

Ingenuity



Aged 50+,
have an idea
you want to
explore?



What is Ingenuity?

Ingenuity is a business programme for all aged 50+, led by ISAX, run in collaboration with LEO (Local Enterprise Offices) and sponsored by Bank of Ireland.

If you have a business idea and would like to explore this further, then this is ideal for you.

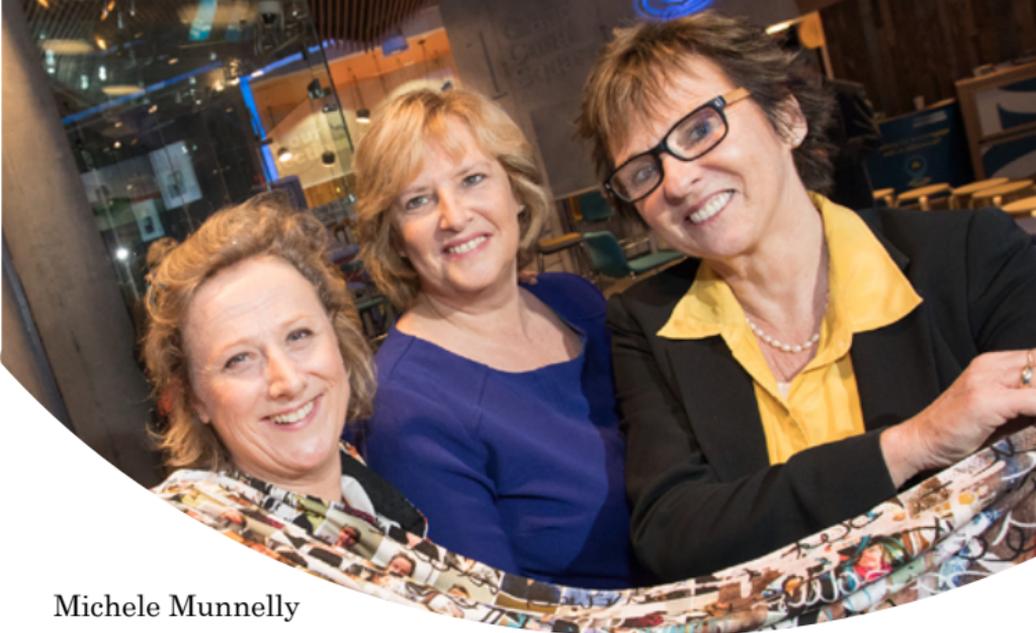


It's a tremendous course with great content. We learned so much about building a business in just 8 weeks, it's incredible. Everything from building a plan, advertising and presentation skills were covered and I found it all very helpful in building my business plan.



Kathy Irwin





Michele Munnelly

ISAX 2016,
Build Your Own Business Participant

“ One of the things I loved most about the course was the learning from each other and the generous sharing of contacts and expertise. Working with others 50+ with the same ambition to start their own business was really what made it for me.

Michele Munnelly ”

This is for you if you:

- Are aged 50+ (or nearly there!)
- Have experience accumulated over a lifetime of work
- Are ready to build your business idea
- Would enjoy the autonomy of being your own boss and the challenge of starting your own business.

The programme

- Runs two evenings per week, for eight weeks
- Is based on best in class – build your own business modules
- A forum which enables participants to meet like-minded peers
- Designed to provide participants with the opportunity to develop and **validate** their business ideas and if necessary, **adapt** the original idea
- Devised to provide participants with the skills to pitch to potential investors
- A gateway to the **ISAX Smart Ageing Innovation Exchanges** – co-working spaces, Dublin and Limerick.

See isax.ie for more info.



“ The ISAX
Ingenuity Programme
provided a safe confidential
environment to test an idea.
For many it helped them work
out whether their idea was a runner
or not. For me it was and still is a
fantastic experience. I still meet 5 others
on a weekly basis. The learning you get
within the program you could not achieve
yourself in 12 months. The information
provided is excellent and provides you
with a tool-kit to dip into as you need it.
The surprising thing for us all was that
it created a new level of energy and
enthusiasm in our lives.

Would I recommend it?

My answer is an
unequivocal **Yes!**”

Joe Phelan

What do I need to do to sign up?

Apply now on:
isax.ie/programmes/

For more info call **061 317 578** or call
Antoinette on **086 388 2178**.

Courses run nationally.



Joe Phelan

ISAX 2016,
Build Your Own Business Participant

