



## **Create Application Form 2009-2010**

### **Instructions on completing Create application form**

1. Complete the form as fully as possible. If questions/sections are not applicable to your company, you can write 'not applicable' The form should be maximum 8 pages long.
2. All information of direct relevance to your company will be treated in strictest confidence. A non-disclosure agreement to this effect is available on request.
3. Additional relevant information up to a max of 5 pages can be added to this application form. For example, information such as branding material, brochures, diagrams, draft of business plan, cd/cd-rom/dvd can be added. A web site address, if applicable, can be written in the *digital media proposition* section of the application form.
4. Requested documentation:
  - a photocopy of your third level educational qualifications
  - completed and signed application form with relevant additional information.
5. Post your signed application form and related additional information to:

Frederic Herrera  
Create Programme Manager  
Development Office  
IADT  
Kill Avenue  
Dun Laoghaire  
Co. Dublin

Tel: +353 (0) 1 2144647

Fax: + 353 (0) 1 2144714

6. Email a soft copy of your application form to [create@iadt.ie](mailto:create@iadt.ie)
7. Create recruitment period for year 6 is between Wednesday, April 1st 2009 and Friday, May 29<sup>th</sup>, 2009.

**The deadline for receipt of applications is 5pm on Friday, May 29th, 2009.**

Create recruitment process includes 1) submission of application forms for short-listing purposes, 2) Interview for short-listed candidates, 3) Confirmation letter to selected candidates, 4) Confirmation of participation by selected candidates.

Interviews are likely to be scheduled between June 1st and June 10<sup>th</sup>, 2009 and confirmation of participation by selected candidates are to be received by Monday June 15<sup>th</sup>, 2009

## **Create Year 6 Application Form**

(max.8 pages)

### ***Applicant Details***

#### **Contact Details**

Name:

Address:

Telephone:

(Home)

(Mobile)

**Applicant Details (bullet point summary of more extensive curriculum vitae that should be attached to application form)**

Academic qualifications:

Technical expertise:

Relevant commercial experience to date:

## Business Proposition

Business Name (if decided):

Month when business idea originated:

<b>Stage of Development (Y/N)</b>		<b>Comments</b>
Idea for a business		
Market Research		
Business Plan		
Prototype		
Pilot/Reference Customer(s)		
Company Trading		

Define your digital media service and/or your digital media product offering(s) in non-technical terms:

### Yes/No Questions

- Will you give up your employment that is not related to this application and commit to your media company full-time?
- Have you established a company before? If yes, name company and its focus:
  
- Are you applying/receiving government funding other than Create?
- Have you and/or a business partner ever applied for/received government funding (EI, county enterprise board, other semi-state agency funding)?

### **Market of Digital Media Services & Products**

Identify the target media sector(s) to which your services and/or products belong and comment if needed:

<b>Media Sectors</b>	<b>Comment on your specialist services/products within each sectors that your company is targeting</b>
Design	
Software	
Hosting	
Animation	
Broadband	
Wireless & Mobile	
Production	
E-Learning	
Gaming	
Advertising	
Web Technologies	
Other	

Define your direct target customers:

Define your short-term geographic focus and market size (sources needed):

Define and name your key competitors:

What is the pricing of your services and/or products?

List your company's strengths, weaknesses, opportunities and threats:

Reason why your digital media business can become successful:

***Your views on why you should join a programme like Create***

What do you hope to achieve from Create?

What challenges do you envisage in the next year?

What specific digital media knowledge and training experience do you hope to acquire from Create sessions?

Why do you want to become an entrepreneur?

Will you use the open space in the Digital Hub and/or IADT's Media Cube if scheduled access is available?

Where did you hear about the Create programme?

### ***DECLARATION***

**I certify that the information given in this application form is correct.  
I certify that intend to pursue Create programmatic objectives if I am selected for year 6 of Create.**

**Signature:** \_\_\_\_\_

**Date:** \_\_\_\_\_

## Frequently Asked Questions

- **Q1. Can 2 individuals from the same company participate in Create?**  
A1. Attendance shared by two participants from same company is at the discretion of the Programme Manager.
- **Q2. What happens if Create participants are not fulfilling Create programmatic objectives?**  
A2. It is at the Create Programme Manager's discretion to postpone and/or cancel participation from a selected candidate.
- **Q3. Can I get IADT students/graduates to work for my company during my participation in Create?**  
A3. Yes. Create encourages interactions between selected candidates and students/graduates. IADT careers services, IADT student union web site, and IADT annual exhibition in June 2008 and June 2009 could help you find relevant skills for your company.
- **Q4. What happens after the year in Create?**  
A4. Create is not in the position to provide more funding, training, and mentoring support after a year. Create plans to keep indirect links with all its participants and to build and share expertise.
- **Q5. What if two selected participants compete directly and/or indirectly?**  
A5. It is at the discretion of the two participants to retain sensitive commercial information and to enter into non-disclosure agreement with each other.
- **Q6. Can Create source specific training for my company?**  
A6. Yes, but only if it extends and relates to the training material paid for by Create programme management.
- **Q7. Can I change mentor throughout the duration of Create?**  
A7. Yes, but valid and relevant reasons are required to make the change.
- **Q8. Is Create a full-time programme?**  
A8. No, Create will schedule 1 and a half-day/training session month so that participants can focus on the operations of their company.