

WILL  
THIS  
BE  
YOUR  
YEAR?



### **Will this be your year?**

The David Manley Awards are run and managed by a diverse group of companies and individuals who have come together to support the ideas and qualities of a man who left his mark on the world.

David Manley had a 'can do' attitude to his life and his work, and gave his time to support and encourage others on their road to success, whether that be in business, in a social enterprise or within the arts. He challenged those around him, and was ambitious, passionate and full of endless ideas and curiosity.

This unique award programme run in David's memory, rewards emerging arts, business and social entrepreneurs with the 'Gift of Time' from some of the country's leading experts in key business fields.

The only award of its kind, the David Manley Emerging Entrepreneur Awards work with enterprise support programmes, Business to Arts and Social Entrepreneurs Ireland to identify a Business Entrepreneur, an Arts Entrepreneur and a Social Entrepreneur to go forward to vie for the David Manley Emerging Entrepreneur Award 2010.

The overall winner will receive over €100,000 worth of services and support, along with €10,000 in cash. Each of the 2 runners up receive €1,000 in cash, and all 9 shortlisted entrants (3 from each category) receive mentoring support and access to financial and administrative software.

The Award was established in 2003 and past winners include RendezVu, Camara, EirGen Pharma, Emergent Events, Innerworkings, Moving Media and Swiftxt.

Each year our Jury Panel works to find the entrepreneurs that will excite and inspire our sponsors, who will be delivering the services to them.

The support network built up for the winners includes :

#### **Business & Finance**

Profile and Advertising

#### **Dublin Chamber of Commerce**

Corporate Membership & Support Services

#### **Enterprise Ireland**

##### **Mentor Network**

Mentoring Support

#### **gbc Public Relations**

PR Strategy

#### **Image Now**

Corporate Identity and Brand Management

#### **IslandBridge**

Brand Direction

#### **Karan Thompson Consulting**

Innovation Coaching

#### **Mason Hayes+Curran**

Legal Advice

#### **Newmarket Consulting**

Marketing, Business and Strategic Planning

#### **Newmarket Partnership**

Finance and Management Consultancy; Audit and Tax Advice

#### **Pigsback.com**

Online Campaigns

#### **Thesaurus Software**

Payroll and Accounts Software

## Application Procedure

Being that the David Manley Awards are made up of companies and individuals who give their time to help and support emerging entrepreneurs in the spirit that David Manley did, it is important that the winning companies and individuals excite us and drive us to help them succeed.

The David Manley Emerging Entrepreneur Awards are open to all business / artists or arts organisations / social projects who are :

- Current participants in a business enterprise support programme run by an SME enterprise support agency (eg University, Inst of Technology, Business Innovation Centre or Enterprise Board).
- Affiliated to Business to Arts
- Part of the Social Entrepreneurs Ireland network

The organisation or individual applying should be at least one year in business, but not more than three years.

## How to Apply

We know that not all entrepreneurs are good at form filling, and as you're still emerging, we appreciate that you might not be confident about your business plan yet.

For these reasons, we're leaving the method of application up to you.

What we'd like is to gauge your vision, your passion and your ability. Below is a set of questions, which we'd like answered/covered in your application, whatever form that takes.

You might like to answer them all like a traditional questionnaire, or you are welcome to use your creativity and talent and give us the information in another format or medium. If you are sending a Word Document, please limit it to 3 pages of text; a Powerpoint Document to 10 slides; and a film piece of no more than 4 minutes. You choose.

- Tell us about your idea, project or organisation. Consider who it targets, why it's needed, what will it take to succeed.
- What is innovative or distinctive about your idea, project or approach?
- What have you and/or your organisation achieved up to now?
- How long have you been in operation, and what activities have already been put in place. If you are starting up, please give details of your launch/growth plans.
- What is the top priority for your organisation over the next two years?
- Describe who you are and what makes you an entrepreneur?
- What difference will receiving a David Manley Award make to you?

## CLOSING DATE : Tuesday 31 August 2010

During the first round of judging, you may be contacted for further information.

The first round of judging will identify a short-list of 3 in each category. Short-listed applicants will be contacted in mid-September and given 4 weeks to submit a fuller application for the final judging. All shortlisted applicants will be interviewed by the Jury Panel on 4/5 November for the final selection of the David Manley Emerging Entrepreneurs 2010.

The category winners will be notified in November 2010 and the David Manley Emerging Entrepreneur Awards 2010 will be announced and presented in January 2011.

## Judging Criteria

The criteria that will be taken into account are :

- Level of Innovation
  - Impact (financial / cultural / social)
  - Sustainability / long-term potential
  - Clear identification of opportunity
  - Identifying how product/service is distributed/accessed
  - Capability
  - Resources required going forward
- There will be three category winners chosen
- The David Manley Emerging Business Entrepreneur 2010
  - The David Manley Emerging Arts Entrepreneur 2010
  - The David Manley Emerging Social Entrepreneur 2010

There will be one overall winner chosen from these category winners: The David Manley Emerging Entrepreneur 2010

## Competition Rules

- The Awards are open to individuals and companies who have recently participated or are participating in an enterprise support programme run by an SME enterprise support agency or are affiliated to Business to Arts or Social Entrepreneurs Ireland.
- The award will be administered by the Friends of David Manley Committee.
- An independent Jury Panel will assess the entries and decide on the winners.
- Applicants should apply in the first instance to their enterprise support agency or Business to Arts or Social Entrepreneurs Ireland who will select the shortlist.
- All shortlisted applicants will be contacted in September and given 4 weeks to make a fuller submission.
- All shortlisted applicants will be interviewed by Jury Panel on 4/5 November.
- The decision of the Jury Panel is final and they will not enter into any discussion or correspondence about the results.
- The closing date for receipt of entries is Tuesday 31 August 2010.

Your application (in whatever form – hard or soft copy; dvd etc) should be submitted through the following organisations

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**Business Entrepreneurs in an Enterprise Support Programme should submit their applications via their nominating body:**

- CreativeD
- CORKBIC
- Digital Depot
- DIT
- Dublin Business Innovation Centre
- Dublin City Enterprise Board
- Dublin South Enterprise Board
- Dun Laoghaire Rathdown Enterprise Board
- Fingal County Enterprise Board
- Guinness Enterprise Centre
- ICELT
- Institute of Technology Blanchardstown
- Invent Centre, DCU
- M50 Enterprise Platform Programme
- NCI
- Nova UCD
- South East Business & Innovation Centre
- TCD Campus St James' Hospital
- TCD Enterprise Centre
- WESTBIC

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**Artists and Arts or Cultural Organisations should send their applications to:**

David Manley Emerging Entrepreneur Awards  
Business to Arts  
44 East Essex St  
Temple Bar  
Dublin 2

T: 01 672 5336  
E: [info@businesstoarts.ie](mailto:info@businesstoarts.ie)

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**Social Entrepreneurs should send their applications to:**

David Manley Emerging Entrepreneur Awards  
Social Entrepreneurs Ireland  
35 Barrow St  
Dublin 4

T: 01 631 6200  
E: [info@socialentrepreneurs.ie](mailto:info@socialentrepreneurs.ie)

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**Any general queries relating to the Awards should be directed to:**

David Manley Emerging Entrepreneur Awards,  
c/o Mitchell O'Gorman,  
G9 Calmount Park, Ballymount,  
Dublin 12.

T: 01 429 3600.  
E: [mitchell@newmarket.ie](mailto:mitchell@newmarket.ie)

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**The David Manley Emerging Entrepreneur Awards are supported by:**

Business to Arts  
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social  
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IRELAND