



# ENTERPRISE

Dear Teacher,

Welcome to our first edition of our Enterprise Newsletter. This edition outlines relevant resources and Enterprise links. Do get in touch a consultation service is available by phone or email.

Developing Enterprise skills is important in today's Business world. This issue features all the Sean Lemass Enterprise award winners 2010. The Taoiseach, Brian Cowen T.D. congratulated the winners of the Sean Lemass Awards for Enterprise as he presented the awards to the top six winners. The winners were selected from both the Student Enterprise Awards, organised by the County/City Enterprise Boards and the Transition Year Mini-Company Get Up and Go competitions, organised by the Second Level Support Service funded by the Department of Education and Skills. The introduction of the Sean Lemass Award reflects a commitment in the Government strategy *Building Ireland's Smart Economy: A Framework for Sustainable Economic Renewal* to raise the profile of these competitions and encourage more second level students to participate in enterprise programmes.

It also commemorates the role of Sean Lemass in promoting Ireland's industry and developing its infrastructure.

I look forward to working with you .

Best wishes,

Caroline McHale  
National Coordinator Business and Enterprise

## *Sean Lemass Enterprise Award Winners 2010*



*Rap-it* is a device that prevents i-Pod and i-Phone earphones from getting tangled that also acts as a keyring. The five students from Presentation College Carlow came up with the unique idea of *Rap-it* after repeatedly damaging or breaking their expensive earphones. The target market for the product is young males and females 12-21yrs old who own MP3 players, gym users and people who commute to work/school. Students manufactured the product themselves using 'Denford Laser CAD 2D'. Each unit sells for €2 and to date students have made a profit of €465 euro. While running their mini-company students promoted *Rap-it* by hanging posters in the school and setting up social networking websites and also appeared on the Late Late Show with Ryan Tubridy in April 2010

### *Séan Lemass Enterprise Award Winners 2010*



**Fuelled by Music**, a successful company from Loreto, Letterkenny, students produced a high quality CD, which cost in excess of €2,500 to produce. They held auditions in the school to feature the most talented ten singers who would feature on their high quality CD. After a successful launch, raising over €3000 they raised sufficient funds to pay the Recording Studio. Due to the phenomenal success they then staged a larger concert in their local theatre and decided to produce a DVD of the live concert which also has been extremely successful. They have featured on Ice - RTE2, Newstalk and have featured numerous times in both local radio and local newspapers. An extremely successful company with a profit of €3,500

### *Séan Lemass Enterprise Award Winners 2010*



### *About Fowl Play*

*Fowl Play* is a mini-agricultural company formed by Transition Year students at Coláiste Mhuire in Buttevant, Co. Cork. The objective of the company is to provide a unique turkey rearing service in North Cork. As part of their project students reared a total of 25 turkeys for the 2009 Christmas market. They promoted the business by distributing flyers, posters and getting celebrity endorsements from the likes of Darina Allen. Students gained a wealth of media coverage for their enterprise and appeared on RTE 6 o'clock news, 9 o'clock news, Newstalk radio station, Farmers' Journal and the Farm News.

### **On-line Business Game**

The City and County Enterprise Board have launched a business simulation game for secondary school students in Ireland. It is an excellent resource to introduce Enterprise. [www.businessgame.ie](http://www.businessgame.ie).



### **Vacancies**

Are you interested in becoming an Enterprise Local Facilitator?

If you or your colleagues are interested in becoming a Local Facilitator in Enterprise please contact [carolinemchale@slss.ie](mailto:carolinemchale@slss.ie)

Mobile: 087 959 8538

### Séan Lemass Enterprise Award Winners 2010



#### About Planet Saverz

**Planet Saverz** is an interactive DVD and board game that aims to raise awareness of the environment. The objective of the game is to cross the globe by answering multiple choice questions on the environment and move a counter on ‘carbon footprints’ printed on a map of the world. The winner is the first player to arrive at the South Pole. The game is designed for children 8 years + and can be played by up to 6 players. The price of board game is 19.99 euro. **Planet Saverz** is also a study aid for Junior Cert. Science, Geography and CSPE

### Séan Lemass Enterprise Award Winners 2010



#### About Reviders

A professional company from CBS Portlaoise, **Reviders** produced innovative dividers for folders. Their product is a set of colourful dividers, which contain revision notes for the French Junior Certificate. They are colourful, innovative, easy to follow and ensure revision is enjoyable. The students had to do extensive research in terms of content and design. They used an iMac computer to enhance designs and decided to ensure quality to print the dividers professionally. After the success of the French dividers they decided to expand into other subject areas. They now offer a Business Studies divider and hope to branch into other subject areas in the future.

### Organising Committee with The Taoiseach



#### Ernst and Young

Log onto the Ernst & Young website: [www.eoy.tv](http://www.eoy.tv) for short video case studies suitable for Business students and includes class plans. Log on to <http://www.eoy.tv/teachernotes.php>



### *Séan Lemass Enterprise Award Winners 2010*



#### *About Precision Products*

An innovative company from St Aidan's, Whitehall responded to recessionary times by offering the ideal affordable interactive whiteboard. They produce and sell the equipment and technology needed to create an affordable interactive whiteboard.

They can turn any wall or ordinary whiteboard into an interactive screen. The basic product concept is by using an infrared pen, Wii controller, laptop, data projector and computer software, they are able to create an interactive whiteboard. Interestingly they produce the innovative Infrared pen using recycled whiteboard markers and install it with some electronic equipment. They also designed and manufactured a Wii stand out of Perspex. For less than €200 you can have this innovative interactive whiteboard, which normally costs thousands.

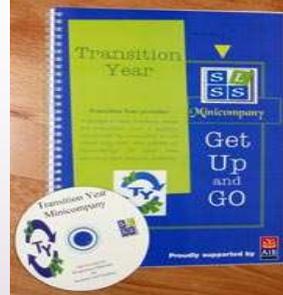
**An excellent website for information on starting an Enterprise**

[www.basis.ie](http://www.basis.ie)

Commencing a business in Ireland

<http://www.enterprise-ireland.com/>

### **'Get up and Go ' Mini-Company 2010.**



The 'Get up and Go' is a Transition manual for teaching the mini-company. The programme is designed for use with Transition Year students, which helps to develop enterprise skills and attitudes and reflect the general aims of the Transition Year Programme, namely to foster maturity, development of new skills, and linking the school with local community. The minicompany programme acts as a bridge to help students make the transition from a highly structured environment to one where they will take greater responsibility for their own learning and decision-making. Why not participate in The 'Get up and Go' Competition?

Log on to;

<http://ty.slss.ie/resources/GetUpAndGoManual.pdf>

**Everything you need to know about starting your own business in Ireland.**

[www.startingabusinessinireland.com](http://www.startingabusinessinireland.com)

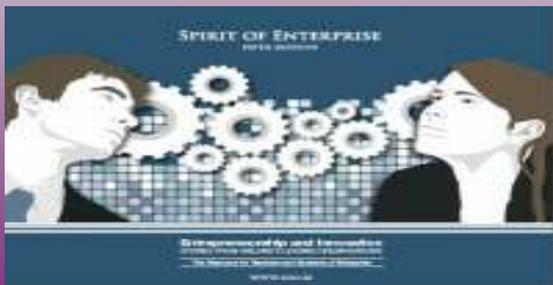
**Interesting and useful resource for idea generation, Log on to:**

[http://lcvp.slss.ie/resource\\_category/view/358](http://lcvp.slss.ie/resource_category/view/358)

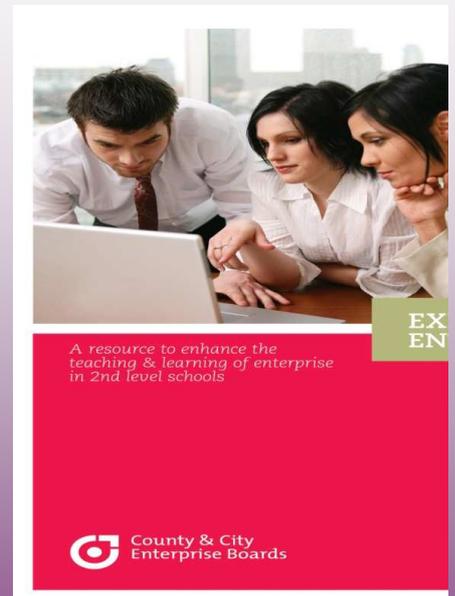
## Spirit of Enterprise

The Spirit of Enterprise resource is an advanced multi-media teaching and learning resource designed to enhance Enterprise Education. It is distributed to every second level school illustrating how theoretical concepts translate into everyday activities in business. For more information, please visit

<http://www.spiritofenterprise.net/>



## Exploring Enterprise: an excellent resource for teaching enterprise.



Log on to:

<http://lcvp.slss.ie/resources/c/358/Exploring%20Enterprise.pdf>

## Student Enterprise Awards

Log on to;

<http://www.studententerprise.ie/competition-page.html>



Excellent resources and an ideal opportunity to practice Enterprise.

Why not participate in the Student Enterprise Awards?

Contact your local Enterprise board who provide excellent courses and support to Enterprise at second level.

Log on to [www.slss.ie](http://www.slss.ie)

Click on Business and Enterprise.

All our resources available on our website.

Website will be finished for September.

Email: [lcvp@slss.ie](mailto:lcvp@slss.ie)

If you are interested in an evening course in Idea generation or the 'Get up and Go' competition please contact us.

