



Now in its 14th year, Genesis has a record in facilitating over 180 entrepreneurs get their businesses off the ground. The real measure of its success is that more than 70% of the start-up businesses who emerged from the Genesis programme are in operation five years on, employing well over 1,200 people, in the South West of Ireland. At a time when exports have never been so important to the future of our economy, over 50% of the businesses are selling to customers in international markets. Many have become Enterprise Ireland “High Potential Start-Ups” and raised significant angel and venture capital investment.

Genesis is a 12-month, full time, rapid incubation programme that provides a comprehensive range of supports to innovative start-ups to help them establish their business successfully in a planned and focused environment. Over the duration of the programme successful recruits will be presented with the practical skills, expertise, contact networks and tools, necessary to develop an idea into a solid real business.

Participants learn through seminars, workshops, clinics, mentoring and peer learning meetings. Business milestones are set for development and progress is guided by a dedicated Programme Manager, Denise Kennedy, and the experienced Rubicon team and its wider network of experts, as well as programme partners including Cork Institute of Technology, Enterprise Ireland and the Cork City & County Enterprise Boards. Along the way, participants learn how to talk to the market, raise investment capital and launch their product/service. Information and access to sources of business funding is one of the most critical areas.

The closing date for applications is Friday 8th April 2011 and the new programme commences in May. For an informal and confidential discussion of your business idea and eligibility, please contact Denise Kennedy, Programme Manager, at 021 4928907/087 2218562 or visit [www.genp.ie](http://www.genp.ie)

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