</b></p>	<ul style="list-style-type: none"> <li>• What are your next steps? <i>Encourage them to speak to their local enterprise office, find a mentor, undertake a SYOB course.</i></li> <li>• Why are you the best person to turn this venture into reality?</li> <li>• What skills, resources and experience do you bring?</li> <li>• What gaps in skills, resources and experience remain and how might you plug those gaps?</li> <li>• Might you consider bringing on board others to run the venture?</li> <li>• Who do you have available as an advisor or mentor? What experience, skills and resources do they provide?</li> <li>• 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.</li> </ul>