

APPENDIX 5

ENTERPRISE IRELAND

SUPPORTS AND FINANCIAL ASSISTANCE

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1. FEASIBILITY STUDY GRANTS

The aim of the feasibility study initiative is to assist a company or individual to investigate the viability of manufacturing a new product or process or to develop a new internationally traded service. The purpose of the study is to provide the necessary information to enable the promoter (and Enterprise Ireland) to come to firm conclusions regarding project viability.

This can include studies on product or process development projects, joint venture or licence agreements with home or overseas partners, new manufacturing or international service projects or expansion projects in manufacturing or international services which involve new or improved products to be manufactured in Ireland.

What studies are eligible for a feasibility grant?

Typical elements involved in carrying out a feasibility study include:

- Market research
- Cost analysis
- Financial projections
- Manufacturing process assessment
- Plant evaluation and selection
- Raw material sourcing
- Prototyping
- Negotiating with potential joint venture partners or obtaining a manufacturing licence may also be included.

The maximum grant rate 50% and the maximum grant available is €15,000. Maximum project length is 12 months

Am I eligible?

You are eligible to apply if you are:

- Manufacturing or internationally traded services company

- A new High Potential Start Up company
- An individual, group or large company working to develop a business plan

2. STRATEGIC CONSULTANCY GRANT

The aim of this initiative is to improve the strategic capability of manufacturing or international services companies by encouraging the engagement of outside consultants to assist in the development and implementation of strategic initiatives. It will facilitate business growth as the consultants can act as coach, mentor, counsellor, facilitator, analyst, negotiator and/or operator in the development and implementation of strategic initiatives within client companies.

What costs are eligible?

Support will be provided towards the cost of fees paid for specific strategic development consultancy connected with the development and implementation of initiatives that are of strategic significance to the Company. These initiatives may:

- carry out or contribute to a specific strategic review of one or more of the categories of the Business Development Model; and/or
- to implement/play a role in the implementation of the strategic initiatives at corporate or functional level

provided that the consultants are not engaged as an integral component of a Training or Research and Development project, or that they are not engaged for continuous or routine consultancy activities.

What costs are grant aided?

Maximum eligible expenditure for consultancy to include travel and subsistence and all out of pocket expenses is €900 per day, for a maximum of 30 days.

Maximum support limits

Strategic Consultancy is an Enterprise Ireland Category 1 support. Other Category 1 funding supports include recruitment of a key manager, Feasibility Studies, market research, mentor network service, trade fair participation and training support.

A cumulative grant limit within a rolling two-year period for all proposals approved under this Category 1 funding. For further information, please discuss with your Development Adviser.

The grant maximum is based on a percentage level of your expenditure and may be reduced if you have raised funds under the BES (Business Expansion Scheme) or SCS (Seed Capital Scheme).

Am I eligible?

You are eligible to apply for this funding if you are one of the following:

- A manufacturing or internationally traded services SME company employing 10-249 people.
- A new High Potential Start Up company

3. RECRUITMENT OF A KEY PERSON

Employment grant information

The aim of this initiative is to provide partial funding of the cost of recruiting a key person to contribute to significant and measurable improvements in company productivity or changes in its output to meet defined market requirements.

What costs are eligible?

The purpose of Enterprise Ireland's Human Resource funding solution is to assist client companies to fund the human resource element of their overall business development investment. Support may be provided towards recruiting a new key employee (manager or individual with skills that are critical for the development of the business). The support is towards the cost of one Key Manager for one year only.

This is not a mechanism to subsidise general recruitment.

Maximum support limits

Key persons approved in 2009 are at the following rates:

<u>Small Sized Companies</u>		
Region	% of Eligible Expenditure	Max. Grant per annum
Border, Midlands & West	50%	€40,000
South East, South West & Mid West	50% *	€40,000
Dublin/Mid East	50% *	€40,000

<u>Medium Sized Companies</u>		
Region	% of Eligible Expenditure	Max. Grant per annum
Border, Midlands & West	40%	€32,000
South East, South West & Mid West	40% *	€32,000
Dublin/Mid East	40% *	€32,000

<u>Large Sized Companies</u>		
Region	% of Eligible Expenditure	Max. Grant per annum
Border, Midlands & West	30%	€24,000
South East, South West & Mid West	30% *	€24,000
Dublin/Mid East	30% *	€24,000

This support based on a maximum salary of €80,000 pa.

Am I eligible?

You are eligible to apply for this funding if you are one of the following:

- A manufacturing or internationally traded services SME company employing 10-249 people.
- A new High Potential Start Up company

4. R&D STIMULATION GRANT

Objective

The objective is to encourage companies, that have not carried out R&D in the past or that have done so only on a sporadic basis, to develop the establishment of a sustainable R&D activity.

The support is expected to lead to the company developing, at least, one of the following characteristics:

- An identified ongoing R&D budget,
- At least one individual full time person dedicated to R&D
- A continuing R&D budget of between €100-200K per annum
- A written plan for R&D projects being/to be carried out

Examples of activity which could be supported include in, for example:

- Researching opportunities for new product/process development
- Developing an R&D business plan
- Hiring an R&D consultant

Do I qualify?

Client companies of Enterprise Ireland, Údarás na Gaeltachta and the City and County Enterprise Boards that do not have an established R&D function/activity or who have not

been approved more than €25,000 in R&D support (feasibility study, RTI and R and D capability) from any development agency (IDA Ireland, Enterprise Ireland, Údarás na Gaeltachta and City and County Enterprise Boards) in the 3 year prior to the date of receipt of the company's application may apply.

Note: companies can only be approved once for a R&D stimulation grant.

What costs can be supported?

Under the R&D Stimulation grant Enterprise Ireland can fund a portion of costs incurred such as,

- Salaries and wages of the company's personnel
- Consultancy
- Travel and subsistence

What is the funding level?

The maximum grant rate 50% and the maximum grant available is €30,000. Maximum project length is 12 months

5. ACUMEN CONSULTANCY

InterTrade Ireland Acumen programme

The Acumen Programme is a cross-border Business Development Programme designed to stimulate cross-border sales and develop other forms of commercial co-operation amongst SME's throughout the island of Ireland. Financial support may be provided by way of consultancy and/or salary support.

Funding for the Programme is comprised of contributions from the International Fund for Ireland, Development Agencies and Participant Companies.

Consultancy Description

Where a company wishes to undertake a significant new cross border initiative, Enterprise Ireland can assist them with consultancy support under the Acumen Programme. The types of activity that will be considered for support include:

- Planning and Implementation of first-time market entry into a new cross border market on the island
- A Review and evaluation of a company's existing cross border business activities.
- Development and expansion of existing cross border trade opportunity.
- Development of a cross border joint venture or strategic alliance business arrangement.

Under the Acumen Programme Enterprise Ireland can assist in finding and matching this consultancy expertise but the final selection rests with the company.

Prospector Consultancy Description - Connecting companies to contractual sales generators in cross-border markets

Under the Acumen Programme there is additional support that refines and enhances the pure consultancy option. Prospector consultancy offers companies an alternative to hiring a full-time person in the target cross-border market. This support assists the company in finding an appropriate contractual representative in the target market and provides critical funding support while the market opportunity is being explored and developed.

What costs are eligible?

Enterprise Ireland support is provided towards the costs of hiring a consultant for the planning and implementing of first-time market entry into a new cross-border.

Maximum support limits

Consultancy:

Support up to 50% of the cost of the consultancy or a daily rate of €900, up to a maximum of grant €5,000, whichever the lesser. The consultancy period can be spread over six to twelve month period.

Prospector consultancy:

Support up to 50% of the cost of the consultancy, or a daily rate of €900, up to a maximum grant of €10,000, whichever the lesser. The Prospector consultancy period can be spread over six to twelve month period.

Am I eligible?

Clients are eligible to apply for this funding if they are one of the following:

- Manufacturing or internationally traded services SME company employing 10-249 people
- A new High Potential Start-Up company

6. FRAMEWORK PROGRAMME 7

FP7 is based around 5 core programmes;

Cooperation

Industry driven support available across the whole range of research activities carried out in trans-national cooperation; from collaborative projects and networks to coordinated national research programmes. Cooperation will receive the majority of the FP7 budget: €32.4 billion.

Activities are delivered via four sub-programmes:

- Collaborative Research
- Joint Technology Initiatives
- Coordination of non-Community Research Programmes
- International Cooperation

Collaborative Research will form the bulk and core of the programme, fostering collaborative research across Europe through transnational consortia of industry and academia. Research will centre on ten main thematic areas:

1. Health
2. Food, agriculture and fisheries and biotechnology
3. Information and communication technologies
4. Nanosciences, nanotechnologies, materials and new production technologies
5. Energy
6. Environment (including climate change)
7. Transport (including aeronautics)
8. Socio-economic sciences and the humanities
9. Space
10. Security

Am I eligible?

You are eligible to apply for this funding if you are one of the following:

- A manufacturing or internationally traded services company
- A new High Potential Start Up company
- Companies must not be eligible to receive marketing support from An Bord Bia or An Bord Iascaigh Mhara.

7. BUSINESS ACCELERATION PROGRAMME (BAP)

The aim of the Business Acceleration Programme is to meet the growth requirements of Enterprise Ireland's industrial, consumer, software and services clients targeting worldwide markets.

The Programme will connect individual Irish client companies with an in-market Business Accelerator - an industry expert within a specific sectoral and geographical market, with the experience, knowledge and contacts to support the company's expansion and development into your key export market.

What is a Business Accelerator?

The In-Market Business Accelerators will come from the front lines of industry worldwide, with the relevant sales and marketing experience to advise and guide Irish companies to accelerate their growth in the market and build scale. Business Accelerators will be chosen on the basis of their extensive industry experience and track record of success, and will include:

- Senior executives from in-market technology and services, manufacturing or distribution companies
- Irish executives (based in the target market) who have succeeded in an overseas market
- Senior local buyers, influencers or industry specialists
- Executives from headquarters of multinational companies with plants in Ireland
- Early or recently retired senior executives with appropriate commercial experience and contacts

Each assignment will be tailored to the company's specific needs. Business Accelerators will facilitate:

- Market entry and business expansion
- Access to high-level market contacts
- Enhanced strategic and actionable in-market information
- Access to new technology
- Valuable feedback on product/service offerings
- Better strategic marketing focus and direction
- Strategic inputs at Board level

What costs are eligible?

Maximum eligible expenditure for consultancy is €1500 per day (being inclusive of travel and subsistence and all out of pocket expenses).

Am I eligible?

Clients are eligible to apply for this funding if they are one of the following:

- A manufacturing or internationally traded services SME company employing 10-249 people.
- A new High Potential Start Up company.

8. GRADUATE PLACEMENTS – EXPORT ORIENTATION PROGRAMME

The Export Orientation Programme (EOP) which was established in 1983, is a graduate training programme, with advantages for both graduates and companies.

For participating companies, the programme:

- is an excellent way to establish in a foreign market
- can allow a company to strengthen its Irish industry profile and international marketing capacity
- can assist with the development of business abroad at a low cost
- can act as a recruitment option

The programme is of 12 months duration, with the graduate spending a minimum of six months outside of Ireland.

Maximum support limits

Approved Funding	Country
€10,000	Europe (excl. Norway, Sweden & Finland); South Africa, South America and Caribbean
€13,000	USA, Asia, Norway, Sweden & Finland

The Export Orientation Programme is an Enterprise Ireland Category 1 support. Category 1 includes funding for consultancy, recruitment of a key manager, feasibility studies, market research, mentor network service, trade fair participation and training support.

A grant limit within a rolling two-year period for all proposals approved under this category of funding applies. For further information, please discuss with your Development Adviser.

The grant maximum is based on a percentage level of your expenditure and may be reduced if you have raised funds under the BES (Business Expansion Scheme) or SCS (Seed Capital Scheme).

What costs are eligible?

The grant of €10,000/ €13,000 is divided as follows:

- €4,550 (~~€6,050~~) towards the training time of the graduate for a period of one year, based on 50% of non-productive time, on a minimum bursary of €18,200 (~~€24,200~~).
- ~~€5,450~~ (~~€6,950~~) towards the language training/project management in-company training and certification costs, as previously agreed with the Marketing Institute.

Am I eligible?

Clients are eligible to apply for this funding if they are one of the following:

- An Irish Manufacturing or internationally traded services company, employing 10-249 people.
- A new High Potential Start Up company

9. eBusiness Management Incentives

Programme Description

Enterprise Ireland supports client companies that wish to use Information and Communication Technologies (ICT) to improve their productivity, competitiveness and/or increase their export sales.

Enterprise Ireland provides a number of supports and from 2006 onwards client companies will be able to avail of funding through the eBusiness Management Initiative. This programme has been designed to improve the eBusiness/ICT management capability of SMEs in client companies through action based learning. Trainers/consultants will work one-on-one with companies as they go through the process of planning and implementing significant eBusiness projects.

To be eligible under the terms of this initiative, applicants must demonstrate that significant knowledge and skills will be transferred to key personnel in the company. This will require consultants to act in training capacity and not just in a consultancy capacity.

Who Can Apply

The initiative is open to Enterprise Ireland client companies that meet all of the following criteria: -

- Is a Small or Medium sized Enterprise (SME) as defined by the EU¹.
- Is either: -A manufacturing *company* or. An Internationally Traded Services company².

Programme Structure

There are two phases to the programme:

Phase 1

An optional pre-consultancy phase is available where the trainer/consultant may conduct an initial audit and diagnostic of the company's existing and future eBusiness requirements in order to identify key issues and to recommend an approach for the company. This phase will not involve any training and has been designed for companies that are at a very early

stage of introducing eBusiness applications. This phase is expected to lead to an application for Phase 2 of the programme.

The key outputs from Phase 1 could include:

- An audit of the existing eBusiness and IT situation including: facilities; skills; IT management; IT policies and level of compliance with those policies; appropriateness of IT outsourcing arrangements and online presence audit.

- A review of the company's information processing needs in light of business needs, business processes and eBusiness opportunities.
- An outline eBusiness/IT strategy with the company, which is consistent with their overall business plan and an associated Action Plan covering the training that will be required.

Phase 2

This phase will involve planning and implementing the selected eBusiness project and the transfer of knowledge and skills to key personnel within the company. The capital costs of hardware and software will *not* be eligible for funding. Also proposed projects will have to demonstrate direct links to productivity and/or increased export sales (examples of projects not eligible would include low value/impact "brochure ware" web sites or replacement of standard financial reporting applications).

The key outputs from Phase 2 could include:

- The preparation of detailed specifications for any new eBusiness/IT facilities.
- Assistance with vendor selection and negotiation.
- Preparation of detailed project plans.
- Assistance with the selection of suitable new IT staff or manager.
- Assistance with managing the project to completion.

10. SUPPLY CHAIN MANAGEMENT INITIATIVE

The aim of the Supply Chain Management initiative is to:

- improve productivity and operational performance across all functional areas of the business.
- to develop the Company's logistics and supply chain management capability through the introduction of appropriate quality management and customer accreditation systems.

The initiative will enable participant companies to meet changing market requirements and become more globally competitive.

Each project will comprise of:

- Company operations audit
- Preparation of implementation plan
- Execution of plan
- Progress audits and final audit review

What costs are eligible?

Supply Chain Management Initiative		
Costs	Maximum Eligible	
Specialist Service Provider (Trainer)	€900 per day*	30 days
Internal Trainer Manager	€1,000 per week	20 weeks
Staff Training	€1,000 per week	10 persons

*Rate per day to include travel and subsistence and all out of pocket expenses.

Am I eligible?

You are eligible to apply for this funding if you are one of the following:

- A manufacturing or internationally traded services
- A new High Potential Start Up company

11. CORD ENTERPRISE PLATFORM PROGRAMME

The Enterprise Platform Programme run by the Institutes of Technology is a one-year rapid incubation programme designed to provide hands-on support and management development for entrepreneurs who wish to start their own business.

To achieve this, the programme will provide an appropriate balance of formal education, training, personal development, counselling, business mentoring and business guidance to provide the participants with the skills necessary to develop a business idea to a sufficient stage of development to be launched or, in the case of businesses which have recently commenced trading, to strengthen their market and trading position.

Participants should have a well thought out innovative business idea /technology that has the potential to be transformed into a HPSU company with export potential. Ideally participants will have a 3rd level qualification and a level of practical experience gained from working in a relevant professional environment.

Programme Features

- A one-year full-time professional training and enterprise support programme aimed at the needs of entrepreneurs in a business start-up situation.
- Access to the training and consultancy services of the partner organisations.
- A support network of mentors.
- Access to resources including incubation units, pilot plant and meeting facilities
- One to one business counselling.
- The possibility of additional support from Enterprise Ireland under the CORD Business Development Fund (total package of 50% of verifiable (P60/P45) salary up to a maximum €30,000 for one year, if you are leaving full-time employment and have an eligible business concept to assist your business in its first year. CORD is an EI category 1 support measure.
- Each eligible participant is assigned a personal mentor under E.I.'s Mentor programme.
- In order to qualify for CORD Funding you must first be accepted onto an Enterprise Platform Programme and a further interview is carried by Enterprise Ireland with regard to eligibility for EI CORD Funding.

12. MENTOR NETWORK

Enterprise Ireland Mentors are senior executives with a proven track record of business success who volunteer their experience, advice and support to client companies, with the key objective of accelerating growth and building client capability. They act as a confidential sounding board, advising the company on developing skills and overcoming barriers to growth.

The Mentor Network gives participating companies advice and support tailored to their needs. The Network is frequently refreshed with CEOs and senior executives with high levels of achievement and with proven skills in marketing, strategic development, organisation development, R&D, funding and first-time exporting across the software, services, lifesciences, environment, food and consumer products sectors.

Mentors can advise your company on:

- More targeted sales and marketing
- Expansion into new export markets
- Improved R & D, production and logistics
- Strategic business planning
- Staff development and team building
- Better management and financial systems
- Attracting outside investment
- Management succession

Choose from one-to-one mentoring or multiskilled mentor panels.

Mentor Panel Sessions

In addition to one-to-one mentor support, clients can present their business plan / investment proposal to specially convened monthly Mentor Panels. The mentor panel is chosen specifically to suit the needs, sector and required expertise of the attending clients, where they can make pitches on their investment proposition, partnership strategy or simply to gain feedback on their business plan. The Mentor Panels provide valuable, constructive feedback and advice, where clients can test their pitch / proposition in a trusted environment.

Mentor Network Grant

A mentoring assignment consists of ten visits over a twelve month period (two – three hours per visit). Clients choose from a short-list of mentors and the goals and objectives are established by the client in agreement with the Mentor at the start of the assignment. Mentors act on a voluntary basis with Enterprise Ireland paying the Mentor a small daily rate and out of pocket expenses. Mentors sign a strict Mentor Confidentiality Agreement with Enterprise Ireland.

Am I eligible?

You are eligible to apply for this funding if you are one of the following: A manufacturing or internationally traded services SME company employing 10-249 people.

A new High Potential Start Up company.

Companies must not be eligible to receive the support applied for from An Bord Bia, An Bord Iascaigh Mhara or An Bord Glas.

13. TRADE FAIR PARTICIPATION

The purpose of this initiative is to encourage SME's to disseminate information about their products and to obtain market data on their industries by participating in trade fairs and exhibitions.

What costs are eligible?

The cost of a company's first-time participation in any recognised Trade Fair outside Ireland may be eligible for assistance. Second and subsequent participation in the same Trade Fair may be eligible if it is being held in a different country from previous approvals. This includes the costs incurred while preparing and participating in the trade fair or those incurred in taking a stand or simply visiting the fair.

Note: Participation at conferences, symposiums, standalone company events, fairs, demonstrations or meetings are not eligible for support.

What costs are grant aided?

- rent of space or stand
- entry fees to the fair for company employees
- renting or buying and installing display equipment
- economy airfares for travel from Ireland
- subsistence - 24hr period €400 per day, Day rate €70

Am I eligible?

You are eligible to apply for this funding if you are one of the following:

- A manufacturing or internationally traded services SME company employing 10-249 people.
- A new High Potential Start Up company
- and not eligible to receive the support applied for from An Bord Bia or An Bord Iascaigh Mhara.