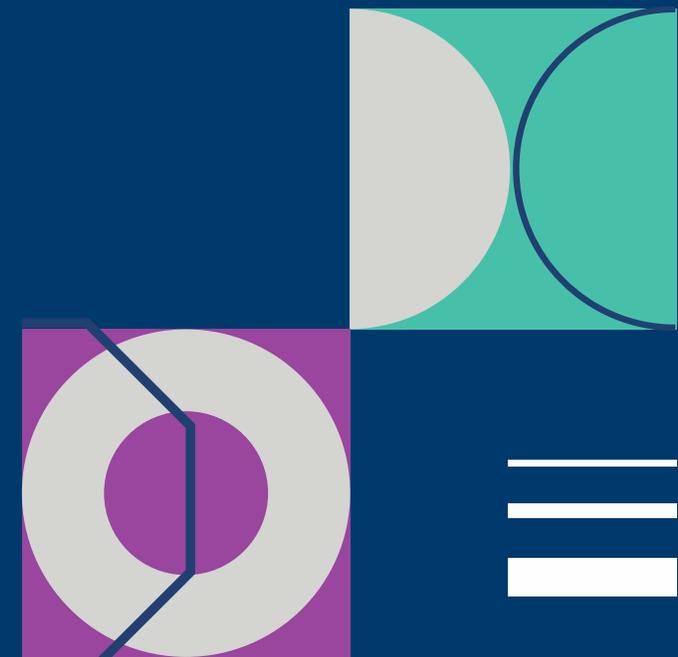


Food High Potential Start-Up (HPSU)

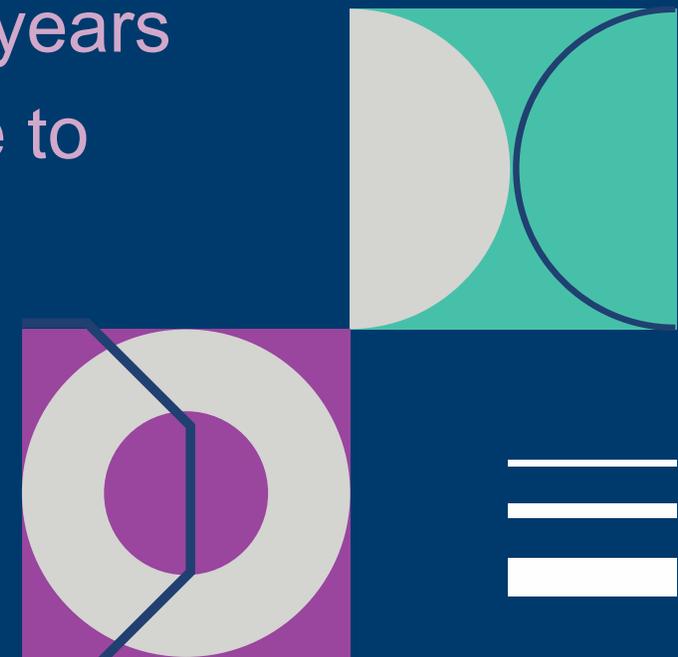
EI's Mission

*Accelerate the development of world-class Irish companies
to achieve leading positions in global markets*

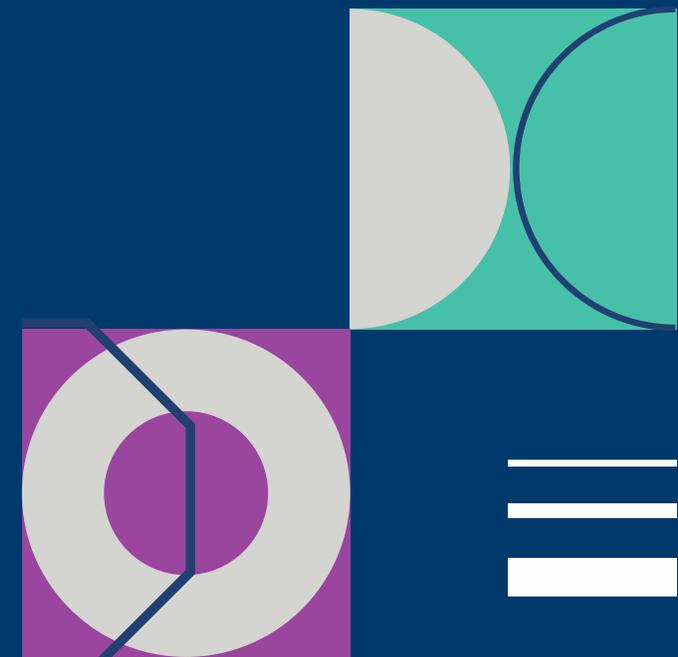
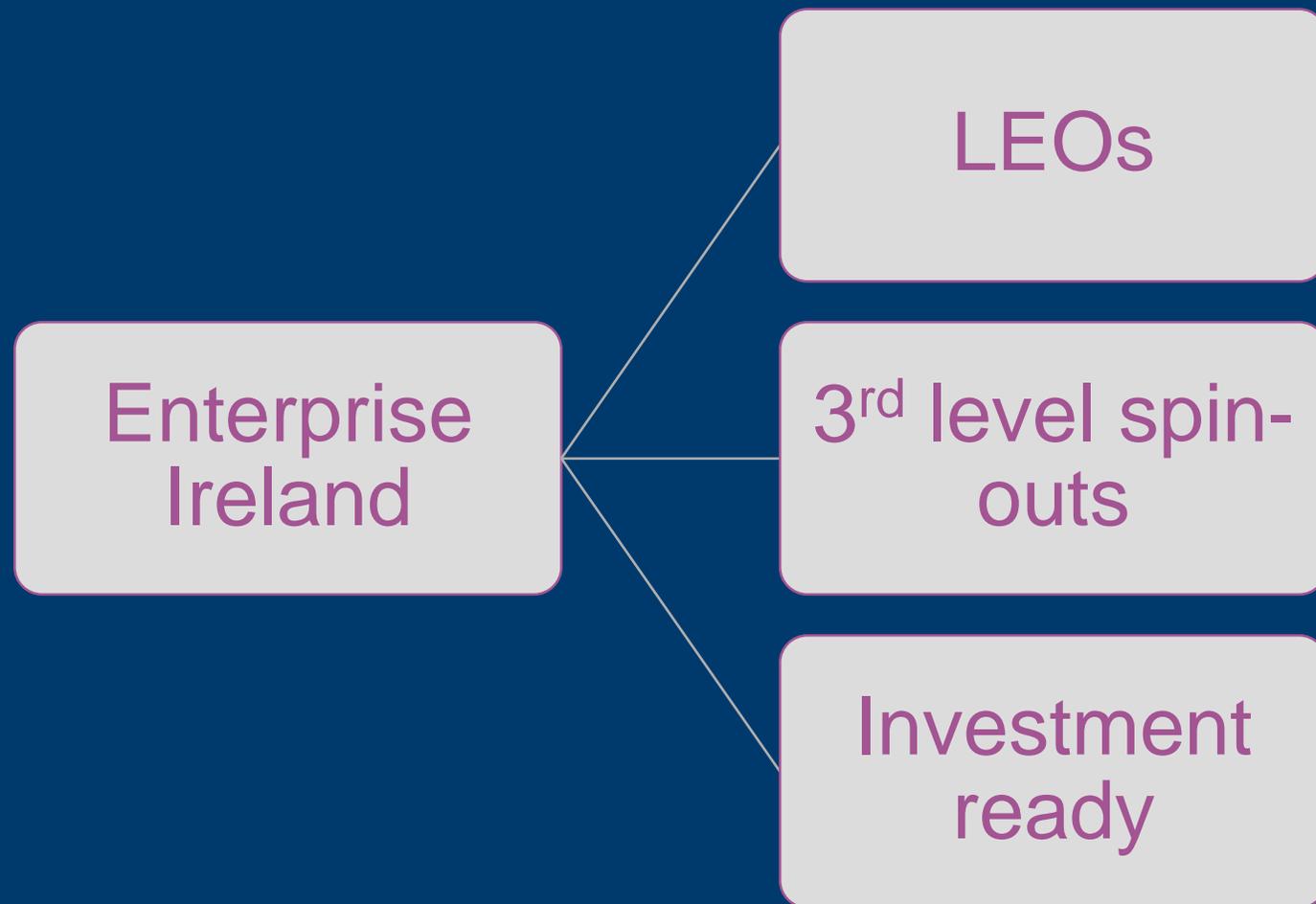


How is HPSU defined?

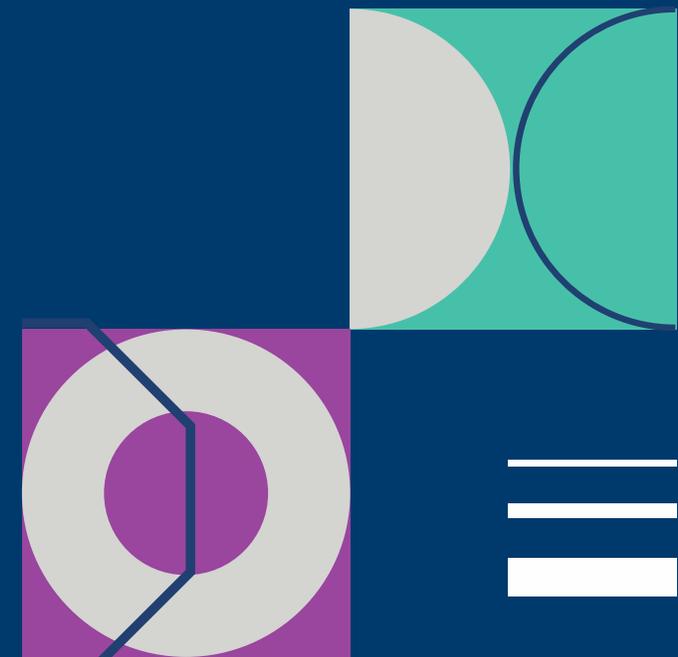
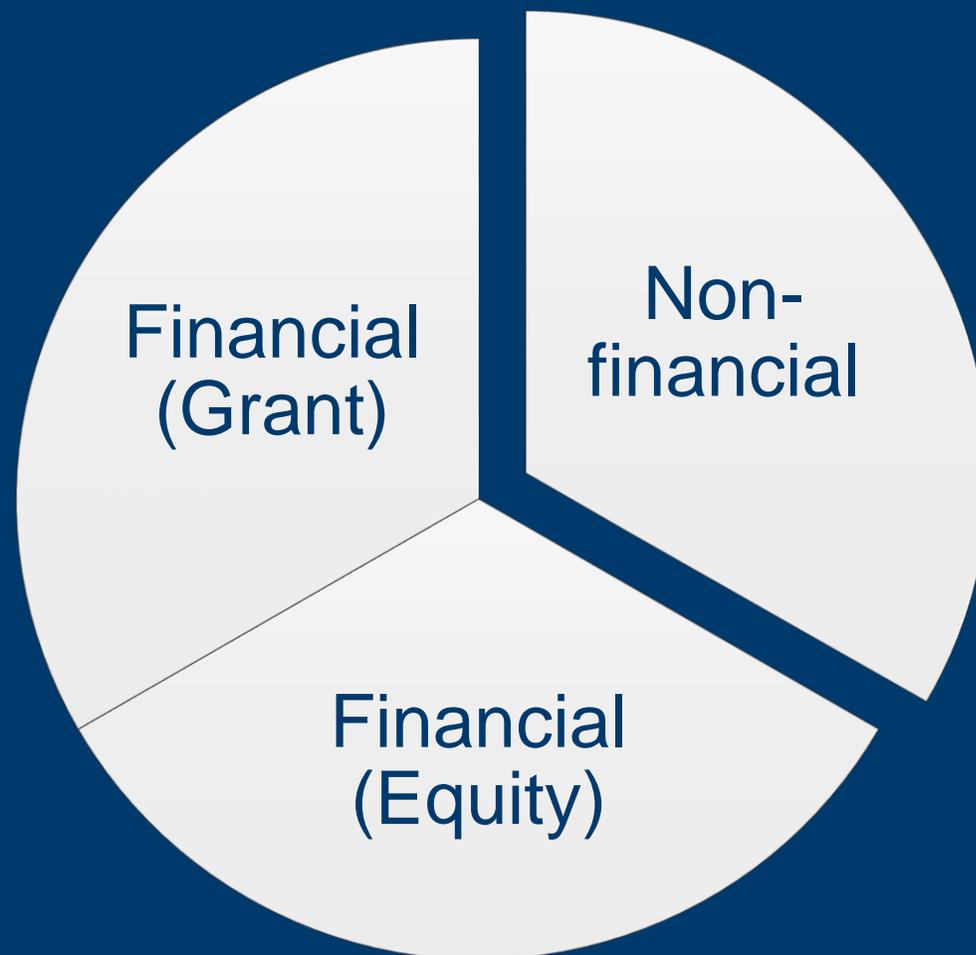
- + Less than 5 years old from the date of incorporation
- + Involved in manufacturing or internationally traded services
- + Headquartered and controlled in Ireland
- + Potential to create 10 Jobs and €1m in sales in 3 years
- + Introducing a new or innovative product or service to international markets



HPSU Client pipeline

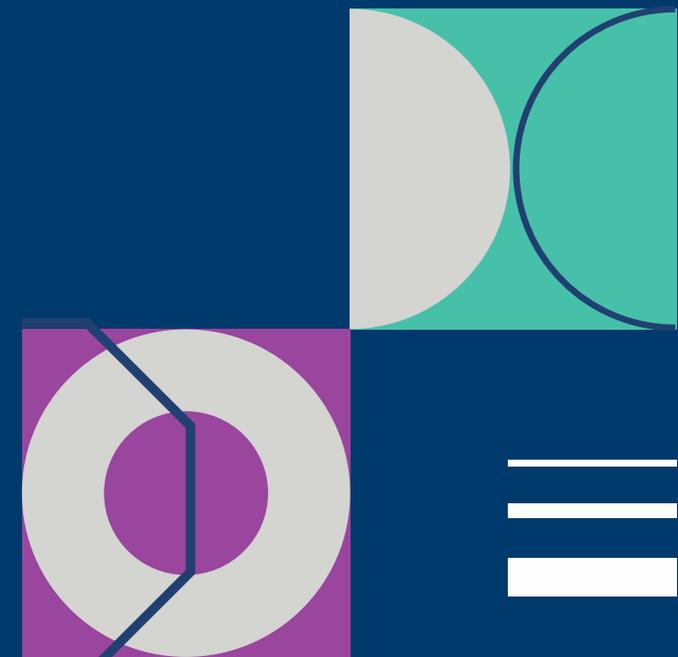


Enterprise Ireland Supports



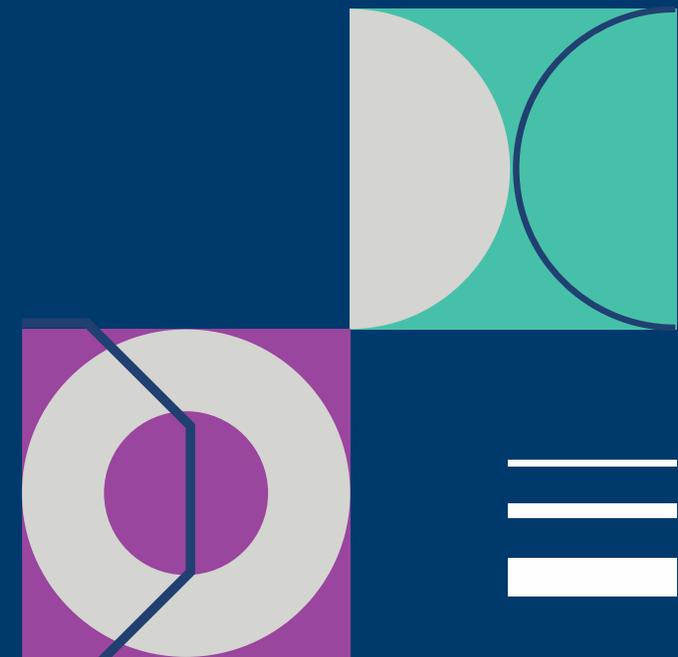
Non-financial supports

- + Advice on start-up ecosystem
- + Access to EI's Market Research Centre (MRC)
- + Mentoring
- + Management development and training
- + Sprint programme
- + Founders forum



Financial supports (Grants)

- + Feasibility grants
- + Strategic consultancy grant
- + Key manager grant
- + Green supports
- + Lean supports



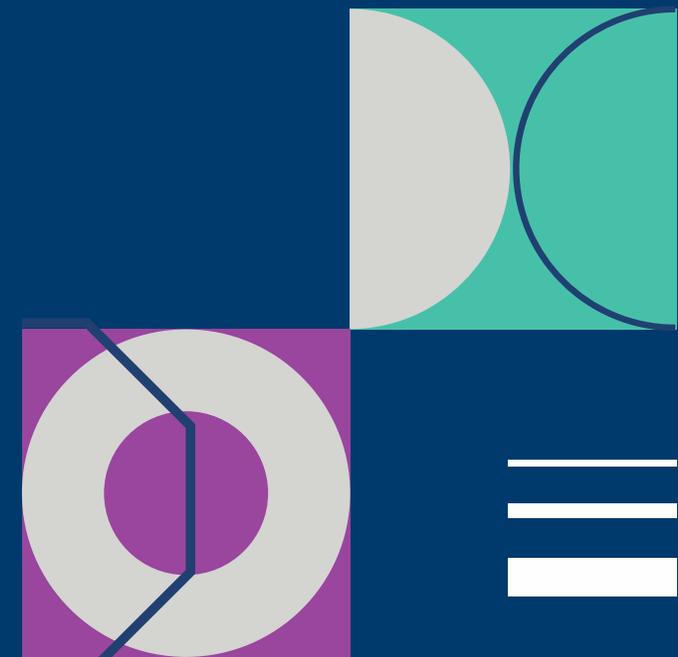
Financial supports (Equity)

+ Pre-Seed Start Fund

Support range: €50k or €100k

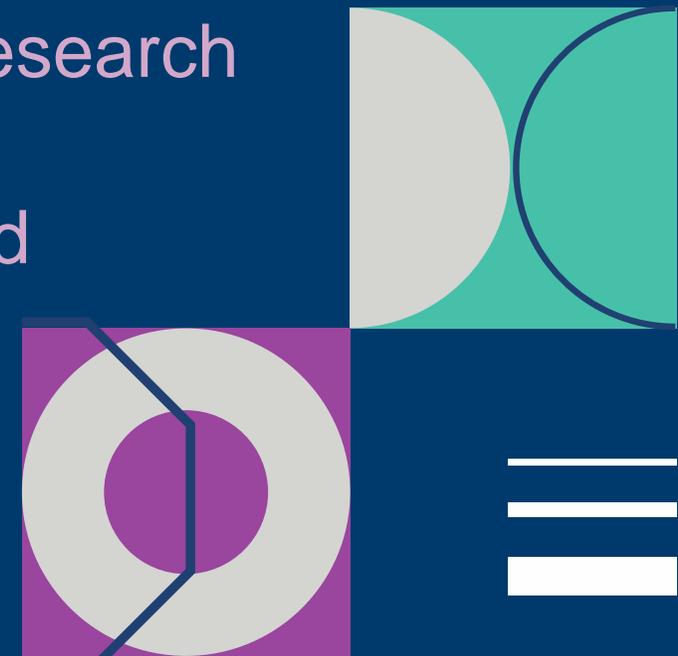
+ Innovative High Potential Start-up (iHPSU) Fund

Support range: determined by growth potential



2021 Review (Equity)

- + €28m invested by EI in 2021 across 125 start-ups
- + 82 HPSUs approved for over €18m in funding, and 24 of these were women-led
- + Of these 82 HPSUs, 11 emerged from academic research
- + Over €2m approved for 43 companies under the Competitive Start Fund, of which 16 are women-led

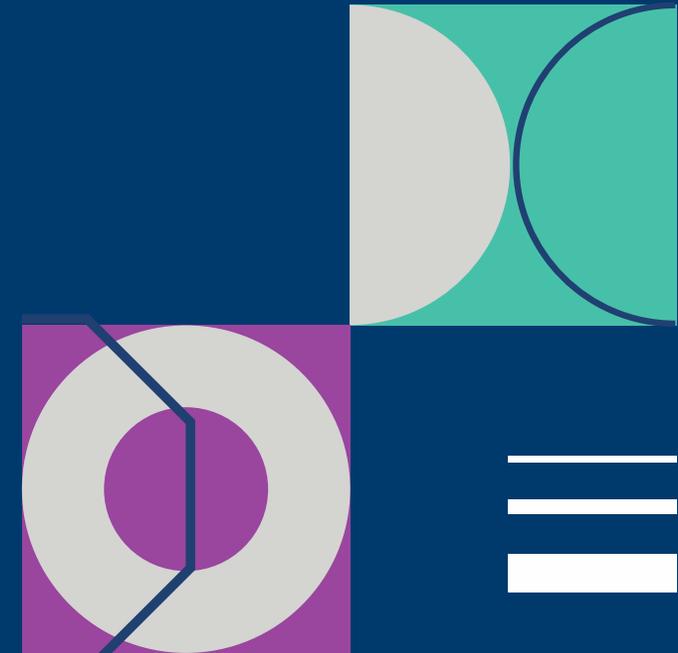
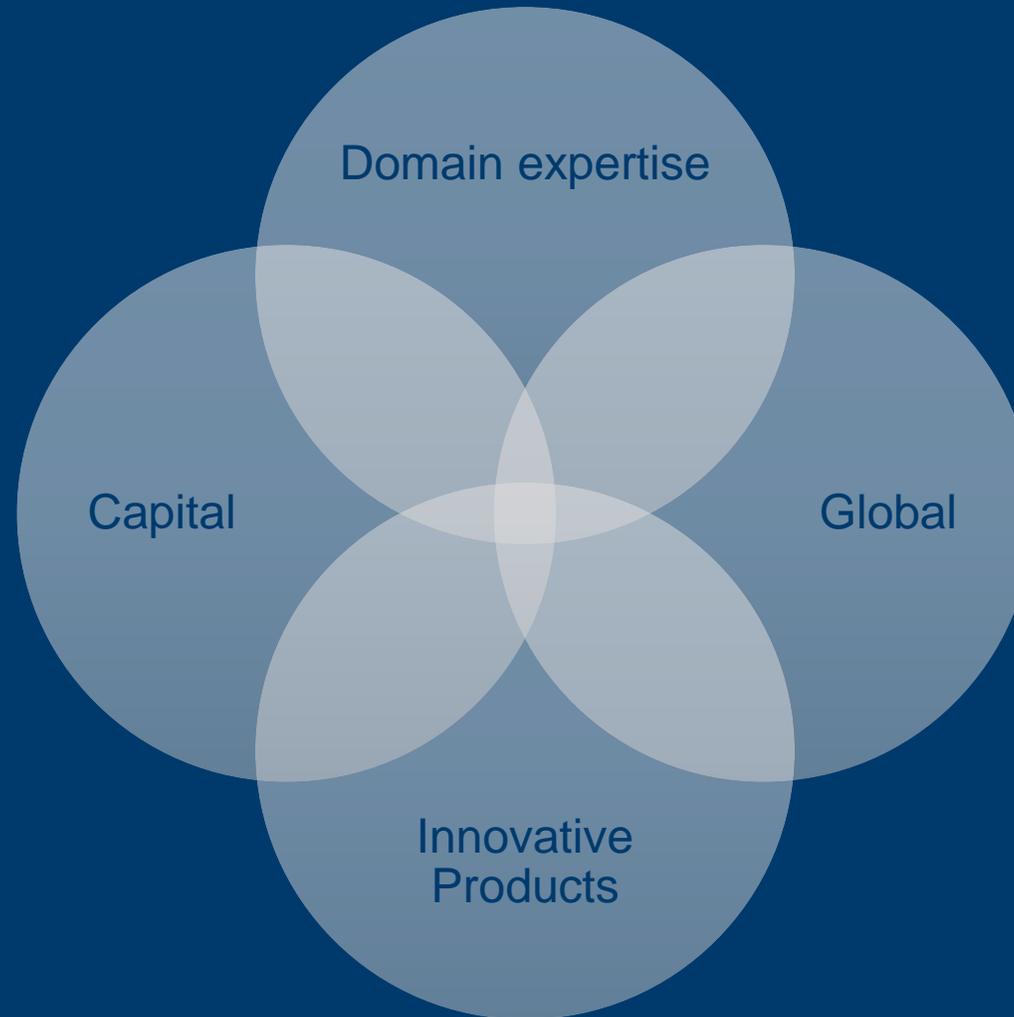


Some of
our current
Food
HPSU
Clients



*Food HPSU includes Food/Beverage/Animal Nutrition
Companies

Critical success factors



Food Works Programme

- + 10-month accelerator programme for Irish food and drink start-ups, to develop all areas of their business
- + Run by 3 state agencies; Bord Bia, Enterprise Ireland and Teagasc.
- + Complete the programme with an investor ready business plan, focused on scaling internationally.
- + €35k feasibility grant support



Food Works

BORD BIA
IRISH FOOD BOARD

 **ENTERPRISE
IRELAND**
where innovation means business

 **teagasc**
AGRICULTURE AND FOOD DEVELOPMENT AUTHORITY

WWW.StartInIreland.com

- ✦ Online resource for entrepreneurs & start ups
- ✦ Stage based signposting to appropriate supports in Irelands Ecosystem,
- ✦ Ongoing management and promotion with Ecosystem partners
- ✦ Ongoing Marketing to Target audiences



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