**Enterprise Ireland**

# AI for Business

**Explore AI** as part of your digital journey

# Introduction

Rapid advancements in artificial intelligence (AI) are reshaping how companies operate, compete and grow. Ireland is at the forefront of this transformation, with Enterprise Ireland and the Irish Government working together to build a world-class AI ecosystem to help Irish companies harness the potential of this powerful technology. Yet, many companies hesitate, unsure where to begin or how to move forward on their AI journey.

Enterprise Ireland offers a series of clear, flexible and results-driven pathways to support your business in adopting AI through three key stages:

- **Discovery**
- **Prototype**
- **Operationalise**

Each stage draws on Enterprise Ireland's expertise in strategy, operations and market focus, and is supported by experienced consultants and leading Centres of Excellence.

# Exploring AI with Enterprise Ireland

Enterprise Ireland's AI initiative can help your business identify high-impact opportunities, build internal capability and create a clear roadmap for strategic AI adoption. The initiative is suitable for businesses exploring AI for the first time, those ready to take the next steps in their AI journey, or businesses looking to improve or adapt existing AI solutions.

Most clients start at the AI Discovery stage. However, depending on your current capabilities and goals, your Enterprise Ireland Client Advisor can help you understand the right entry point for your business.
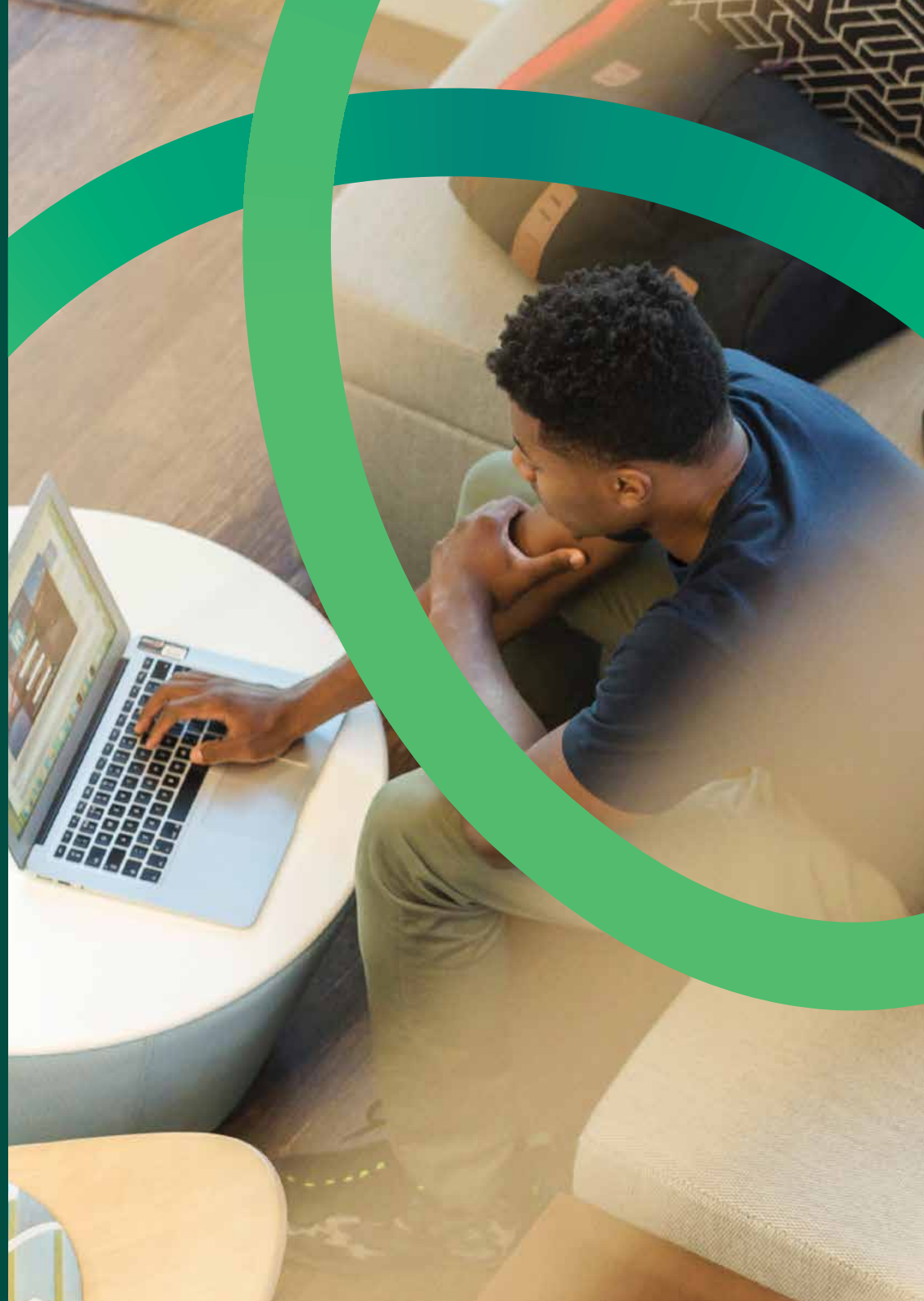
## What if I need to follow a different path?

Every company is at a different stage in its readiness for AI, and Enterprise Ireland supports many initiatives across the wider ecosystem.

Use our tool to define your goals and explore the full range of supports available to you across AI and digital.

**AI and Digital Pathfinder tool | Enterprise Ireland**

# Strategic pathways to AI integration

## Stage 1: AI Discovery

**Objective:** Prepare your data, identify opportunities and clarify your AI strategy
**Supported by:** Enterprise Ireland's Digital Discovery Grant

**ACTIONS** (over 7 consultant-led days)
- Audit and map your data
- Map current skills in data, digital and AI
- Explore non-AI alternatives if appropriate (e.g., Lean, Digital)
- Start the strategic alignment discussion with your leadership team

**OUTPUTS**
- A 12-18 month AI roadmap tailored to your business
- Scored AI use cases to identify highest, business impact
- A clear first step for strengthening your AI data foundations

**NEXT STEPS**

Matchmaking and handover to an appropriate Enterprise Ireland-supported AI Centre, or other support within the ecosystem.

For more information and to complete your 6-minute application visit enterprise-ireland.com/aidiscovery

## Stage 2: AI Prototype

**Objective:** Build a working AI prototype for your business, learn what works and prepare to scale
**Supported by:** Enterprise Ireland-funded AI Centres (such as IMR or CeADAR), or other intervention from the ecosystem

**ACTIONS**
- Work with an AI Centre to develop your prototype
- Maintain strategic alignment with two consultant check-ins
- Prepare your team for knowledge transfer and deployment

**OUTPUTS**
- A working open-source AI prototype ready for implementation with a wide range of partners
- Networking events to showcase your prototype and share insights with peers

**NEXT STEPS**

Project hand back and re-engagement with your Stage 1 consultant to identify next steps.

For more information contact your Client Advisor or email digitalisation@enterprise-ireland.com

## Stage 3: Operationalise AI

**Objective:** Integrate AI solutions into your business, instil a culture of continuous improvement and learning, and take steps towards scale
**Supported by:** Enterprise Ireland's Digital Process Innovation (DPI) Grant

**ACTIONS**
- Seamlessly integrate your/the AI prototype into your existing IT systems
- Upskill your team to manage and evolve the AI solution
- Use product management to align roadmaps with client needs
- Build feedback loops for continuous improvement

**OUTPUTS**
- AI embedded into your operations, supporting international market success
- AI technology leveraged to provide strategic flexibility in a dynamic business environment
- AI champion identified to drive continuous learning

**NEXT STEPS**

Participate in alumni events to showcase your success, share emerging opportunities and foster continued peer-to-peer learning.

For more information contact your Client Advisor or email digitalisation@enterprise-ireland.com

# Partners on your AI journey

We're proud to partner with renowned institutions and organisations specialising in AI research and development, bringing a wealth of expertise to the initiative.
You will work with:

## Consultant panel

**A team of experienced experts in digital, strategic and technical domains.**

Consultants are briefed on the full range of both AI and alternative supports within the Enterprise Ireland ecosystem, ensuring they can guide clients to the most effective solutions.

**See the full list here: enterprise-ireland.com/aidiscovery**

## AI Centres of Excellence

These industry-led research centres are focused on tackling industry-defined problems and opportunities. Each centre has a range of experts promoting competitiveness through industry-led collaboration and innovation.

Enterprise Ireland funds many Centres in the AI ecosystem. Many clients have already successfully worked with IMR (on AI in Manufacturing) and CeADAR (on AI in Services). Your consultant will help match you with the most suitable partners as your project develops.

## Enterprise Ireland

**As your AI solution moves into production, Enterprise Ireland brings in its broader team:**

- Client Advisors to guide funding and strategy

- Technologists to support integration

- The Market Research Centre to ensure alignment with global trends

- In-market teams to help you scale internationally

# How much does it cost?

Due to its strategic importance, each stage is supported by Irish Government and EU funding. Companies only commit to one stage at a time, allowing them to judge the return on investment at each step before applying for the next.

**Stage 1:**
**AI Discovery**

€6,300

80% covered by Enterprise Ireland's Digital Discovery grant

**Stage 2:**
**AI Prototype**

Costs vary depending on the chosen ecosystem path.

Participating Centres are funded by Enterprise Ireland and other government agencies, and the pricing to clients reflects this

**Stage 3:**
**Operationalise AI**

Up to 50% funding towards projects, to a maximum of €150,000

Supported by Enterprise Ireland's Digital Process Innovation grant

Each stage builds towards the next, strengthening your case for follow-on support. However, please note that funding decisions are based on progress and other factors, and are not guaranteed.

# How to apply

1. **Choose your consultant**
   View a full list of consultants briefed on the AI ecosystem in Ireland at enterprise-ireland.com/aidiscovery. Your consultant will develop a project outline with you (required for next step).

2. **Complete the online application form**
   Go to enterprise-ireland.com/aidiscovery and click 'apply now'. Select project type 'Digital Discovery' and use the project information agreed with your consultant.

3. **Your appointed Enterprise Ireland Client Advisor will be notified**
   The approval process will start and if successful, you will receive a formal notification from the Enterprise Ireland Grants team.

This AI initiative is available to Enterprise Ireland clients as part of their strategic growth plan. If you are not yet an Enterprise Ireland client, contact the National Enterprise Hub at neh.gov.ie.

## Contact us

For more information, please contact your Enterprise Ireland Client Advisor or the Digital and Operational Excellence team at digitalisation@enterprise-ireland.com

**Enterprise Ireland**

Rialtas na hÉireann
Government of Ireland

**Funded by
the European Union**
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