



BACK FOR BUSINESS

FOSTERING ENTREPRENEURIAL
ACTIVITY AMONG RETURNED
IRISH EMIGRANTS



Government of Ireland
Emigrant Support Programme



An Roinn Gnóthaí Eachtracha
Department of Foreign Affairs

This innovative initiative is funded through the Government of Ireland's Emigrant Support Programme

BACK FOR BUSINESS

'Back for Business has been invaluable for my business since returning home. I highly recommend the programme and strongly encourage recently returned entrepreneurs to apply'.

Kevin Finn, *KF Physio*



ABOUT BACK FOR BUSINESS

Back for Business is an initiative to foster and support entrepreneurial activity among returned emigrants or those returning to live in Ireland. The development programme is aimed at assisting them to start and develop a business. It addresses the challenges that all early stage entrepreneurs face, with a particular focus on the additional barriers and challenges faced by those who have been out of the country for some time.

Back for Business is based on a model of peer support, entrepreneurs supporting entrepreneurs. This approach is well proven as being effective in bringing about increased motivation and confidence among entrepreneurs and having a positive impact on the development of their new business.

The initiative, now in its fifth year, will be run over five months part-time, from February to June 2022. It provides the opportunity for up to 40 committed early-stage entrepreneurs from across the country to take part.

Back for Business has been developed and is delivered by Fitzsimons Consulting. Thanks to the support of the Department of Foreign Affairs and the voluntary contribution of time by the Lead Entrepreneurs, there is no charge to those who are selected to participate.

I can't recommend Back for Business enough, the training and support received over the last six months has been a game changer for my business.

Patrice Butler,
Fifo Capital



WHO IS IT FOR?

Back for Business is for returned emigrants who have lived abroad for at least a year and have returned to Ireland within the last three years, or those currently living abroad who are planning to return to live in Ireland in the near future.

Their experience of living and working abroad will often bring significant advantages for starting a business, such as having a strong network of international contacts, fluency in foreign languages and greater cultural understanding of foreign markets.

Suitable applicants will be (i) those who have recently started a new business in Ireland, either on their own or with another business partner; (ii) are at an advanced stage of setting up a business and expect to generate sales in the next 12 months; or (iii) are becoming/have become entrepreneurs through the acquisition of an existing business. If the business is newly established, it will not have generated sales before 2019. If acquired, it will not have been acquired before this date.

In respect of the business whether new or acquired, the returned emigrant will be a major shareholder and key decision maker in the venture. Furthermore, they will have the ambition and expectation of becoming an employer of others within three years. There is no restriction on the sector in which the new business is focussed.

HOW TO APPLY

Those interested in participating in the next Back for Business cycle should register their interest on www.backforbusiness.com in the first instance and they will be sent a link to the application form by email.

If there is any difficulty registering online, please phone us on (+353) 1 8450770 or email us on info@backforbusiness.com

Closing date for receipt of completed application forms is 15 FEBRUARY 2022.

The biggest thing I got from Back for Business was reassurance. Being able to converse with other people who were having the same struggles as you was great.

Cian Branagan,
ForeFront Sports Management



ALL PROGRAMME ARRANGEMENTS WILL TAKE FULL ACCOUNT OF GOVERNMENT GUIDELINES AND PROTOCOLS AND WILL BE SUFFICIENTLY FLEXIBLE TO DELIVER A QUALITY PROGRAMME APPROPRIATE TO PREVAILING CIRCUMSTANCES.



Coronavirus
COVID-19
Public Health
Advice

SELECTION PROCESS

There are usually many more applications from those wishing to participate on a cycle of Back for Business than there are places available. Accordingly, the selection process is competitive. The Lead Entrepreneurs are central to the selection of successful candidates. They seek those who are prepared to fully engage with the initiative over its five months duration; demonstrate a determination to advance their fledging businesses; are prepared to work hard in pursuit of their entrepreneurial goals; and expect to become employers.

There are up to 40 places available for Back for Business 5.

The application process is straightforward, however. No interview or pitch is involved. The Lead Entrepreneurs will meet after the closing date in February to assess the applications received and candidates will be notified shortly afterwards.

WHAT'S INVOLVED?

The Back for Business initiative is a tailored entrepreneurial development programme. It is based on peer support – entrepreneurs supporting entrepreneurs.

The applied learning model involves a series of round table interactive sessions that are facilitated by volunteer Lead Entrepreneurs, who have experience of successfully starting and growing a business. The sessions are focused on the achievement of goals and milestones and the exploration of relevant themes. The Lead Entrepreneurs will work with groups of about eight participants each in a series of round table sessions, supporting them to address the challenges they face in starting, developing and positioning their business for sustainability and growth.

The cycle will start with a Launch Forum on 28 February 2022 held in Dublin or remotely, depending on prevailing conditions.

Participants will then meet with their groups and Lead Entrepreneurs in five separate round table sessions between February and June. All sessions will be held either remotely or at a location convenient to the Lead Entrepreneur. The dates and locations of these three and a half hour sessions will be agreed with the Lead Entrepreneur on the first day.

KPMG will facilitate, on a voluntary basis, a number of workshops for selected participants, as well as for those in the Back for Business community.

A workshop will also be organised which will provide an opportunity for participants to hear from representatives of the development agencies about the various supports available.

Selected candidates are expected to attend all events.

The roundtable sessions provided me and my business with accountability, support, peer-to-peer learning and invaluable mentorship from the Lead Entrepreneurs.

Barry Prost, Yala



Areas covered in the course of the programme will include: Establishing Good Foundations; Knowing and Reaching Your Customer; Funding, KPIs and Financial Management, and Roadmap to Progress your Business.

Developing new networks on their return to Ireland is a key challenge for returned and returning emigrants. Accordingly, whenever possible, we will provide networking opportunities to participants. In addition, participants will be offered free membership of the Irish International Business Network (IIBN) for 2022.

The cycle will finish with a celebration in June 2022, held either remotely or in Dublin depending on prevailing conditions.

If you have any queries contact info@backforbusiness.com or phone (+353) 1 8450770.

THE BENEFITS

Back for Business participants will:

- Have a strong network of peers and role models from whom to draw inspiration and guidance.
- Have a reduced sense of isolation.
- Experience the benefits of 'good' peer pressure.
- Be motivated and have increased confidence to execute their plans for their business.
- Have a SMART Action Plan for their business, setting out a six-month roadmap to move the new business forward.
- Have practical ideas and solutions to help them overcome key challenges facing them as they settle back into Ireland and start their new business.
- Have a repository of information about supports, which may be available to their business.
- Have free membership of the Irish International Business Network (IIBN) for 2022.

THE LEAD ENTREPRENEURS

The Lead Entrepreneurs who facilitate the round table sessions are the backbone of the Back for Business initiative. They are not, and cannot be, experts in every area of business, but they bring valuable and personal experience of starting and growing a business. Several of them have returned to Ireland having lived abroad for a number of years before starting or acquiring their own business.

They believe strongly in the principle of entrepreneurs supporting entrepreneurs and are giving their time on a voluntary basis. Their open and full involvement gives the participants an opportunity to get to know and learn from successful role models and to benefit from their wide and varied entrepreneurial experience.



ÁINE DENN

A technology entrepreneur and advisor, Áine is adept at the art and science of B2B selling. In 2005 Áine co-founded Altify (now Upland Altify), a leading Customer Revenue Optimization (CRO) cloud solution for sales and extended revenue teams. Áine has exited the company to pursue other interests. Áine's insight is informed by many years' experience in enterprise software, business development, operations and customer engagement. Prior to Altify, Áine served in senior executive and board director positions in public and private companies, including The SCO Group, NewworldIQ, Prudential UK and Accenture. Áine believes in adding value to growing companies, while investing in people and being kind.



HEATHER REYNOLDS

Heather Reynolds was the CEO and co-founder of Eishtec DAC, an indigenous company established in 2011 which peaked at 1700 employees and was acquired by Infosys in 2019. Heather left Infosys in 2020 to seek alternative career opportunities.

Heather has over 25 years industry experience in the services sector across a number of Blue Chip organisations including KAO Corporation, AOL Inc, Dell UK and TalkTalk Group. She has a history in formulation and deployment of successful strategies based on a clear focus of creating high performance teams to drive innovation, customer focus and strong governance. Heather holds a Business Degree and an Executive MBA.



PAUL DUGGAN

Paul Duggan graduated from University College Dublin with a BE in Mechanical Engineering in 1980 and an MBA in 1986. He was awarded an MSC in Coaching and Behavioral Change from Henley Business School in 2017 and a Certificate in Board Dynamics from the Tavistock Institute in 2018. Now based in Dublin, he has lived and worked in Japan and the USA, and has wide experience of international business.

Wishing to have his own business, Paul took the opportunity to lead the acquisition of the Gardiner Group in 2003. Over that time as CEO, he has grown and expanded the group and brought it into new sectors and markets in Ireland and the UK. Paul continues to serve as an advisor and non-executive director to several private companies – for-profit and not for profit.



SEAMUS REILLY

Seamus Reilly co-founded Critical Healthcare Limited, a leader in the Emergency Services market, providing healthcare solutions that enables their customers to do what they do best, deliver patient care at the front line. As a successful entrepreneur, Seamus has a wealth of knowledge ranging from organic growth, transformational change and new product development, to acquisition strategies in domestic and export markets. Seamus has an understanding of the challenges and risks involved in breaking into export markets as well as having practical solutions that enable ambitious companies to succeed. An alumni of Enterprise Irelands' prestigious 'Leadership 4 Growth' program, Seamus has successfully recently sold his second Healthcare business.



THOMAS ENNIS

Thomas Ennis, founder and CEO of the Thomas Ennis group, is an award-winning Irish retailer, recognised for his innovative approach to convenience food. Thomas has over 30 years' experience working in all aspects of Irish food retailing. He headed up Superquinn's foray into the convenience world - Superquinn Select, before opening his first store in 2005, the award-winning flagship Spar on Merrion Row, Dublin. Since then Thomas has opened eleven more stores spread across Convenience, Forecourts and Artisan Delicatessens. He currently employs over 200 and is committed to staff development, with his senior management team recruited internally. Seeking to be continually innovative in the food offerings within his stores, Thomas has welcomed Irish franchises into the stores.

ABOUT FITZSIMONS CONSULTING

Fitzsimons Consulting (www.fitzsimons-consulting.ie) specialises in areas related to entrepreneurship and growth. Paula Fitzsimons, founder and managing director of Fitzsimons Consulting, is a recognised expert on entrepreneurship. She has been the national coordinator for GEM (Global Entrepreneurship Monitor) for Ireland since 2000, a former President of the consortium of GEM national teams, and a former Director of GERA, the governing body for the Global Entrepreneurship Research Association.

Fitzsimons Consulting has been central to the design and development of award winning initiatives which focused on specific demographic groups to maximise their entrepreneurial potential: Going for Growth, supported by Enterprise Ireland and KPMG (www.goingforgrowth.com) and ACORNS, supported by the Department of Agriculture Food and the Marine (www.acorns.ie), among others. Fitzsimons Consulting developed and delivers Back for Business in response to an open call by the Department of Foreign Affairs.

Paula Fitzsimons was appointed by the Tánaiste, Leo Varadkar TD, Minister for Enterprise, Trade and Employment, to the SME Growth Taskforce in 2020. Paula is also on the advisory panel for WEgate, an EU initiative.

Fitzsimons Consulting is most grateful to KPMG who on a voluntary basis are hosting and facilitating workshops on Finance, Tax and KPIs for participants of Back for Business.



CONTACT US: Email: info@backforbusiness.com or Tel: (+353) 1 845 0770
Fitzsimons Consulting, 6 James's Terrace, Malahide, Co. Dublin, K36 Y972 Ireland.

PREVIOUS PARTICIPANTS

Following the successful completion of four cycles of Back for Business, the Department of Foreign Affairs is once again supporting the initiative in its drive to promote entrepreneurial activity among the community of returned and returning emigrants.

Thirty-nine participants completed Back for Business 4. They had spent an average of seven years out of Ireland. Networking and re-establishing contacts was the barrier most frequently cited by applicants, when asked to identify what for them constituted the main barriers that posed a challenge to them returning from abroad to develop a business in Ireland. This barrier is very unique to this group of entrepreneurs.

In recognition of this situation, the Department of Foreign Affairs, through Back for Business, is making available membership of the Irish International Business Network (IIBN) for a year to each of those selected for Back for Business 5. A Back for Business Community is also being established for previous participants to continue their developmental growth and facilitate them networking with each other.

The progress made by participants over the course of the programme gives a flavour of their experience and of their progress.

- All who completed Back for Business 4 were very positive in their end of cycle feedback. Virtually all felt nearer to achieving their ambitions and would recommend the programme to others.
- At the start of the cycle, 76% were pre-revenue. Over the course of the programme a further eleven began to trade. At the end of the cycle more than half were trading (57%) with others planning to generate sales in the coming months.
- By the end of the cycle, the combined turnover of the group had increased by 168% and there were 35 more employees.
- One of the advantages of time spent out of Ireland is contacts developed internationally. At the start of Back for Business three of the participants already had some export sales. There were a further ten first time exporters over the course of the cycle. The strong export orientation is evident with the majority expecting to have customers in export markets in three years time.

Seven previous participants also took part in a Further Development cycle with round table sessions facilitated by a Lead Entrepreneur. The feedback from this group was extremely positive given the circumstances. Over the six-month cycle, participants reported a combined increase in their turnover of just over €1million. There was one new exporter and four more employees at the end of the cycle.



Back for Business former participants Barra Kelly, SHD Chartered Engineers and Shane Bourke, Irish Office Space with Áine Denn, Lead Entrepreneur

The group gave me the confidence and the bigger picture thinking to start planning a little bit quicker and a little bit bigger.

Rosie Joyce,
The Habit Store



It's a great programme that brings together returning entrepreneurs with strong aspirations to grow their businesses in Ireland. The format enables sharing of experiences and challenges to help business growth.

Tom O'Brien, Sprintmodo



SPONSORS

The Back for Business initiative is funded by the Department of Foreign Affairs. Its objective is to encourage a greater level of entrepreneurial development among emigrants who have recently returned or are returning to live in Ireland in the near future. Following a competitive tendering process, the Back for Business initiative, as developed by Fitzsimons Consulting, was selected as most suitable to achieve the stated objectives. It is designed to positively and effectively tap into the entrepreneurial talent of returned and returning emigrants and to equip these early stage entrepreneurs with the knowledge, confidence and networks to successfully start and develop sustainable businesses.



Welcoming the return of Back for Business, Minister Coveney said: “I welcome the launch of a new round of the Back for Business programme. My Department’s continued funding of this initiative is an important contribution in supporting the entrepreneurial skills of our well-educated and well-connected returning Diaspora. Their experience of working and living internationally, assisted by the Back for Business programme, can bring the benefits of new investment and employment opportunities across Ireland”.

SIMON COVENEY TD
MINISTER FOR FOREIGN AFFAIRS



“The Government is committed to supporting our citizens who are coming back to Ireland. Returning emigrants bring a wealth of experience and ideas and I welcome the contribution they can make to our national prosperity. Back for Business has been a great success in recent years in supporting businesses being started by returning emigrants throughout Ireland. Past participants have made significant progress and I am proud of their achievements. Their new businesses generate economic activity and additional employment across the country. I welcome the establishment of a Back for Business Community offering additional support to past participants to further develop their new enterprises. Back for Business presents a great opportunity for Irish citizens returning to Ireland who wish to tap into their entrepreneurial potential. I would encourage all those eligible to apply.”

COLM BROPHY TD
MINISTER OF STATE FOR OVERSEAS DEVELOPMENT AID AND DIASPORA

‘I was delighted to have been part of the Back for Business cohort. It’s an extremely useful initiative for all returning emigrants’.

Shayne Murphy,
SDM Performance



‘Back for Business gives you real practical insights that you put in place in your business plan and that will have an impact. In addition, the network of Back for Business is absolutely invaluable’.

Kayleigh Breen, *The Wedding Wizard*





BACK FOR BUSINESS

• **BACK FOR BUSINESS**
• Fitzsimons Consulting
• 6 James Terrace
• Malahide
• Co Dublin
• T: +353 1 8450770
• info@backforbusiness.com
• www.backforbusiness.com
• [@backforbusiness](https://www.instagram.com/backforbusiness)
• **DATE: JANUARY 2022**