



## Stress Test the Business Idea

**Where:** Questum, An LIT Enterprise Acceleration & Research Centre, Clonmel, Tipperary

**Duration:** 5 Evening Workshops

**Dates:** November 21<sup>st</sup> to 25<sup>th</sup> 2016

**Time:** 6-9pm

**Cost:** Free

**Entry Requirements:** Serious about testing out an idea. Not just for startups. SMEs & Students welcome

**Register with**

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'The Stress Test' is a new exciting programme coming for the first time to QUESTUM in Clonmel, Tipperary's first Enterprise Acceleration & Research Centre. QUESTUM aims to support the development and growth of emerging international businesses. A modern business development programme, 'The Stress Test' takes the latest concepts, models and start-up thinking to ensure that participants have the practical tools with which to run the following tests:

### Test 1: Do you have a viable business idea?

We will share tools with you to help develop the idea/product/service or find the opportunities as well as see where there is or isn't an opportunity for your idea

### Test 2: Do you know the industry/market/customer?

Understanding your core stakeholders and customers will help you develop a better product/service as well as help you to develop a strategy

### Test 3: Do you have a viable strategy?

Including how will you get your product to market?

### Test 4: Who will build it?

Including MVP and low fidelity testing

### Test 5: Can you communicate your value to your target customers/ partners/ Investors?

The value proposition, the pitch!

### Test 6: Can it be funded?

An introduction to key State supports, Business Angels and VC's

### Test 7: Can you hack it?

What does it take to launch a business or new product/service/

