

*"All good ideas  
need a helping hand"*

## **MIDLANDS & WEST ENTERPRISE PROGRAMME**

Do you have an innovative business idea?

### **The Midlands & West Enterprise Programme offers:**

- Office Space with Broadband
- Opportunity to apply for Enterprise Ireland CORD funding to 50% of recent year's gross salary.
- Access to the facilities and resources of Galway-Mayo and Athlone Institutes of Technology
- Business strategy and planning
- Access to Industry Expertise
- Mentoring
- No participant fees



If you are a prospective entrepreneur with industry experience and an innovative business idea the MWEP will provide you with the business skills and support necessary to transform your idea into a successful business.

**APPLICATIONS ARE NOW INVITED FOR THE NEXT MWEP COMMENCING IN APRIL 2010.**

**Application Form Available at <http://www.gmit.ie/iibc/mwep.html>**

The Midlands & West Enterprise Programme is a one-year programme that provides high potential entrepreneurs and innovative startups with the business skills, networks, facilities and supports necessary to navigate the business start-up process from concept to successful commercialisation. The MWEP is based in the Innovation in Business Centre at Galway-Mayo Institute of Technology and in the Midlands Innovation and Research Centre at Athlone Institute of Technology.

## ACTIVE MIND



John Maguire Chief Executive Active Mind

With science and technology playing an increasing part in sport at all levels, the door is open for new business ideas that feed into this trend. imeeGOLF is a pioneering new approach to **improving your golf game**. Creating a completely new dimension in the golfing world, imeeGOLF doesn't just improve your game, it re-introduces golf as an **engaging, interactive sport** which allows for a golfer's physical game of golf to be merged with a digital representation of their game.

## EMEDIA

Award winning medical media company, eMedia, launched their first iPhone App in October 2009. The product called Pocket Heart (the first 3D Medical Heart App for iPhone/iTouch) has been accepted by Apple and is up on the iTunes store.

Pocket Heart is the first product in a suite of 3D medical applications eMedia are developing for Apple's iPhones/iTouch mobile technology.



"Pocket Heart is a novel way to study and discover how the human heart works. Our unique interface gives you the opportunity of viewing the heart in 3D, enabling you to rotate, zoom and navigate through all of the important areas of the heart", explains Mark Campbell, company founder.

### OTHER TYPICAL PROJECTS SUPPORTED BY MWEP

- Internet SAAS based services
- Implantable Medical Devices
- Mobile Phone Applications
- Energy devices and services
- Innovative Environment Applications
- Integrated Circuit Testing Technology
- On-line Advertising Software
- Applications for Healthcare
- BioPharma Products & Services

### MWEP EXPERT MODULES

- Market Research
- Market Validation
- Messaging & Trial Marketing
- Building The Management Team
- Intellectual Property Management
- Finance for Start-ups
- Business Strategy & Planning
- Sales Process & Planning
- Selling Skills

## INNOVATION IN BUSINESS CENTRES

### REGIONAL & ECONOMIC RESULTS

- 100+ jobs created
- 10 High Growth Start-Ups
- €9,000,000 funding raised by the IiBC clients
- €750,000 research awarded to the IiBC companies
- 11 successful companies transitioned to the regions

### OTHER SERVICES AVAILABLE TO IiBC CLIENTS

- Research Capability – Innovation Partnerships, Proof of Concept, Vouchers
- GMedTech – Medical Technologies Research & Testing Facility
- Shelltec – Shellfish Industry Research & Support
- Renewable Energy Systems Laboratory
- Solar Panel Testing & Characterisation Facility
- Student Projects including Masters Students

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