



# THRIVE

SME INNOVATION PROGRAMME



OLLSCOIL NA GAILLIMHE  
UNIVERSITY OF GALWAY





# What is THRIVE SME Innovation?

- THRIVE SME Innovation is a collaboration between InterTradeIreland, University College Cork, University of Galway, Queens University Belfast and Technological University Dublin.
- This all-island programme brings SME leaders through a structured innovation process for engaging in ways to -
  - **design, develop and plan** to implement new innovative ideas for the SME
  - through **in-person workshops** and **one-to-one** sessions.
- The programme helps and supports SMEs to develop a growth plan through a targeted new product, process, service, or business model.

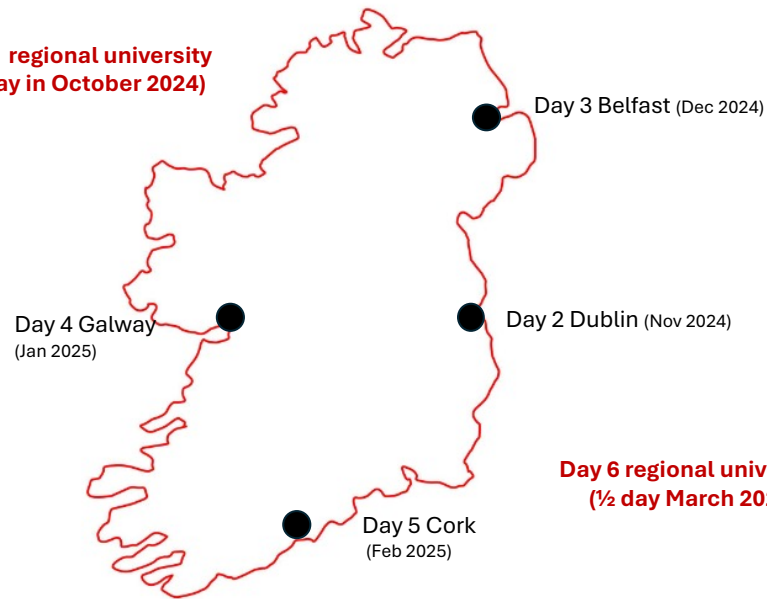


# Who is the programme for?

- Thrive is for SME leaders who are ambitious to find ways to grow their business.
- SMEs with...
  - Leaders who are ambitious to grow their business.
  - Ideally 10-100 employees.
  - Products in the market with paying customers
  - If you don't meet the above requirements but believe the programme is still relevant to your business, please contact [paul.oreilly@tudublin.ie](mailto:paul.oreilly@tudublin.ie).
- Commitment to the programme
  - The programme is free to participants, but it does not support time and travel costs.
  - SME leader for six in-person days across a six-month period (travel required outside Dublin for 3 days).
  - Additionally, businesses can nominate 1-2 members of their company to undertake the programme alongside the SME leader.



Day 1 regional university  
(½ day in October 2024)



Day 6 regional university  
(½ day March 2025)

# Programme Schedule

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Regional University –  
**October** (date TBD - ½ day)

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**TU Dublin**

Thursday **November 7<sup>th</sup>** (full day)

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**Queens University Belfast**

Thursday **December 5<sup>th</sup>** (full day)

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**University of Galway**

Thursday **January 16<sup>th</sup>** (full day)

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**University College Cork**

Thursday **February 13<sup>th</sup>** (full day)

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Regional University –

**March** (date TBD - ½ day)

# Programme Structure

<p>Dublin Region Orientation October 24<sup>th</sup> (2.00pm-5.00pm)</p>	<p>TU Dublin Thursday November 7<sup>th</sup> (9:30am-4:30pm)</p>	<p>Queens University Belfast Thursday December 5<sup>th</sup> (9:30am – 4:30pm)</p>	<p>University of Galway Thursday January 16<sup>th</sup> (9:30am – 4:30pm)</p>	<p>Cork (1 full day) Thursday February 13<sup>th</sup> (9:30am – 4:30pm)</p>	<p>½ day – Regional Showcase March 24<sup>th</sup> - TBC</p>
<ul style="list-style-type: none"> <li>• Programme Overview</li> <li>• Introduction Innovation Management Framework</li> <li>• Networking</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Innovation Mgt Focus</b></li> <li>• Innovation Audit</li> <li>• Leading Innovation</li> <li>• Output - Enterprise Innovation Audit</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Strategy/Action Focus</b></li> <li>• Planning Phase – looking forward 5 years</li> <li>• Strategic Groups – who are your competitors? Who are your stakeholders?</li> <li>• Output – Enterprise Innovation Strategy</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Creative Focus – the Innovation Process</b></li> <li>• Design Thinking with Ideas Lab</li> <li>• Ideation, Prioritisation, and Actioning</li> <li>• Stakeholder Mapping</li> <li>• Output- Enterprise Innovation Process Framework and New Innovation Project</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Value Capture Focus</b></li> <li>• Capability Building</li> <li>• Leverage Resources – External Collaboration Opportunities (public funds, support agencies)</li> <li>• Lean Canvas and Partner Fit exercise</li> </ul>	<ul style="list-style-type: none"> <li>• SMEs to reflect</li> <li>• SMEs to present Findings, Learnings and Reflections</li> <li>• Next Steps</li> <li>• Output: Post Programme Action Plan</li> </ul>

Each university partner delivers one-full day of the programme on their campus allowing participants access to specific regional expertise and capabilities and additionally the opportunity to meet with and work with businesses from across the island of Ireland.



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# Programme Benefits

- Through the Thrive workshops, SME participants will be supported to develop the following outputs:
  1. An **innovation audit** of the SME processes and gaps for implementing new ideas.
  2. A future-looking review of the SME's **competitive landscape**.
  3. **Design of a roadmap for growth**, based on a new product, service, process or business model by the business.
  4. An **implementation plan** for the newly identified innovation project.
  5. An opportunity for SME leader to **understand and plan for their own leadership and management capabilities** with the support of a business organisational psychologist (*OPTIONAL*).
  6. **Opportunities to access further support** in related InterTradelreland sponsored programmes (e.g. Innovation Boost) to further help grow your business.
  7. **Networking** and introduction to enterprise and innovation supports at four universities.



# Further Information

- Closing date for applications:  
October 14<sup>th</sup>, 2024
- Register your interest at:
  - <https://intertradeireland.com/innovation/thrive-sme-innovation-programme>
- Or phone at 087-9176717 or email [paul.oreilly@tudublin.ie](mailto:paul.oreilly@tudublin.ie) for further information.



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