



DROGHEDA  
DIGITAL  
HUB



BOYNE  
INNOVATE

# Explore your Business Idea

Explore your business idea to find the commercial value with ideation, validation, mentoring and networking over 8 weeks to help you effectively articulate your business idea and validate its potential to get support and funding.

## What?

8 week programme to validate your business idea.

Ideal for people who wish to explore a business idea with guidance using industry tools and experts to help articulate and find the commercial value in your idea to win support from funders, investors, colleagues or team.

## Why?



### Deep Industry Experience

Committed to supporting entrepreneurs to providing commercially viable solutions to create a better tomorrow for everyone.



### Consulting Expertise

Skilled at supporting people to explore business ideas and challenge thinking to develop robust business solutions.



### Rapid Value Identification

Experienced in challenging business ideas to create robust business plans using effective industry tools and techniques.



Comhairle Contae Lú  
Louth County Council

Oifig Fiontair Aitiúil  
Local Enterprise Office



Enterprise  
Ireland



Funded by  
the European Union

This project is also supported as part of the EU Brexit Adjustment Reserve (BAR)

## How?

### Programme Content

Validate your business idea/project:

- What's the big idea?
- What's the problem?
- Where does the idea fit?
- Who's the customer?
- What's the path to market?
- Where's the money?
- What's your competitive edge?
- Pitch your Business Value Proposition

### Additional Supports:

- Mentoring
- Entrepreneurial talks
- Networking & Signposting
- Special topics
- Funding landscape advice
- Progress & feedback reports

## Where & When?

Starting May 2024 @ The Mill, Drogheda. Accepting expressions of interest today.  
Apply [HERE](#) now!

Contact Us



[www.droghedadigitalhub.ie](http://www.droghedadigitalhub.ie)



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Explore your  
Business Idea

## 8 Week Programme:

**Week  
1**

**What's the Big Idea?  
What's the Problem?**

**Week  
2**

**Where does the idea fit?  
Who's the customer Part 1?**

**Week  
3**

**Who's the customer Part 2?  
What's the path to market Part 1?**

**Week  
4**

**What's the path to market Part 2?  
Where's the money Part 1?**

**Week  
5**

**Where's the money Part 2?  
What's your Competitive Edge?**

**Week  
6**

**Can you execute?  
Build your Business Value  
Proposition.**

**Week  
7**

**Entrepreneurial talks.  
Funding landscape and  
signposting.**

**Week  
8**

**Pitch your Business Value  
Proposition.**



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