

Coaching and business support training for the circular economy and related businesses

Overview

A free program of business support classes and one to one business coaching is being offered in March - April 2022 for start-ups, SMEs and spin-outs with circular economy ideas based in eligible areas*. The program will be delivered by the Hincks Centre for Entrepreneurship Excellence, part of the School of Business at Munster Technological University (Ireland) in collaboration with Centria University of Applied Sciences (Finland). Our innovative approach to supporting business decision making has been proven to be more effective for companies choosing the right path for implementation of their ideas.

Why participate?

Participants are expected to benefit from increased business performance through:

1. 7 weekly 90-minute online workshops providing impactful skills and support to making key decisions
2. 7 1-1 coaching sessions with experts from Munster Technological University and Centria University of Applied Sciences in entrepreneurship and the circular economy
3. Networking with other circular economy businesses in Finland and Ireland

This program will be of particular value to start-ups, spin-outs and established SMEs considering potential changes in 2022 and 2023. For example, an SME considering an investment or transitioning to a more circular economy focused business model would gain significantly from participation. An overview of the program structure and schedule is available on the next page.

Application

Companies interested in benefiting from this free support should send a short expression of interest and any questions to Niall.OLeary@mtu.ie by February 21st with the subject ‘Circular Economy’. Expressions of interest should outline the activities of the company and some of the business decisions under consideration that could be examined during the program. We will then arrange a short meeting to discuss the program and its suitability for each applicant. Places are limited and the program starts Monday March 7th.

*Geographic eligibility

Republic of Ireland: Donegal, Galway, Leitrim, Mayo, Sligo, Clare, Cork, Kerry, Limerick

Northern Ireland: excluding Belfast and Outer Belfast

Finland: Länsi-, Keski-, Pohjois- ja Itä-Suomi.



Program content and schedule

Mondays	Workshops
Finland (12.00 – 13.30) Ireland (10.00 – 11.30)	
March 7 th	1. Introductions, overview of program. Arranging 1-1 coaching with MTU and Centria experts.
March 14 th	2. Business model canvas.
March 21 st	3. Assessing ideas, identifying key factors affecting idea viability.
March 28 th	4. Research questions and methods (e.g. interviews, A/B tests, proof of concept).
April 4 th	5. Why this approach to decision making works and value of associated skills.
April 11 th	6. Recap of the program and final presentation preparation.
April 25 th	7. Participants present their findings and receive feedback from panel of experts.