



Enter the

# Kerry RuralBiz Idea Competition 2013

**Prize Fund and Equipment Grants to the value of €17,500 available**

In Partnership with South Kerry Development Partnership Ltd,  
North and East Kerry Development Ltd, Farmers Journal, Teagasc & Radio Kerry.

## **Best Innovation Prize of €5,000**

**Towards the Overall County Winners Project**  
*(Sponsored by the Kerry County Enterprise Board)*

### **Prizes**

<b>South Kerry Development Partnership Ltd:</b>		<b>North &amp; East Kerry Development:</b>
€2,000.00 from Dan Tim O'Sullivan, plus Equipment Grant prize funding of 65% up to a maximum of €1,500.00 from SKDP.	<b>1<sup>st</sup></b>	€1,500.00 from McCarthy Insurance Group, plus Equipment Grant prize funding of 65% up to a maximum of €2,000.00 from NEKD.
Equipment Grant prize funding of 65% up to a maximum of €1,000.00 from SKDP.	<b>2<sup>nd</sup></b>	€1,000.00 from Lee Strand.

### **Gaeltachta Areas:**

Equipment Grant prize, funding of 65% to a maximum of €1,500.00 for the best idea in the South Kerry Gaeltachta, from SKDP.	Equipment Grant prize, funding of 65% up to a maximum of €2,000.00 for the best idea in the North & East Kerry Gaeltachta, from NEKD.
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Closing date: **Friday 4<sup>th</sup> October 2013**



## Kerry RuralBiz Idea Competition 2013

### Applicant Details

<b>Name:</b>			
<b>Address:</b>			
<b>Date of Birth:</b>			
<b>Telephone:</b>		<b>Mobile:</b>	
<b>Email:</b>			

Please complete the application form attached and return by  
Friday 4<sup>th</sup> October 2013 to:

Name	Address	Area	Contact Details
Joseph McCrohan	SKDP, Cahersiveen, Co. Kerry	Cahersiveen, South Kerry Gaeltachta and Kenmare.	066 9472724 or 087 2849165
John McCrohan	SKDP, 37 High St., Killarney, Co. Kerry	Mid Kerry, Annascaul, Killarney.	064 6636572 or 087 6187629
Seamus O Hara	NEKD, Clash Tralee, Co. Kerry	Tralee, Listowel, Castleisland.	066 7180190 or 087 1231429
Joanne Ni Shuilleabhain	NEKD, John St., Dingle, Co. Kerry	Dingle	066 7142788

**A guide to business plan preparation can be found on the Teagasc Website:**  
[www.teagasc.ie/startingyourownbusiness](http://www.teagasc.ie/startingyourownbusiness)

# **Tell us about your business idea!**

**1. Please Explain your Business Idea.**



# Kerry RuralBiz Idea Competition 2013

**2. What inspired you to think of this idea?**

**3. Who will your customers be?**

## Kerry RuralBiz Idea Competition 2013

- 4. The Market opportunity – Who wants your products/service and tell us about typical potential customers, e.g. where they would be from, profession etc.? Outline the benefits of the products/service from a customer's perspective – e.g. will it save them money, time, increase efficiency, do a better job than other products on the market?**

- 5. Distribution – How will you reach your customers with your product/service, e.g. Deliver with your own van, sell on the internet, sell through a Co-op store, sell from home or farmers market?**

## Kerry RuralBiz Idea Competition 2013

**6. Promotion and Sales – How are you going to promote and sell you're product/service; profitably? How will people know that you have this product/service to offer?**

**7. Competition – Identify your key competitors and identify what you will do that is different to them?**

## Kerry RuralBiz Idea Competition 2013

**8. Key measurement points for success – e.g. the number of customers, projected sales, costs, the number of products you could make per year, or times per year you could deliver the service?**

**9. What will you need to make your business idea a reality?**

# Kerry RuralBiz Idea Competition 2013

## Terms and Conditions of the Business Idea Competition 2013

To qualify for entry, applicants must:

1. Live in the South Kerry Development Partnership Ltd Area or the North & East Kerry Development Area.
2. Submit a completed entry form by Friday, 4<sup>th</sup> October 2013.
3. Be available to come and discuss your idea and attend a prize giving on the week beginning Monday, 14<sup>th</sup> October 2013.
4. Only smallholder and applicants from low income families will be selected for the equipment grants.

*Our panel of experts and all competition administrators have signed a confidentiality agreement.*

## Disclaimer

Entrants are responsible for ensuring that they take all necessary precautions to guard any Intellectual Property. Entrants should contact the administrators of this competition in advance if there are any queries regarding Intellectual Property.

**Declaration:** I hereby certify that all the details supplied by me are my own business idea and true to the best of my knowledge. I agree to the terms and conditions of the competition and agree to abide by the decisions of the judging panel in all matters relating to this competition.

**Signature:**

**Date:**

## Advice on Completing the Form

If you have any queries about this form please contact:

Name	Address	Area	Contact Details
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Comhshool, Pobal agus Rialtas Áitiúil  
Environment, Community and Local Government



This project has been co-funded under the Rural Development (LEADER) Programme Ireland (2007 – 2013), administered in this area by the South Kerry Development Partnership Ltd.