



14TH & 15TH OCTOBER 2013

SENIOR ENTERPRISE FORUM



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Welcome to the **Senior Enterprise Forum**. This event has been specifically organised for people aged 50+ interested in engaging with enterprise including;

- Those considering starting a new business
- Those who have recently done so,
- Those who are interested in investing in a business started by someone else, and
- Those interested in becoming volunteer mentors.

Senior Enterprise is the first initiative of its kind. It challenges conventional attitudes towards those aged 50+ and presents a means of maximising their contribution to enterprise and entrepreneurship. Over the next two days, attendees will learn more about how to put your business ideas into action and to learn from those who have already done so.

Richard Bruton, TD, Minister for Jobs, Enterprise and Innovation, will get proceedings underway and high-profile international speakers from the United States and Europe will join Gavin Duffy, representing Age Friendly Business in Louth, Ireland. They will be joined by our Senior Enterprise role models from Ireland, France and the UK, who have become entrepreneurs, investors and volunteer mentors at the age of 50 or over.

On both days, separate workshops have been organised for early stage entrepreneurs, for potential investors and for volunteer mentors, aged 50+. There will also be much to interest representatives of public and private organisations who are interested in enterprise and economic development, and those interested in maximising the potential and contribution of those aged 50+.



The merits of Senior Enterprise have been recognised in the 2020 Entrepreneurship Action Plan published in January by the EU Commission. The Plan states

“Europe could take inspiration from programmes such as Senior Enterprise”.

The initiative has also been recognised as best practice by the OECD and has recently been shortlisted in the Investing in Skills Category of the European Enterprise Awards 2013.

For more information go to www.seniorenterprise.ie

ABOUT SENIOR ENTERPRISE



WHAT IS THE SENIOR ENTERPRISE PROJECT?

Senior Enterprise, an EU supported initiative through INTERREG IVB NWE, is specifically designed to encourage a greater involvement with enterprise by those aged over 50.

This may be through starting a business, alone or with others, acquiring or investing in a business, advising an entrepreneur or supporting innovation within a business owned by another.

In this way Senior Enterprise addresses the concerns of the European Union with regard to the challenges posed by an ageing population, and the need to increase productivity, competitiveness and entrepreneurial activity across the EU. It is intended that as a result of Senior Enterprise, more businesses will have been started, more investment will have been made and more people over the age of 50 will be active as advisors in new and developing businesses.

AIMS OF THE PROJECT

- Raising Awareness
- Starting & Partnering
- Investing & Acquiring
- Advising & Innovating



WHO ARE THE SENIOR ENTERPRISE PARTNERS?

Senior Enterprise is being implemented through transnational co-operation by three partners from NW Europe:



The Mid East Regional Authority (MERA), County Wicklow, Ireland – one of eight Regional Authorities set up in Ireland in 1994 to promote co-ordination of public services. MERA is the lead partner for the project.



The Prince's Initiative for Mature Enterprise (PRIME), London, UK – a registered charity focused on supporting older people into self-employment and entrepreneurship.



Inno TSD, Brittany, France – a private sector company that manages the largest start-up business centre in Western France, on behalf of the local authority of Saint Brieuc.

For more information go to www.seniorenterprise.ie

EVENT PROGRAMME

DATE	TIME	ACTIVITY	TITLE	SPEAKER/FACILITATOR
Monday 14th October	9.00 - 9.30am	Registration		
	9.30 - 10.00am		Official Welcome	Cllr. James Holloway , Cathaoirleach, Mid-East Regional Authority
				Richard Bruton , TD, Minister for Jobs, Enterprise & Innovation
PART 1 PLACING SENIOR ENTERPRISE IN AN INTERNATIONAL CONTEXT				
	10.00 - 11.15am		Europe's perspective on the potential for those aged 50+ to engage with enterprise	Stephanie Mitchell , DG Enterprise, European Commission
			New Engines for a New Economy: Senior Entrepreneurs Driving Social, Environmental and Economic Growth in America.	Elizabeth Isele , Co-Founder and CEO, SeniorEntrepreneurshipWorks.org, Founder, SavvySeniorsWork.com, and Founder, CyberSeniors.org
			Find a Customer, not a job	Gavin Duffy , Chairman, Age Friendly Business in Louth
		Q&A with European, US and Irish speakers		Facilitated by Paula Fitzsimons , Project Coordinator, Senior Enterprise
	11.15 - 11.45am	Break		

EVENT PROGRAMME



DATE	TIME	ACTIVITY	TITLE	SPEAKER/FACILITATOR
PART 2 SENIOR ENTERPRISE IN ACTION				
Monday 14th October	11.45 - 1.00pm	Role Models tell their story	Entrepreneur Founder of Insulcheck Ltd.	John Hughes (Ireland)
			Investor	Jean-Jacques Fuan (France)
			Mentor & Mentee	Margaret Wood & Carol Rowe (UK)
		Q&A with Role Models		Facilitated by Paula Fitzsimons
	1.00 - 2.00pm	Lunch		
PART 3 DEVELOPMENTAL WORKSHOPS (will incorporate a break)				
	2.00 - 5.00pm	Four separate interactive workshops will be held for those aged 50+ to reflect the strands of Senior Enterprise	(i) Those in the very early stages of planning or starting a business	Facilitated by Joanne Hession , QED Training
			(ii) Those who have already set up a business after the age of fifty	Facilitated by Dr. Colm O’Gorman , Professor of Entrepreneurship, DCU Business School
			(iii) Those who would like to become investors in businesses started by someone else	Facilitated by Lar Burke , Lar Burke & Associates
			(iv) Those who would like to become volunteer mentors	Facilitated by Niall Glynn , Niall Glynn & Associates Limited
7.00pm		Dinner and Networking		

EVENT PROGRAMME

DATE	TIME	ACTIVITY	TITLE	SPEAKER/FACILITATOR
PART 4 FACILITATED ROUND TABLE SESSIONS (will incorporate a break)				
Tuesday 15th October	9.30 - 1.00pm	Facilitated round table sessions led by different trainers will bring volunteer mentors and entrepreneurs together	Getting strategic	Facilitated by Sarah Maguire , Innovo Training and Development
			Understanding the numbers	Facilitated by Lar Burke , Lar Burke & Associates
			How to market your business to win and retain customers	Facilitated by Aidan McCormack , McCormack Training and Consultancy
			Using social media appropriately	Facilitated by Noel Davidson , QED Training
	1.00 - 2.00pm	Lunch		
PART 5 MAKING THE SENIOR ENTERPRISE ASSOCIATION WORK FOR YOU				
	2.00 - 3.00pm	Facilitated round table discussions to ascertain the manner in which Senior Enterprise can in the future best support those aged 50+ be they entrepreneurs, investors or volunteer mentors		Facilitated by Paula Fitzsimons
	3.00pm	Delegates depart		

PARTNERS



JOHN BYRNE

MID-EAST REGIONAL AUTHORITY

John Byrne is the Director of the Mid-East Regional Authority, one of eight Regional Authorities set up in Ireland in 1994 to promote coordination of public services in Ireland and to prepare Regional Planning Guidelines and Regional Economic and Social Strategies. He is an original partner member of EU Sen@er Network and the leader of the Special Interest Group on

Entrepreneurship. He is the regional representative for Ireland on the EU Interreg IIIA and IVA Steering Committees.



TERRY KING

PRIME

Terry joined The Prince's Initiative for Mature Enterprise (PRIME) in March 2012 as the Development Manager for the North of England. She was awarded an OBE in the Queens Golden Jubilee Honours 2002 for her work in tackling poverty among pensioners, delivering several critical projects and for inspiring and coaching other women.

Her role at PRIME is to work with and through networks of local partner organisations to deliver support to over 50s seeking to create new businesses. Terry also engages with other partners and recruits mentors and volunteers to facilitate delivery of the services provided to PRIME clients as they progress to self-employment.



JEAN-CHARLES MINIER

INNO TSD/CAP ENTREPRISES

Jean-Charles Minier has been the director of the start-up business centre of Saint-Brieuc "Cap Entreprises" (Brittany) since 2007. With over 5,000 square metres reserved for new entrepreneurs, it's the largest start up business centre in western France. Jean-Charles is also the President of the regional Start-Up Business Centres network in Brittany. Almost 45 new companies are currently

located in "Cap Entreprises". 7 of these were created by seniors. In the framework of Senior Enterprise, Jean-Charles currently runs a Start Your Own Business Course inspired by the Irish model.



PAULA FITZSIMONS

FITZSIMONS CONSULTING

Paula Fitzsimons, founder of Fitzsimons Consulting, is a recognised expert on entrepreneurship and growth. She has been the national coordinator for the Global Entrepreneurship Monitor (GEM) for Ireland since 2000. The annual GEM report is recognised as giving a unique insight into early stage entrepreneurial activity.

Paula also directs Going for Growth (www.goingforgrowth.com), an initiative designed to support women entrepreneurs focused on growth. Paula was involved in the design and development of Senior Enterprise and was subsequently appointed project coordinator and communications manager.

KEYNOTE SPEAKERS



RICHARD BRUTON TD

Richard Bruton TD was appointed Minister for Jobs, Enterprise and Innovation in March 2011. Minister Bruton is a Research Economist by profession. He is an experienced Deputy representing Dublin North Central and was first elected to the Dáil in 1982. He was Minister for Enterprise and Employment 1994-97. The Minister's current portfolio encompasses enterprise and industrial development, trade, innovation, labour

affairs and consumer and competition policy. The Minister was chair of the Competitiveness, Employment and Trade Councils during Ireland's Presidency of the EU in 2013.



STEPHANIE MITCHELL

Before joining the European Commission, Stephanie Mitchell worked in international trade law and practice in Washington DC, Beijing, where she opened a law office in the early 1980s, Hong Kong and the Asia-Pacific region, where she handled anti-counterfeiting issues in the 1990s and served as spokeswoman for a major trade association. She has also taught law, edited a legal journal and been an independent

consultant on international trade and business issues. From 2000-2002 she was responsible for legal and civil society projects in the EU Delegation in Beijing and has been an official in DG Enterprise and Industry since 2004. Within DG Enterprise, Stephanie has served in the unit handling automotive industry legislation, has been intellectual property rights team leader, and is now Deputy Head of Unit for Entrepreneurship.



ELIZABETH ISELE

Elizabeth Isele, Co-Founder and CEO, SeniorEntrepreneurshipWorks.org, Founder, SavvySeniorsWork.com and CyberSeniors.org, launched her life as an award-winning, serial, social entrepreneur after a 30+ year distinguished career as an editor and as a philanthropic leader. Her social enterprises have galvanised cross-sector community support to solve some of today's most challenging social, economic, and

environmental issues and has positively transformed the lives of thousands of individuals of all ages. Elizabeth has become the go-to person in relation to senior entrepreneurship in the US, in the areas of research, programs, policy and capitalisation.



GAVIN DUFFY

Gavin Duffy is a serial entrepreneur and a veteran of over 50 start-ups. His venture capital portfolio concentrated mainly on the recruitment sector, professional development, and radio stations. He is best known as a Dragon on RTE's Dragons' Den where he is the most active investor. Among his many successful investments in the Den are TanOrganic, the world's first and only ECO CERTified, 100% natural organic sunless tan;

Animatazz, a toy animation kit now licensed internationally; Henparty.ie, an online business which he helped grow from a bedroom start-up to a multi-million revenue online business; and his most recent investment, Aruna Sauces, a range of authentic, Indian, chilled, pour-over sauces in a pouch. A columnist on business and the economy for the Sunday Independent, Gavin Duffy also appeared on TV3's The Apprentice as 'the interviewer from hell', helping Bill Cullen put the candidates through their paces.

ROLE MODELS



ENTREPRENEUR **JOHN HUGHES**

John co-founded Insulcheck after inadvertently injecting himself with an extra shot of insulin. While recovering, John began to think about how he could make sure he and fellow patients with diabetes would not find themselves in this position again. And so the concept for InsulCheck was born. With a little help from a diabetes Professor, John and his partner

designed, prototyped, tested and patented a device in 2009. InsulCheck has already secured €350,000 in investment capital. The company's target markets are currently in Ireland and the UK, but it plans to expand into other European countries and markets further afield over the coming two years.



INVESTOR **JEAN-JACQUES FUAN**

Jean-Jacques Fuan has spent his entire career working in enterprise. He has been Head of several companies, including one in difficulty, which he succeeded in turning around. Since his retirement, Jean-Jacques has been involved with many non-profit organisations, which aim to develop economic activity in Brittany. In 2007, he created Armor Angels, a non-profit organisation,

which finances start-ups and helps them develop their businesses. It is operated as a fund with the investment made by the organisation and not by individual investors. Thanks to Armor Angels, high potential companies can find new financial support to help them set up.



MENTOR **MARGARET WOOD**

Margaret Wood became self-employed in 2005 when she set up her own business, VMG Associates, specialising in Management & Leadership, Personal Effectiveness, Personal Development and Business Start-Up. This followed a successful career in the public sector where for the last 11 years she was course director for women-only development in a large

government department. She became a volunteer mentor for PRIME in December 2012 and an associate trainer in March 2013, delivering the accredited Preparing to Run Your Own Business course and Introduction to Self-Employment workshops.



MENTEE **CAROL ROWE**

Following a long and successful public sector career, Carol is starting her own business as a Coach and Trainer with the support of PRIME and her mentor, Margaret Wood.



JOANNE HESSION

QED TRAINING

Joanne Hession is founder and MD of QED Training a training company that specialises in getting people started and staying in business. Joanne is passionate about helping people to succeed in their business and is co-author of #1 best-selling book "Don't Get A Job, Build A Business", published in 2012. She is involved in the design and delivery of many innovative training programmes in the SME and micro-enterprise sector. Since establishment in 1998 Joanne has grown QED Training from a micro enterprise of two persons to a professional training and consulting company with almost 20 trainers and consultants.



COLM O'GORMAN

DCU BUSINESS SCHOOL

Colm O'Gorman is Professor of Entrepreneurship at DCU Business School. His research focuses on strategy in small and medium sized enterprises (SMEs), with a particular focus on the strategic attributes of high growth firms. He has published in international peer-reviewed journals such as Entrepreneurship and Regional Development, European Planning Studies, Journal of Small Business Management, Organisational Dynamics, R&D Management, Small Business Economics, and Venture Capital. Colm has completed research projects funded by the European Union and the Irish Government. He is co-author of the annual Global Entrepreneurship Monitor (GEM) report for Ireland which measures the extent and nature of entrepreneurship in Ireland and benchmarks Ireland against other EU and OECD countries. He has co-authored teaching case studies on entrepreneurship.



LAR BURKE

LAR BURKE & ASSOCIATES

Lar Burke has a background in SME banking and private equity finance. Through companymoney.ie, he works directly with existing and early stage companies who are negotiating with their lenders, or seeking support from investors and Development Agencies. Lar previously headed up the HALO Business Angel Partnership - the first formal private investor network established in Ireland and he is still involved in the private investor area.



NIALL GLYNN

NIALL GLYNN & ASSOCIATES LTD

Niall Glynn worked for over thirty years in Corporate and Investment banking with AIB Bank, Ulster Bank and ABN AMRO, specialising in HR & Communications. In 2010, he set up Niall Glynn & Associates to provide tailored business and HR solutions to small and medium sized enterprises (SMEs). He also completed a Master's Degree in Executive Coaching in 2010 at the Irish Management Institute. Niall participated in the pilot 50+ Start Your Own Business (SYOB) course which was run by Wicklow County Enterprise Board in association with Senior Enterprise and has mentored Start Up Support Groups.

FACILITATORS



SARAH MAGUIRE

INNOVO TRAINING AND DEVELOPMENT

Sarah Maguire has had over 15 years experience managing, developing and driving start-up companies. She has held managerial positions in Retail Sales, Purchasing, Operations and Acquisitions with firms such as Instore Furniture Ltd, InHouse Furniture Ltd and Impact Portraits Ltd. Just some of her successes include:

- Played a key role in the expansion of Instore Furniture to Waterford, Sligo and their flag ship store in Limerick.
 - Created a buying group with a select number of small furniture stores around the country, thus enabling them to purchase goods from China and compete on product offerings and price without being a direct threat to each other.
 - Sourced, negotiated and co-ordinated the launch of five retail photography studios across Ireland and the UK in under 12 months.
- Sarah holds a Postgraduate Degree with Honours in International Management from Liverpool University.



AIDAN MCCORMACK

MCCORMACK TRAINING AND CONSULTANCY

Aidan participated in the "Senior Entrepreneur Residential Workshop" in 2012. Subsequently, he set up his Training and Consultancy business. Aidan is an experienced Senior Manager and Entrepreneur, and has participated as a shareholder in three start-ups. Aidan's philosophy is based on his strong belief in the potential of both people and businesses to grow through strategic management and personal development. Aidan is working as a Consultant, Coach, Trainer and Mentor, where he brings extensive business experience to bear. He has extensive knowledge and insights into the general concepts of business development, Sales, Marketing, Business Planning, and Financial Forecasting. As a trainer, Aidan sees his role as facilitating adult learning through involvement and participation by the attendees. Aidan has Diplomas in Marketing Management, and Digital Marketing, is a PRINCE2 Project Management Practitioner.



NOEL DAVIDSON

QED TRAINING

Noel Davidson is a business owner, mentor and trainer and General Manager of QED Training. He is an expert in social and digital media and is an Apple Product & Integration Professional as well as an Apple Certified Trainer (ACT).

Noel has worked with QED Training since early 2010 and has proven highly successful in bringing start-up and small business owners through the challenges of marketing, sales and digital media for the benefit of their business. Noel has extensive experience in person-facing roles in a number of industries including confectionary, hospitality, retail and leisure.

