

## ENTERPRISE CAMP 2019

For several years now, the Hincks Centre has designed and delivered an Enterprise Camp. This one-week camp provides a creative, innovative and inspirational environment for 14 to 16 year old students. The camp aims to build their creative confidence and to explore their potential as entrepreneurs. This programme is supported by the Higher Education Authority - <https://hea.ie/> and the School of Business at CIT - <https://business.cit.ie/>.

This year's camp ran from August 12th to 16th at CIT's Bishopstown campus. On Monday, we welcomed 40 students from different schools from Cork City and County, Tipperary and Sligo. Some of them came with their friends and some came on their own but all of them came with the hope of meeting other like-minded students (future friends) and learning new things.

### MONDAY

With just a week to come up with a group business idea that they needed to present on the last day, Monday was the day to build the teams and to discover a potential business idea.

*Dr. Breda Kenny* gave the eager students a warm introduction. *Dr. Helen McGuirk* then introduced the students to the world of entrepreneurship.

The students were given four topics for ideas. These had a societal / environmental impact from the UN Sustainable Development Goals (SDGs). These were:

1. Take urgent action to combat climate change and its impacts.
2. Reduce inequality within and among countries.
3. Responding to humanitarian crisis.
4. Conserve and sustainably use the oceans, seas and marine resources.



Later in the morning, *Emilie-Kate O'Mahony* and *Sorcha MacMahon* gave the students a tour of the Rubicon Centre - CIT's business incubator. The Rubicon's focus is to develop Ireland's next generation of start-ups, who have the potential to develop and employ more than one person. For more information visit [www.rubiconcentre.ie](http://www.rubiconcentre.ie).



In the afternoon, the students played an icebreaker challenge to get them warmed up for the week ahead. By the end of the first day, everybody was getting along great. We ended the day by forming nine teams from the forty students and finished up with the now legendary team building exercise the 'Marshmallow Challenge'.

## TUESDAY

*Dr. Breda Kenny*, Head, Department of Management & Enterprise, started the morning by discussing idea generation with our Enterprise Camp participants.

Breda gave the group a very interesting lesson on how they can seek and search for gaps in the market and come up with ideas for new products. Breda also spoke about how “we need to look at a process of trying to find a new and better way of doing things”.

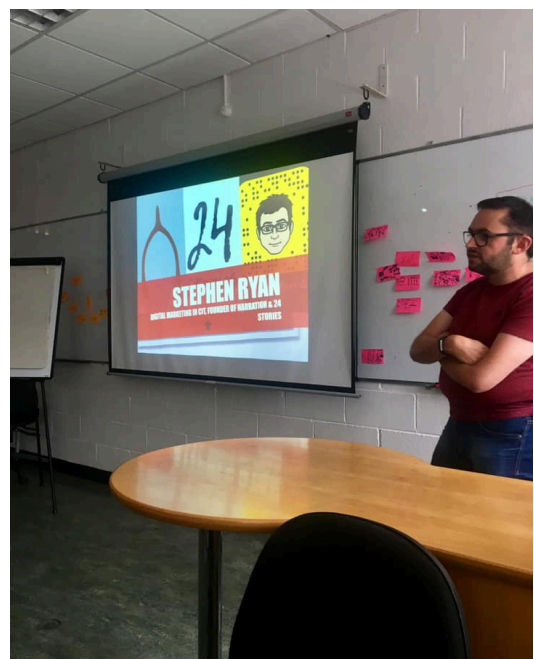


Next up was *Stephen Wilson Downey*. A former participant of CIT’s Student Inc. programme, Stephen now has his own branding company. Visit [www.speire.ie](http://www.speire.ie) for more information.

He put our Enterprise Camp participants through their paces with a very informative branding session.

To end a busy day, *Stephen Ryan* digital marketing lecturer in CIT and founder of Narration and 24 Stories visited us. He gave all of us advice on how to use social media platforms and discussed digital media and marketing - an extremely interesting session.

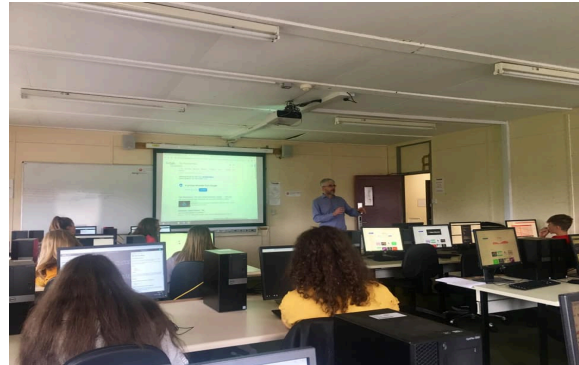
Stephen also spoke about how “Marketing directs us to what we want to buy - it builds trust”. Visit <https://narration.ie/tag/24-stories-cork/> for more information.



## WEDNESDAY

In the morning, the students had a brilliant and engaging **CoderDojo** session facilitated by Nicola Griffin, External Affairs Office, CIT.

At a CoderDojo session, young people learn how to code, develop websites, apps, programs, games and much, much more. Maybe some of the students will pursue a career in the STEM (science, technology, engineering and maths) industry. You can visit <https://coderdojo.com/> for more information.



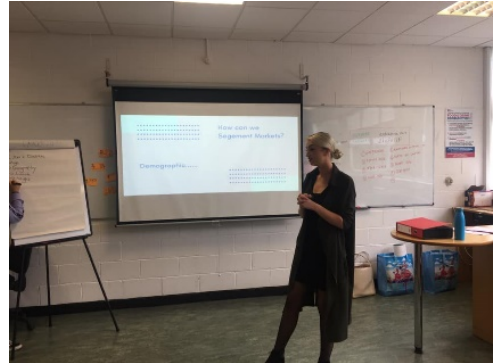
The highpoint of the day came when we went to **Ballymaloe Foods'** production unit in Little Island. 'Ireland's favourite relish' commenced production twenty years ago and the range is now produced in purposely designed kitchens in Little Island, Co. Cork. For more information on Ballymaloe Foods visit their website at <https://ballymaloefoods.ie>.



## THURSDAY

Thursday was the day the teams needed to finalise their ideas and start practicing their pitches for presentation day. The students were spoilt for choice with the line-up of brilliant speakers for the day.

**Aisling Reardon** delivered a very informative Marketing session. Aisling has a true passion for Communication and skills in Content Creation, Digital Marketing, SEO and Public Relations. Visit <https://aislingreardon.wixsite.com/aisling> for more information about Aisling.



### *Student Inc. Participants 2019*

The *Student Inc.* program supports and encourages student entrepreneurs to develop their business ideas during the summer months. Based in CIT's Rubicon Centre, the students are from a range of courses from CIT, UCC and IT Tralee. Here are three of the current Student Inc. participants that spoke to our Campers about their business ventures.



1. *Da Silly Heads* - Putting a face on mental health. Over 20 years of experiencing GAD (Generalized Anxiety Disorder), OCD, Depression, Bi-Polar Disorder and social stigma ignited an idea from two friends to develop a unique concept that will encourage all of us to engage in non-judgemental dialogue around Mental Health. Their goal is to spark a movement of advocacy, which will help to create environments of understanding and empathy. Stigma free society is key to allow ambition, productivity and creativity to flourish.



3. *Martin Crowley* is creating a board game based on stealing a bank. This should be really exciting!



2. *Abigail Whelan* is creating a makeup for sufferers of psoriasis and other skin conditions.

For more information on Student Inc. and student entrepreneurship, visit the Rubicon Centre website at <https://www.rubiconcentre.ie>



Later in the day, *Marjorie Desmond*, Bank of Ireland, gave the students a dynamic lecture on Finance. Marjorie also spoke about changing times in the economy. She said, “78% of consumers in Ireland manage money or make payments using mobile devices”.

Bank of Ireland kindly sponsored Munster Rugby tickets for the winners of the Bank of Ireland quiz, which the team took at the end of the session.

To finish, we had a Makerspace type workshop session. Makerspace provides those interested in making anything with the tools, support and environment they need. The teams were busy working on their business ideas thinking of their business name, target market and pathways into that market.



## FRIDAY

We started the morning with *Sophie Healy Thow*, our final guest speaker. Sophie is passionate about creating awareness about food security, particularly amongst young people. Sophie spoke to our Enterprise students about environmental awareness surrounding climate change and agriculture. Follow Sophie on twitter at <https://twitter.com/sophiehealythow?lang=en>.



In the afternoon, all nine teams presented their business ideas. Dr. Helen McGuirk, Head, Hincks Centre, officiated the proceedings, CIT's President, Dr. Barry O'Connor, presented the Attendance Certificates and Gerard O'Donovan, Head of Faculty – Business and Humanities, presented the Certificates for Best Business Idea and Best Presentation. The judges; George Bulman, Operations Manager of the Rubicon Centre, Emilie-Kate O'Mahony, Enterprise Intern in the Rubicon Centre and Bernard Yore of EirData decided on the winners. Team 9 won Best Business Idea with "Refilled" - an eco-bottle. Team 8 won Best Presentation for their idea "CO2".



**Best Business Idea → Team 9**  
Jack Murnane, Amy Brett and Kate O'Hanlon



**Best Presentation → Team 8**  
Bebhinn Lombard, Aobha Wall, Katie McSharry and Shauna Kidney

The Hincks team would like to thank our sponsors, HEA and CIT's School of Business, our CIT colleagues, speakers and presenters who gave up their time to make this year's Enterprise Camp a great success. Thanks also to Gate Cinemas Cork who kindly sponsored cinema tickets. A special thanks go to the students themselves who made the week especially enjoyable with their enthusiasm to learn and who presented excellent ideas supporting our four chosen SDG's - climate change, inequality, humanitarian crisis and sustainable use of the oceans, seas and marine resources.

We would like to wish the very best to all our participants in their future endeavours and we are sure that their ideas will be seen in the not too distant future.

More photos of Enterprise Camp can be found in the [News](#) section on our website [www.hincks.ie](http://www.hincks.ie) and also on <https://www.facebook.com/Citenterprisecamp>