



Press Release

Tuesday, 23 August 2016

Experienced individuals over 50 are ripe for Entrepreneurship

Fingal Local Enterprise Office announces details of specially tailored programme for over 55s interested in starting their own business.

Fingal Local Enterprise Office and The Ireland Smart Ageing Exchange (ISAX) today announced that they are partnering to offer a specially tailored Start Your Own Business Programme called “Ingenuity” aimed at people over 50 who want to establish both lifestyle and fast-growth businesses. Ingenuity takes account of the advantages and barriers encountered by mature entrepreneurs. The programme is sponsored by Bank of Ireland and run in partnership with Local Enterprise Offices in Fingal and Dublin City, and the DCU Ryan Academy.

The Ingenuity Programme is aimed at people coming up to retirement or who have recently retired. It is of particular interest to those who want to ‘be their own boss’ and who believe that their accumulated life experience, together with expertise in particular industries make them well positioned to take on the challenge of starting their own business. This Start Your Own Business Programme will be run over 16 sessions for 8 weeks (2 nights a week) at the Riasc Centre in Swords starting on Monday 10<sup>th</sup> October 2016. The programme is funded by the Fingal Local Enterprise Office so the cost to participants is just €250.

Speaking at the launch of the Fingal Ingenuity programme, the Chief Executive of Fingal County Council, Paul Reid welcomed the initiative, saying: “It’s important that we recognize the range of valuable skills and life experience that seasoned entrepreneurs offer when starting a business. By supporting initiatives such as “Ingenuity” we offer these individuals a chance to combine their experience with the latest set of business skills, turning their dream of having their own business into a reality”.

The Head of Enterprise in Fingal, Oisín Geoghegan, explained how the programme works: “Those attending will be taken through the key stages of developing and validating their business idea, testing it with their target market, prototyping, costings, marketing, and sales, testing with potential investors and preparing a pitch deck. The programme will culminate with a live pitch to a relevant panel of business experts and potential investors.”

Anne Connolly, Chief Executive of ISAX said: “We are delighted with the interest received to date and the continued demand for further information from potential participants. The response reinforces the findings from recent research undertaken by Amárach which showed

that 44% of respondents over 50 years of age would be interested in participating in a course designed to help them develop ideas and skills to start their own business. The programme has been specially tailored to meet their specific needs, whilst at the same time building on the unique advantages that they bring in terms of both experience and developed networks". Those interested in attending should contact Jane Howlett, Head of Enterprise Programmes and Projects, ISAX. Tel. 061 317 578, [jane@isax.ie](mailto:jane@isax.ie), or visit the Fingal Local Enterprise Office website [www.localenterprise.ie/fingal](http://www.localenterprise.ie/fingal).

**Ends**

**For further information:**

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**About Local Enterprise Office, Fingal**

The Local Enterprise Office (LEO) in Fingal is part of a network of 31 Local Enterprise Offices nationwide, located within the Local Authority structure. The role of the LEO is to support and provide assistance to existing and potential small business promoters located in Fingal, North County Dublin. In addition the Fingal LEO aims to foster the development of an enterprise culture. The LEOs operate under a Service level Agreement with Enterprise Ireland. Local Enterprise Office Fingal is funded by the Department of Jobs, Enterprise and Innovation and is co-financed by the European Regional Development Fund.