

Terms & Conditions

1. Directors, management and staff of Waterford City Community Enterprise Centre, Waterford City Enterprise Board, Waterford City Council, Price Waterhouse Coopers, Eagle Dreams and WLRfm or associate companies are not eligible to enter.
2. Entrants must be aged 18 years or older on the 12th April 2010
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 prior to 1st April 2009.
6. The competition is a single business winner prize competition.
7. The winning prize is as stated by the competition promoter. 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 1st January 2011. The prize will only be allocated when proof of this 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 promoter's liability under or in connection with these terms and conditions shall be limited to the value of the single winner prize.
17. The promoter 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 promoter does 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 promoters reserve the right to change the criteria and/or format of the competition without prior notice.
20. The winning business must be undertaken at an office space provided at Waterford City Community Enterprise Centre and comply in full with the licensing agreement that applies at the centre.
21. Only the 12 short-listed entrants who will progress to the judging phase of the competition will be given feedback on their application.
22. The winning entrant will indemnify the promoters and its 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 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.



on Deise am

How to Enter

Proudly brought to you by:



Aim of Competition

- To create a **REAL** opportunity for a new business in Waterford
- To find a brand 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

The Prize

The tools to start your own business from scratch worth **€25,000** consisting of:

- Enterprise Unit Rental (excluding utility bills)
(to the value of €10,000 from Waterford City Community Enterprise Centre)*;
- **Start up Finance**
(€5,000 from Waterford City Council);
- Accountancy and Advisory Services
(to the value of €5,000 from PriceWaterhouseCoopers)*;
- **Radio Advertising**
(to the value of €1,000 from WLRfm)* ;
- Website - design and hosted
(to the value of €2,000 from Eagle Dreams)* and
- **Business Mentoring**
(to the value of €2,000 from Waterford City Enterprise Board)*.

*These prizes are inclusive of VAT

Tips on preparing a pitch

All entrants need to prepare their pitch to be pre-recorded by WLRfm once they decide to enter the competition. You may only be given a days notice of when your pitch will be recorded if you are successfully selected as one of the 12 competitors so it is essential that you are ready to record once notified.

When you are preparing your pitch, bear in mind the following:

- Be well prepared. You only have three minutes for your pitch.
- Practice makes perfect. Get someone to listen to you.
- Be clear and keep it simple (how you thought of the business idea, why it will work, who's your target market, how you see it progressing into the future).
- Be precise as no reading will be allowed during the recording session, however you will be allowed to have bullet points or q cards
- Mention three or four points with a logical link from one to the other. This will help you to remember what you are saying next and the listener to follow what you are saying.
- Avoid technical jargon.
- Deliver a confident pitch. Vary the pitch and pace of your voice to avoid monotony. Emphasise important words and percentages. Don't be afraid to pause.
- Be yourself, the judges want to see the real person behind the product
- Be honest. Don't try to fool the Judges.
- and most importantly, be passionate – you could win the opportunity of a lifetime!

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 Waterford City Enterprise Board website at:

www.waterfordceb.com/planner

How to enter

All entrants to the competition are required to complete the application form that is available to download at www.waterfordbusinessinfo.ie or www.waterfordceb.com or www.wlrfm.com or can be collected at Reception in City Hall, The Mall or Waterford City Enterprise Board, New Street, Waterford.

Your application may include a Business Plan, however this is optional.

And return your application by post to:

Deise DEN Competition
Business Support Unit
Waterford City Council
City Hall
The Mall
Waterford.

Completed entries should be submitted to the above address no later than 4.00p.m. on Tuesday, 27th April 2010. Entries received after this deadline will not be considered.

Checklist

Please make sure your application consists of:

- Completed application form
- Passport photograph with your name on the back
- Completed Business Plan (Optional)

Queries

All queries in relation to this competition should be made via email to business@waterfordcity.ie

Runner-up Prizes

Two runner-ups will receive a voucher from Waterford City Enterprise Board to the value of €500.

Feed-back to all competitors

Each of the 12 competitors shortlisted to participate on radio will receive written feedback on their business ideas from our judges.

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 €25,000 worth of a prize
- Network with like-minded people during the competition
- Get good publicity for their potential business



Competition Timetable

CLOSING DATE for Entries:	27 th April 2010
Notify entrants of selection:	28 th & 29 th April 2010
12 competitors on air:	3 rd May – 21 st May 2010
Grand Final:	27 th May 2010

How the Competition will work

An initial selection process will shortlist 12 competitors. This short listing will take place on Wednesday, 28th & Thursday, 29th April 2010. Entrants must be available to take a short phone call with the selection panel on the 28th or 29th April 2010. The 12 competitors will be drawn from a hat in the order they are to appear, first drawn is first to present (May 3rd) and so on.

If you are not available on the dates for pre-recording or the interview you will be eliminated and the next entrant selected by the panel will be contacted. No negotiation will be entered into on the date and time of pitch pre-recording or date your business idea will be aired on radio.

Each week between Monday, 3rd of May and Thursday, 20th May, one competitor per day (Monday to Thursday) will present their business idea on WLRfm Deise am.

This presentation will consist of two elements;

- A pre-recorded three minute pitch and
- A short interview with the presenter, Billy McCarthy live on air.

Pre-recording pitched for Competitors presenting on:

May 3rd to May 6th will take place on the **afternoon of April 30th**

May 10th to May 13th will take place on the **afternoon of May 6th**

May 17th to May 20th will take place on the **afternoon of May 13th**

Each of the 12 competitors must be available to for short interview live on Deise am in the WLRfm studios in Ardkeen on the date the competitor's business idea is on the show. Each week's winning competitor will be contacted following the judging process on the Friday.

On Friday of each of these three weeks the Judges will discuss the four business ideas presented that week and pick a weekly winner on Deise am.

A Grand Finale will take place on Thursday, 27th May where each of the weekly winners (three) will present their business idea live on radio and face questions from the Judges. The overall winner of the €25,000 prize will be decided live on air.

The Judges

Martin Freyne – PriceWaterhouseCoopers

Clr. Mary Roche - Waterford City Council

Noel Frisby – Noel Frisby Construction Ltd

Cian Foley – UTD Web Design Ireland

