

# Building effective businesses for investment

InterTradelreland

## Background

InterTradelreland is the only organisation which has been given responsibility by both Governments to boost North/South economic co-operation to the mutual benefit of Northern Ireland and Ireland. By encouraging better use of collective resources InterTradelreland help to expedite trade and business growth across the island; create an environment to make it easier to do business and increase the competitiveness of individual companies and the two economies in the global marketplace. Their programmes offer companies practical advice and support in targeting new cross-border business opportunities, sharing expertise to develop new products and processes, and advising high growth companies on attracting equity investment.

One of the key InterTradelreland programmes is an annual Seedcom business plan competition which provides prizes of Euro 250,000 and publicity for successful regional and national finalists.

## Objectives

H-I Network won a competitive tender to support InterTradelreland in their business planning and skills enhancement of the entrepreneurs and start-up businesses to help develop their business plans and gain funding. The objective was to provide an effective and iterative business planning methodology, workshop material for roundtable kick-off discussions, a full day business planning workshop, a venture capital case study and interactive training session.

## Approach

H-I Network used its experience of supporting business start ups and technology businesses to provide InterTradelreland with the material and training to deliver the programme.

The process involved the H-I Network:

- Refining the understanding of the issues and tailoring the material to InterTradelreland participants from a cross section of industries e.g. Hi Tech, Clean Tech, Services, Medical
- Updated the Business Cube methodology for publication in the InterTradelreland web resource material online
- Structure a series of workshops and materials
- Facilitating and delivering workshops
  - o Full day planning workshop
  - o VC business case workshop
- During the programme attending the excellent InterTradelreland private equity conferences in Dublin and Belfast to provide contacts and advice to new ventures
- H-I Network has also been able to provide valuable introductions to leading corporate VC and innovation executives



InterTradelreland now has a programme and material that can be used in its programmes for the next two years.

## Results

The programme achieved its objectives and received an excellent satisfaction rating from the workshop with a score of over 4.5 out of 5. The qualitative feedback from the participants was positive:

*"Found the day and the interactive discussion very informative." "Timing coincidentally excellent – just about to review business plan for new strategy." "Great help in tweaking the focus and wording in various section."*

*"The business planning material, experience and interactive nature of the programme has been of great value to the participants in this InterTradelreland programme."*

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