

A great combination of cash prize and consultancy

With a great combination of cash prizes and consultancy, the Student Entrepreneur Awards can turn great ideas into a winning project, cash and even a business. Winners have access to vital funding and tailored expert advice from Enterprise Ireland, Cruickshank, Grant Thornton and the Local Enterprise Office.

Cash prizes to fund start-up businesses



Valuable mentoring to develop business ideas

- Overall business advice and mentoring from Enterprise Ireland and the Local Enterprise Office.
- Intellectual property consultancy and protection from Cruickshank.
- Business plan development from Grant Thornton.



First Impressions count - tips for making a great video

Stage one of the Student Entrepreneur Awards competition is to submit a two minute video. This is an important opportunity for the students to present themselves as well as their idea. Remember, the judges are the people who can help them turn their idea into a business. It's important that students provide key information about their business idea. The clearer the information, the easier it is for the judges to identify the entries with real commercial potential.

HOW TO SELL THE BUSINESS IDEA TO THE JUDGES



BE PASSIONATE ABOUT THE IDEA

The judges are interested in the people as well as the idea.



BE IMPACTFUL AND CLEAR

With two minutes to tell the full story, clearly define the proposition in the first 30 seconds.



STAGE ONE OF THE STUDENT ENTREPRENEUR AWARDS IS TO SUBMIT A TWO-MINUTE VIDEO

This is a vital component of the application process, the video will be referenced throughout each stage of the competition.



VIDEO REQUIREMENTS

1. Clearly defines the business proposition/business idea
2. Explains the problem it solves and how it works
3. Highlights how the idea is innovative
4. Identifies the target customer and explains why they would buy it
5. Highlights the idea's export potential

HOW TO STAND-OUT



IMAGINE PITCHING TO CUSTOMERS

Speak clearly with a level tone of delivery.



PRACTICE MAKES PERFECT

Do plenty of practice before making the final cut.



RECORD IN A QUIET PLACE

Choose a quiet place to record with no background noise so the sound quality is good.



ASK FOR HELP

Ask friends or family members to give feedback during the production.

