



Create Ireland provides an innovative business incubation programme for digital media companies

Since 2004, Create Ireland has been running a business incubation programme for small digital media companies, providing 10 companies per year with training and mentoring for sustained business development. Operating as part of Dún Laoghaire Institute of Art, Design and Technology (IADT), Create provides companies with hot desks both on campus, at the Media Cube Incubation Centre, and at the Digital Hub in Dublin city centre. However, the real advantage Create offers companies is specialised training and mentoring, as well as access to a wide network of entrepreneurs.

"The programme is quite personalised, which means that we focus the training based on people's needs. In this way our approach is different from a standard training programme. Create Ireland also provides its companies with access to a huge network, including 20 trainers and 15 mentors, as well as access to the complementary skills of past participants, where many collaborations have formed," says Frederic Herrera, enterprise development executive at IADT and programme manager of Create.

Create Ireland also facilitates the introduction

to an Enterprise Ireland CORD grant, which can be worth up to 50pc of previous salary to a maximum of €30,000, plus €6,000 in marketing spend.

Topics covered by the Create programme include online advertising, web usability, mobile media, web-based application development and the development of Web 2.0 platforms. "The programme helps companies to develop their business and test the demand for their ideas over the 12 months," says Herrera.

Herrera also gives three examples of successful companies that have graduated from Create: igopeople.com, an online social network for companies; [Production HQ \(theproductionhq.com\)](http://theproductionhq.com), an online production management system; and artworkbank.com, a web-based system for private galleries.

With the current recession, more and more people are appreciating the need for further training and mentoring, so places on this year's programme are expected to fill up fast. Application forms and more information can be found at www.createireland.ie. The closing date for applications is May 29th.



Frederic Herrera,
programme manager,
Create