PROGRAMME TITLE: # IDEAS GENERATION WORKSHOP

IS YOUR BUSINESS IDEA VIABLE?

AIM: To help you understand what makes a good business idea and how to check if it can work for you.

LEARNING OUTCOMES

- ✓ Learn approaches to identify viable business ideas
- ✓ Understand how to make sure your business can pay the bills
- ✓ Learn how to expand and develop your ideas
- ✓ Evaluate your idea in relation to the real world and its sustainability
- ✓ Get an introduction to basic planning and research to test your idea

THE PROGRAMME COVERS:

- Overview of idea generation techniques for new products and services
- Methodologies for evaluating and selecting the most promising idea
- Introduction to basic planning, research and testing your idea

Dates: **Wednesday, 4th November 2026**

Time: **10am to 1pm**

Venue: **Limerick City Library, Barrow House, Michael St, Prior's-Land, Limerick, V94 RF63**

Cost: **Free of Charge**

Trainer: **Maeve O'Connell, Bluestone Business Advisory Services Ltd** - *Maeve O'Connell is a seasoned business consultant with over 30 years of experience. She mentors early-stage entrepreneurs and lectures at the University of Limerick, combining academic insight with practical expertise to help students turn business ideas into reality.*

Bookings can be made via email to Joanna at jbielinska@limerickcitypartnership.ie or by calling 061 - 419388

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