

**Innovation comes  
in many shapes.  
We have a support  
for them all.**

Innovation Supports 2019

#GlobalAmbition

 **ENTERPRISE  
IRELAND**

# Innovation Supports: Driving Global Performance.

The link between our innovation supports and commercial performance is clear from a 2016 survey of over 2,000 clients that compares companies performing research, development and innovation **with** Enterprise Ireland support and companies performing research, development and innovation **without** support.

Enterprise Ireland client companies that availed of Innovation **Capability and Funding** support saw:

**+ 36%** **More  
Global  
Sales**

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Enterprise Ireland client companies that availed of Innovation **Capability, Funding and Collaboration** support saw:

**+ 67%** **More  
Global  
Sales**

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# Whatever your innovation need, we can support you.

Successful global business demands constant innovation – products, services and processes need to be tailored and improved to meet the demands of international customers, markets and supply chains.

Enterprise Ireland's **innovation supports** enable companies to develop new market opportunities and maximise their business performance. So whether you're an SME or a large enterprise, if you have the ambition, we can help you take it global.



## Capability

With our specialist programmes, diagnose your innovation readiness and move quickly to put the right knowledge, infrastructure and processes in place.



## Funding

From major R&D to smaller product, service or process improvement projects, we have a range of supports available.



## Collaboration

Through our knowledge transfer experts, tap into the wealth of research and innovation in third-level education and research centres.

To apply or for more details, visit:  
[globalambition.ie/innovation](https://globalambition.ie/innovation)



# Innovation Capability Supports

## Innovation Health Check

An adviser facilitates diagnostic sessions in which your innovation strengths and weaknesses are assessed, areas for improvement are agreed, and the right supports are identified.

## Excel & Growth Programmes

These one-day programmes help improve your capabilities for identifying innovation opportunities for growth, reducing risk throughout the innovation process, and managing the successful delivery of R&D and innovation projects.

## Innovation 4 Growth Programme

This programme helps ambitious companies to build innovation plans and processes by developing opportunities to grow their business. Members of your management team learn how to manage successful innovation projects from building a roadmap through to monitoring KPIs that track project performance.



# Innovation Funding Supports

## Agile Innovation Fund

This fund supports clients to quickly develop innovations and respond to opportunities and threats in new and existing markets. It is a great fit for companies that need to rapidly develop solutions or are planning a first R&D project. Eligible companies submit a short online application form to get quicker approval for projects with a maximum expenditure of €300,000.

## Business Innovation Funding

This fund supports companies that want to seriously step-up how they do business. Projects should involve a real change to your company's business model, possibly by implementing a new service delivery or production method. Projects should be innovative and include a level of risk, and not simply focus on routine changes or adopting best practices.

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## Technical Feasibility Funding

This funding supports the better planning of R&D and innovation projects. These grants are designed to encourage companies to think strategically about disruptive technologies and take time to look beyond their own organisation for inspiration and guidance.

## Larger R&D Funding

This funding supports companies to conduct industry-led R&D that helps grow sales and employment. It supports companies to expand to new markets or increase competitiveness through the strategic development of new or improved products, services and processes. Companies may also qualify for tax credits under the R&D Tax Credit Scheme.



# Innovation Collaboration Supports

## National Research System

Learn how new insights from researchers in Higher Education Institutes can work for your business. Apply for a €5,000 Innovation Voucher to fund a knowledge provider to solve a technical or business challenge. Be introduced to international programmes like Horizon 2020 to find opportunities to collaborate with research institutions across Europe.

## Technology Gateways

Connect with up to fifteen Technology Gateway centres, located in Institutes of Technology around Ireland, to help find solutions to technical challenges and new innovations that could push your offerings ahead of the competition.

## Knowledge Transfer Ireland

KTI helps companies to find the commercial value of research and innovation conducted in Ireland. Its web portal makes it easy for companies to locate the technology, expertise, intellectual property and facilities most relevant to their ambitions.

## Technology Centres

Collaborate with one of fourteen Technology Centres, which are resourced to carry out market focused, strategic R&D for the benefit of networked groups of companies through accessing the capabilities of the Irish research community.



## Cartoon Saloon

Two Academy Award nominations have earned Cartoon Saloon recognition on a global scale. But true commercial success has come from their ability to streamline production and deliver their services.

Funding from Enterprise Ireland helped the Kilkenny-based studio implement robust digital systems. This gave them a head start on their competitors and has seen them work with international streaming services like Netflix. And now a partnership with Canada's Mercury Filmworks opens the door to creating work for big-hitters such as Amazon and Disney.

## Alpha Wireless

Alpha Wireless is a telecommunications company that develops a range of antennas that allow phone masts to communicate with smartphones and other devices.

The company already places a strong focus on exports, with 90-95% of its sales coming from overseas markets. But telecommunication masts were becoming increasingly restricted by new environmental laws. RD&I funding from Enterprise Ireland came at just the right time, giving Alpha Wireless the opportunity to adapt their antennas to meet new specifications.

As a result, Alpha Wireless have seen their UK sales reach the millions, with potential for further growth in markets like the US, Canada and Greece.



## CustomerMinds

Over the past 10 years, CustomerMinds has built a platform to help clients switch from traditional communication channels to digital ones. An RD&I grant from Enterprise Ireland in 2015 allowed them to pursue a brand new API project. It yielded immediate results, winning a number of major new financial services projects in the UK.

Key to that success was the grant from Enterprise Ireland: its combined focus on technology R&D and business innovation resulted in a new streamlined online process. Since then, the rate of growth has been staggering, with CustomerMinds already securing significant six-figure deals on the back of the new technology.



## Irish Dog Foods

“We have grown at an exponential rate and Enterprise Ireland support has been key to that growth,” says Liam Queally, MD of Irish Dog Foods. The company produces a range of dry pet foods and meat-based treats.

After entering the market, they soon discovered that finding a niche was key to increasing sales. The company availed of Enterprise Ireland RD&I funding to develop a new range of products, with the aim of launching in North America.

The innovation paid off, with the new products opening doors in the US. Now the company exports to the likes of Walmart, Costco, Aldi and Lidl.

# Markets won't wait. So your innovation can't either.

## The new Agile Innovation Fund

Responding to the threats and opportunities posed by Brexit demands innovation.

Enterprise Ireland's new **Agile Innovation Fund** allows companies to access up to 50% in support for product, process or service development projects with a total cost of up to €300,000 – with fast-track approval.

So you can engage in the innovation activity necessary to make your international growth ambitions reality.

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Up to **50%** of  
funding available for  
R&D projects  
**< €300,000**

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**STREAMLINED  
ONLINE  
APPLICATION**

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**FAST  
TRACK  
APPROVAL**

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To apply or for more details, visit:  
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Local Enterprise Office 

