

# Westmeath New Business Ideas Competition 2012

An initiative of Westmeath County Council and the Member Agencies of the CDB Economic Development Sub-Committee in association with LIR Investors, Stephens Cooke & Associates and Handyweb - supporting start-up business in Westmeath and proud to offer this business promotion opportunity.



**First Prize  
worth €12,000**

You should give as much information as is necessary to enable us assess your business idea. You should not disclose any information which is to be treated as commercially sensitive and confidential. You must not include details on any application or process which may be patentable unless you have secured the patent or this is pending - if you do disclose this, it may invalidate any patent application you later make.

**Passport  
Photograph  
Here**

*Name in  
Block Capitals  
on the Back*

## APPLICATION FORM

NAME:	
Home Contact No:	
Work Contact No:	
Mobile Contact No:	
E-Mail Address:	
Home Address:	
Company Address: <i>(if relevant)</i>	
Date of Birth:	
Present Occupation:	
Previous Jobs <i>(Please list):</i>	

# INFORMATION ABOUT YOUR BUSINESS IDEA



Name of Business Idea:

Describe your idea in one line:

Your Executive Summary:

In this section, you have the opportunity to promote yourself and your idea.

Give clear and comprehensive detail of your business:

Either attach your Business Plan, or set out a summary here.

Areas of your Business that you may wish to cover could include:

- The product/Services
- Any Licences
- Market Research
- Marketing Plan
- Management Team /Staffing needs
- Financing requirements
- Any Projections

## INFORMATION ABOUT YOURSELF



Please use this section to tell us about yourself.

Have you ever been bankrupt or been disqualified from being a Director of a Company?  
*(Please give details)*

## AVAILABILITY IF SHORTLISTED

Should you be successful in being shortlisted to the top **FIVE** Finalists, you must be available for follow-up interview and presentation of your business plan/ next steps in your business objectives to the Judging Panel at the Grand Final which will take place on Wednesday 28th March 2012.

If successful, I will be available to participate in  
the Grand Final on Wednesday 28th March 2012  
*(venue to be confirmed)*

## EQUAL OPPORTUNITIES AND DATA PROTECTION

The organisers of this competition are committed to equal opportunities to all, irrespective of race, colour, creed, ethnic or national origins, gender, marital status, sexuality, disability or age.

**Note:** The organisers of the competition will only use your personal details for the purpose of selecting the top FIVE finalists. Your information will be treated in the strictest confidence by the organisers and individual data will not be provided to any other party.

All information provided is subject to and will be treated in accordance with the Data Protection Acts 1988 and 2003 and will not be used for any purpose other than assessing applicants to take part in the named programme.

## APPLICANT SUBMISSION

By completion and submission of completed Application Form, each applicant confirms that :

1. They are entitled to present their business proposal as part of the competition without having to obtain the permission or consent of any third party.
2. Other applicants may submit proposals which may have similar or co-incidental elements as may be included in other applications to the competition.
3. The organisers of this competition are under no obligation whatsoever to any applicant in the selection of the FIVE finalists.
4. Applicants agree to waive any claim they might have against the organisers and to release the organisers from any obligation to any applicant in respect of any such business proposal as may be submitted which may be similar to or have coincidental elements in them with other proposals.

## APPLICANT SIGNATURE

I confirm that the information given by me in this application is to the best of my knowledge and belief, true and accurate. I confirm that I have read and understand the Terms & Conditions of the Competition.

Please sign and print name below:

Signature: \_\_\_\_\_ Name in Block Capitals: \_\_\_\_\_

## RETURNING THE COMPLETED APPLICATION FORM

Please return the completed form with passport photo and business plan (optional) by post to:

**New Business Ideas Competition 2012, C/o Community & Enterprise Section,  
Westmeath County Council, Co. Buildings, Mullingar, Co. Westmeath.**

### **CLOSING DATE:**

Entries must be received by 12 noon on Friday 9th March 2012.

### **CHECKLIST:**

*Please make sure your application consists of:*

- Completed Application Form
- Passport size photograph with your name on the back of it
- Completed Business Plan (*Optional*)



## EXPLANATORY NOTES

### AIM OF THE COMPETITION

- To create a real opportunity for a new business in Westmeath
- To find new business with an innovative idea that will create sustainable employment
- To encourage individuals with an entrepreneurial flair to consider self-employment as a real option

### FIRST PRIZE

The tools to start your own business from scratch worth €12,000\* and consisting of:

- An Enterprise Unit (circa 1,000 sq.ft) rent free for 1st year (to a value of €4,000\*\*) (this offer excludes utility bills)
- Start-Up Finance (€2,000)
- Accountancy and Advisory Services (to the value of €2,000)
- Website Design (to the value of €2,000)
- Business Mentoring (to the value of €2,000)

*\*Prize amounts quoted are inclusive of VAT      \*\* see terms & conditions (note 20) re enterprise unit on offer*

### RUNNER-UP PRIZES

- Two runners-up will receive a Business Mentoring voucher (to the value of €1000 each)

### HOW THE COMPETITION WILL WORK

- The process will shortlist FIVE Finalists
- The top FIVE Finalists must be available for follow-up interview and presentation of business plan/ next steps to the Judging Panel on the date of the Grand Final
- The Grand Final will take place on Wednesday 28th March 2012, when the winner and runners-up will be selected and announced.

### HOW TO ENTER THE COMPETITION

- All entrants to the competition are required to complete and return the application form that is available to download at [www.westmeathcoco.ie](http://www.westmeathcoco.ie), [www.westmeathceb.ie](http://www.westmeathceb.ie), and [www.westcd.ie](http://www.westcd.ie)
- Application Forms can also be obtained at Reception, County Buildings Mullingar or Westmeath County Enterprise Board, Church Avenue, or Westmeath Community Development Ltd, Clonmore, Mullingar
- Applications may include a Business Plan (OPTIONAL )
- Return your completed application form by post to:  
New Business Ideas Competition 2012, C/o Community & Enterprise Section,  
Westmeath County Council, Co. Buildings, Mullingar, Co. Westmeath
- Closing Date for entries is Friday 9th March 2012.

### ADVICE ON PREPARING A BUSINESS PLAN

- A Business Plan can be submitted as part of your application
- Your Business Plan should demonstrate that you have a well thought out business idea which is realistic, sustainable and has the potential to create future employment
- A guide to business plan preparation can be found on the Westmeath County Enterprise Board website at [www.westmeathceb.ie](http://www.westmeathceb.ie)

### BENEFITS TO COMPETITION APPLICANTS

- Encouragement and motivation to develop their business idea
- Feedback on their business idea from the expert judging panel
- Opportunity to win the top prize, worth €12,000
- Networking with like-minded people during the competition
- Get good publicity for their potential business

### QUERIES

- All queries in relation to this competition should be made via e-mail to [mstenson@westmeathcoco.ie](mailto:mstenson@westmeathcoco.ie)

*"Innovation is the successful exploitation of new ideas in our society, that may either be entirely new, or an application of existing ideas to new uses".*

## Terms & Conditions

1. Employees or contractors/sub-contractors of sponsors or member agencies of Westmeath County Development Board and its Enterprise Development Sub-Committee are not eligible to apply.
2. Applicants must be aged 18 years or older on the 1st January 2012.
3. Entry to the competition is free. The organisers reserve the right to terminate the competition, without compensation or prior notice to any entrant, in exceptional circumstances.
4. Canvassing will disqualify.
5. This is a new start-up business competition; the proposed new business must not have commenced trading.
6. The competition is a single business winner prize competition.
7. The winning prize is as stated by the competition organisers. The prize is non-transferable, non negotiable, and no substitution in full, or part, is possible.
8. The winning entrant must commence the proposed business i.e. trading, on or before 30th September 2012. The prize will only be allocated when proof is supplied to the promoters.
9. The winning entrant will take a full time active role in the business.
10. The prize is subject in full to the terms and conditions of the competition.
11. Entry to the competition is only by the submission (in the prescribed format) of a fully completed and signed official application including a passport photograph (name in block capitals on reverse), and an option of including a business plan.
12. Any additional information requested by the competition organisers, or their agents, must be provided by entrants within a prescribed timeframe.
13. The decision of the pre-selection panel and the judging panel is final. No discussion or correspondence will be entered into.
14. All the applications will be held in confidence. It is, however, the responsibility of the applicant to take appropriate steps to protect any intellectual property rights.
15. The competition organisers will securely destroy following completion of the competition all documentation supplied by entrants unless otherwise agreed with entrant. The competition organisers reserve the right to store the name and contact details of entrants.
16. The organisers' liability under or in connection with these terms and conditions shall be limited to the value of the single winner prize.
17. The organisers shall not be liable for any losses, taxes, liabilities or inconvenience suffered by any entrant as a result of these terms and conditions or entering the competition.
18. The organisers do not accept responsibility for (1) lost, late or undelivered entries or (2) any technical or access issues, failure, malfunction or difficulty that might hinder entry to the competition, or (3) any event which may cause the competition to be disrupted or corrupted.
19. The organisers reserve the right to change the criteria and/or format of the competition without prior notice.
20. The winning business must be undertaken in one of the proposed Enterprise Spaces not exceeding 1,000 sq. ft (i.e. Mullingar, Athlone or Castlepollard) on offer as part of the competition prize and to comply in full with the licensing arrangements that apply at the particular agreed location.
21. Only the 5 shortlisted finalists who will progress to the judging phase of the competition will be given feedback on their application.
22. The winning entrant will indemnify the organisers and their associated companies, staff, and agents against any claims, costs, demands, expenses and all litigation pursued against yourself, its members, staff and agents.
23. The laws of the Republic of Ireland govern these rules, terms and conditions and any dispute arising out of or in connection with them will be subject to the non-exclusive jurisdiction of the Irish Courts.
24. The organisers reserve the right to alter or change specifics and or elements of the overall prize subject to the market value of the prize being maintained.

## WESTMEATH COUNTY DEVELOPMENT BOARD (& The Economic Development Sub- Committee) MEMBER AGENCIES

Westmeath County Council	Athlone Town Council	Mullingar Town Council
Westmeath County Enterprise Board	Westmeath Community Development Ltd	Westmeath County Childcare Committee
HSE	FÁS	Teagasc
VEC	Enterprise Ireland	IDA
Failte Ireland East & Midlands	Dept. of Social Protection	Athlone Institute of Technology
An Garda Síochána	Dept of Education & Science	Mullingar and Athlone Chambers of Commerce
Trade Unions Rep	Agricultural/Farming Rep	Community & Voluntary Sector Reps
Environmental Pillar Rep	Sherry Fitzgerald Davitt & Davitt Auctioneers	Waterways Ireland
Mullingar Enterprise Centre	Mergon International	

## COMPETITION JUDGES

**Barry Kehoe, Westmeath County Council** - **Christine Charlton, Westmeath County Enterprise Board**  
**Joe Potter, Westmeath Community Development Limited** - **Liam Brennan, Athlone Institute of Technology**