

## Business Boot Camp Report

Tuesday December 2nd 2008

Breaffy House Hotel, Castlebar, Co. Mayo

Report by Darragh Cuddy

When we arrived in Breaffy House we were all given a table to go to, most tables had about eight or nine people. At the tables there were a few sheets which outlined how we were going to put together our business plan.

There was a man there who gave us an example of a business idea, he called it FDO(Fun Days Out), the business was basically an event organiser which organised trips for football fans. He told us how he could expand the business, where he thought it would be in five years time and how it would have grown.

This was a good idea as it gave us an idea of what we had to do.

Before we started, we were told how no business idea was stupid. Then we were given examples of businesses ideas that are making a lot of money yet would come across as being stupid e.g., (Dogles - sunglasses for dogs).

We then got underway and each group came up with an idea, the ones I remember were:

- 600.ie
- Tours2Order
- iConvert
- Pimp My Party
- Speedy Wheels

We then went through all the details about our business ideas such as costs, profits for first year etc. We laid out all the stages of setting up our business and got ready for presenting it after lunch.

The lunch wasn't great, it was small and unbelievably greasy.

After the lunch we presented our businesses to two local entrepreneurs who were the judges. Each team was marked out of 200 points on various categories.

At the end of the day the winners were "iConvert" who all got a digital camera for a prize, iConvert scored 172 from 200. The runners up were "**600.ie**" who scored 171.