



# FOOD WORKS

*CREATING GLOBAL FOOD ENTREPRENEURS*

**Eileen Bentley**

23.01.13

**Bord Bia**  
Irish Food Board

**ENTERPRISE**  
IRELAND

**Teagasc**  
AGRICULTURE AND FOOD DEVELOPMENT AUTHORITY

# The Challenge

- No Capital Support
- Contracting Domestic Market
- Cost of Entry in Exports is high



# Pathways for Growth



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Origin Green

Entrepreneurship

Education

Innovation

Co-operation



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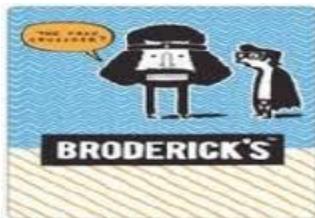
# FOOD WORKS

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**FOOD WORKS**  
CREATING GLOBAL FOOD ENTREPRENEURS

**BFree**  
Be Wheat & Gluten Free®



*Lily O'Briens*



  
**COOLEY**  
DISTILLERY  
The Independent Spirit of Ireland



**CULLY & SULLY**



  
**JACOB**  
**FRUITFIELD**  
Food Group



**celtic**  
**pure**  
Soft days. Bottled.

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# What's needed

- Mentoring
- Direction
- Access  
*and, most of all,*
- Networking

*Lily O'Briens*



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# The Food Works Programme



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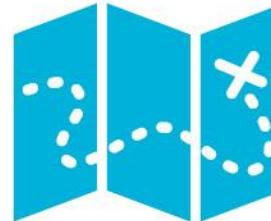
1.  
PLAN  
YOUR PATH



2.  
IMMERSE  
YOURSELF



3.  
BOOK  
YOUR PLACE



4.  
TAKE YOUR  
FIRST STEPS



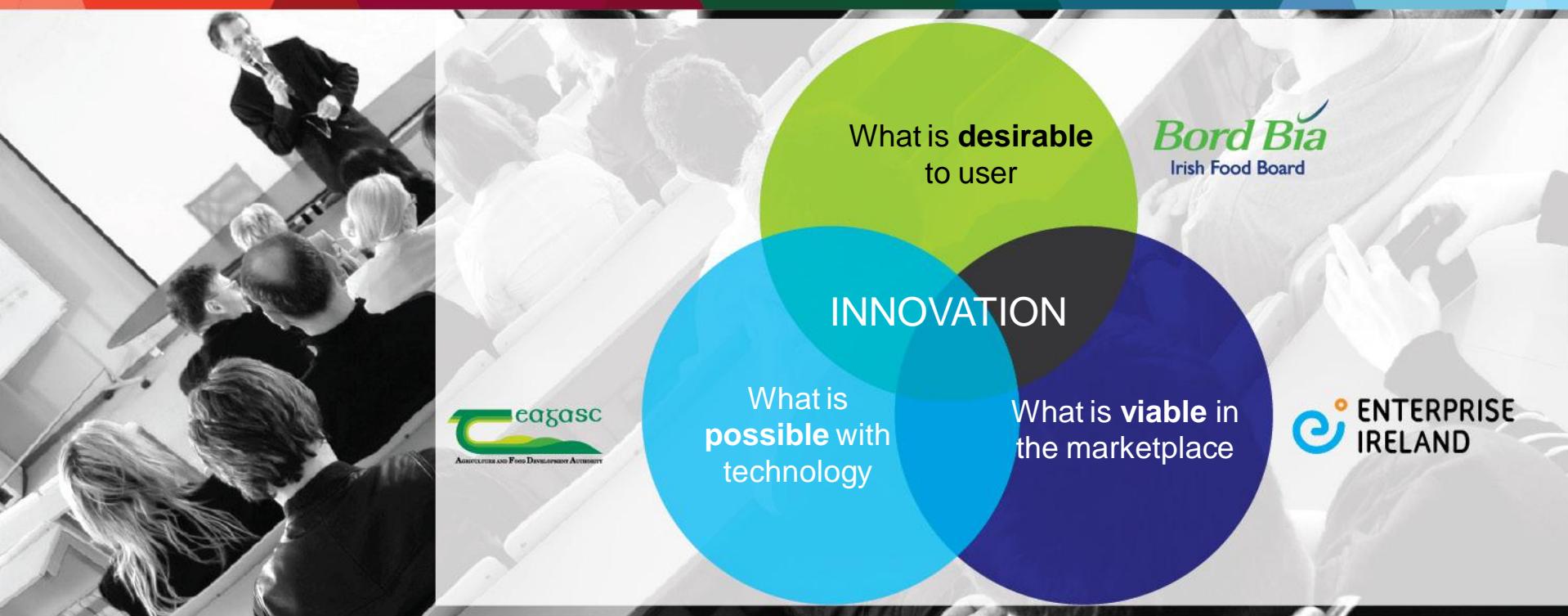
5.  
BEGIN YOUR  
VENTURE



## 2. IMMERSE YOURSELF



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### 3. BOOK YOUR PLACE



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- Promoter, Team, relevant experience and capability to deliver on business plan through the programme
- Scalable Export Market Potential of the Product
- Innovation/unique product with consumer need
- Access to resources to fund the business plan
- Road Map
- See [www.foodworksireland.ie](http://www.foodworksireland.ie) for 2013 application details



# THE GOAL



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- Feasibility complete
- Consumer validated
- Business plan
- Production plan
- Resources – human and financial

# Journey After Food Works



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- EI High Potential Start Up Unit
- Angel fund investment
- Retailer collaboration
- Partnership with Teagasc
- Bord Bia overseas network



GROWTH DRIVE  
DREAMS  
INNOVATION  
OPPORTUNITIES  
UNIQUE  
AMBITION



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**Thank you**

[www.foodworksireland.ie](http://www.foodworksireland.ie)

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