



QUESTUM

Stress Test The Business Idea

A Business Idea?

A Dream of Becoming Self-Employed?

An Ambition to Transform/ Grow an Existing Business?

YES

This Programme is for you!

Stress Test the Business Idea is a new and exciting addition to the training and development calendar at Questum. A modern business development programme, Stress Test The Business Idea takes the latest concepts, models and advancements to ensure that participants have the practical tools with which to:

- ◆ Stress Test a Business Idea.
- ◆ Assess Commercial Viability.
- ◆ Navigate the Business Support Landscape.
- ◆ Evaluate, using Design Thinking.
- ◆ Build a Peer Network .
- ◆ Determine an Action Plan .

This is an applied contemporary programme not to be missed!

DETAILS

Dates: Available Upon Request

Time: 6pm– 9pm

Duration: 5 x Evening Workshops

Venue: Questum, Clonmel

Cost: Questum gratefully acknowledges the financial support provided by Limerick Institute of Technology. Because of this generous support, there is no cost to participants!!

To Apply: email Derek Blackweir on derek.blackweir@lit.ie



Overview

Evening 1

Lean Start-Up & Design Thinking : Prove the Idea can work as a concept

Evening 2

Financial Viability : Show Me the Money

Evening 3

Challenge the Idea—Market Research: Passion vs. Realism

Evening 4

Business Planning: The Fundamentals

Evening 5

Implementation: Take Action