



Irish.Network

Business and Community Regeneration



Table of Contents

Section No.	Section	Page
1.	Executive Summary	3
2.	Irish.Network - Our Solution	4
3.	Irish.Network - Our Vision	5
4.	Why Irish.Network	6
5.	How will Irish.Network work	7
6.	What: Networking, Training & Education, Cost Saving	8
7.	CIT Group Ireland	11
8.	Where & When	13
9.	Marketing including Irish.Network Podcast	14
10.	Achievements to Date	16
11.	Unique Selling Points	17
12.	Appendix I, II	18



1. Executive Summary

Ireland continues to have development issues. Like in most countries, cities are getting bigger while rural areas i.e. small towns and local villages face depopulation.

Communication and partnerships, nationally and internationally, have helped many Irish businesses and communities to innovate and grow. However, identifying these partners can be a long and costly exercise.

Without Irish.Network, most of these opportunities will never realise their potential.

The 3 main areas of **Irish.Network** are as follows:

Business	Community	Communication
International Network	Country Portal Website	Networking Online/Offline
Business Directory	County Portal Website	Lobbying
Bulk Buying/Cost Saving	Event Platform	B2B Marketing

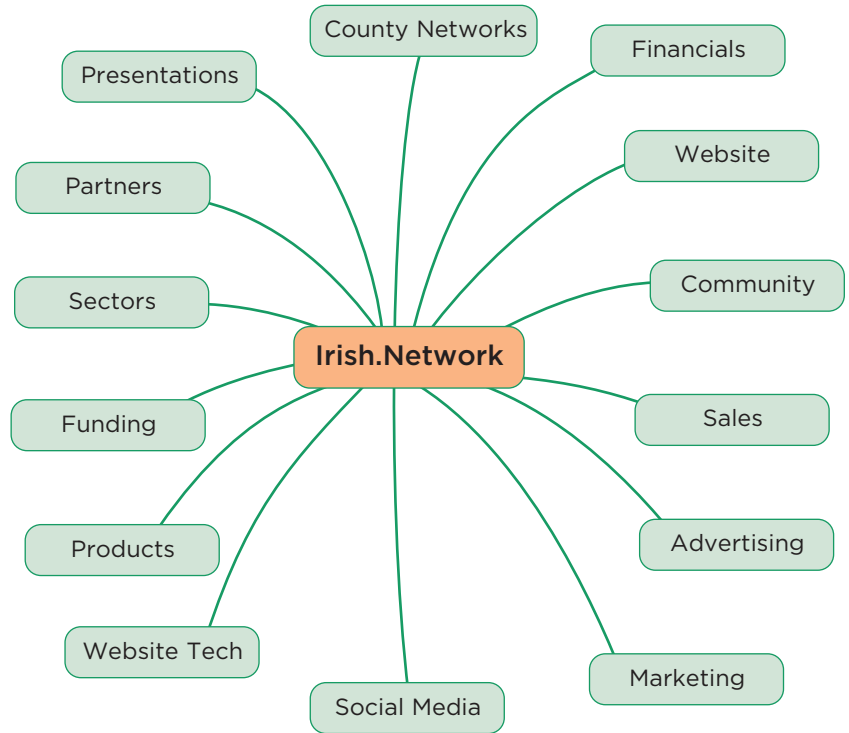


2. Irish.Network - Our Solution

Our Solution

Irish.Network will provide an online platform for Irish people from all over the world to connect and converse in the one place and therefore provide opportunities for partnerships to grow.

In Ireland, Irish.Network will also facilitate offline networking on a county-by-county basis with a similar objective.

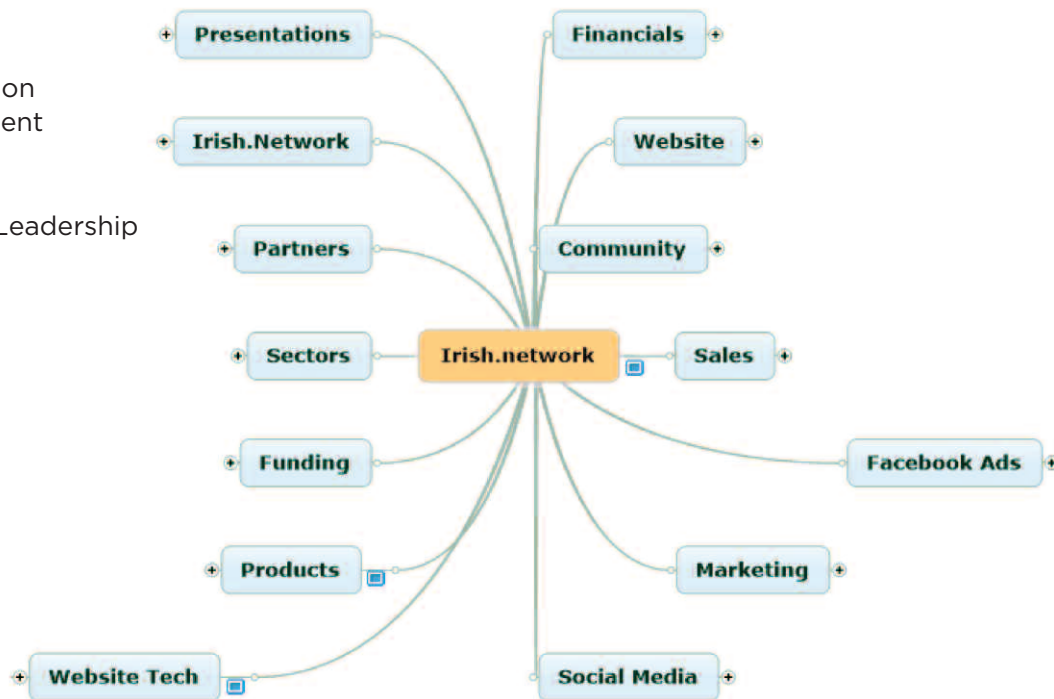


3. Irish.Network - Our Vision



Our vision for Irish Network

1. Rural Regeneration
2. Business Communication
3. Community Development
4. Agricultural Support
5. Social Energising
6. Youth Involvement & Leadership
7. International Outreach





4. Why Irish.Network

Ireland Regeneration

From people living in Ireland to the Government, there is complete agreement that regeneration is needed. Irish.Network want to ensure that this regeneration takes place at grass roots level by providing:

- The development of a business and community communication platform
- Cost savings and bulk buying for businesses
- Group networking for sharing development ideas, contacts, leads and joint ventures.
- Local projects on a county by county basis
- Funding information, both public and private
- A business-to-business marketing channel
- Linking with an international Irish network

Irish.Network is fully in line with the Government Action Plan for Rural Development.

Improving the lives of those living and working in rural communities is a priority of the Government's Programme for a Partnership Government. Our objective is to ensure the success of vibrant, rural communities across Ireland. That means supporting the creation of 135,000 jobs in rural Ireland, bringing high-speed broadband to every home and business and revitalising towns and villages through 4,000 projects.

5. How will Irish.Network work



The following bullet points outline how our plan will be implemented:

- Development of the national network portal www.irish.network
- Development of each county network portal starting with:
www.Dublin.network
www.Galway.network
www.Sligo.network
with all 32 counties set up
- Approach 10-15 major suppliers to businesses
e.g. insurance, energy, I.T. etc. with a view to network member volume discount
- Promote community education and technology projects
- Monthly Network Meetings Face-to-Face
- Monthly Network Meetings via Webinar



6. What - Networking

Networking

The website will provide the facility of all members to network with each other. There will also be face-to-face monthly network meetings with

- Expert speakers in each county
- Members presentations
- Onsite business visits
- Business card exchange
- Lead referral
- Develop business-to-business packages
- Develop joint ventures
- Develop knowledge of international markets
- Attending national/international trade fairs Community Training

6. What - Training & Education



Training

In order for businesses to remain competitive, they must continually upskill. The challenge for rural businesses is access to these courses at a suitable time and place.

Our online courses will solve both these problems as they can be completed at a time that suits the participant with no travel necessary. Of course, adequate broadband is required and thankfully this is improving in rural areas.

Education

With our online discussion forum, we will also ensure business owners are kept up-to-date with other useful information including:

- Upcoming events
- Sources of funding, public and private
- Experience and advice from other members



6. What - Cost

Free Irish.Network Membership	Irish.Network Personal registration	Irish.Network Business registration
Become a Member	A personal online account	Business web page with own login
Personal profile website	Discount offers from multiple providers	A personal online account
Irish Network News	Irish Network News	Discount offers from multiple providers
Online Web forum access	Online Web forum access	Online Web forum access
Personal Facebook and Twitter	Online training and webinars	Discount on Online training
Join Facebook Group	Funding information	Business webinars
	Group networking events	Business Funding information
	Cost savings and bulk buying	Group business networking events
	50% off house energy cost survey (cost survey €100)	Cost savings and bulk buying
	Personal Facebook, Twitter, linkedin and Personal website	Links with an International Irish network
	Facebook Group advertising	50% off house energy cost survey (cost survey €100)
		Business to Business marketing channels
		Access to National and International trade Fairs
		Facebook Group advertising
		Quarterly advertising on Irish.Network social media
Free	€79	€129

7. CIT Group Ireland - Project Team



JJ O'Hara	Kate McCarty	Sheila McManus	Daragh Stewart
CEO of CIT Group Ireland & Founder of Irish.Network. Winner of the European Citizen Award 2017 BCAB.	Web Development & Design	Administration Manager	Graphic Design



7. CIT Group Ireland - Portfolio



Web Development
& Digital Marketing Agency
www.citwebsolutions.com



Tour Operator for both Ireland
& Scotland
www.irishlifetours.com



Definitive Directory of
Tourism Operators & Attractions in Leitrim
www.leitrimireland.com



Luxury Accommodations on the banks of
Lough Gill in Leitrim
www.castleviewbnb.com



Complete Construction Service including
Smart Homes
www.citbuilding.com



Unique self-catering accommodation
Including apartments & town houses
www.citbuilding.com

8. Where & When



The following table outline the timeline and projected growth over the next 5 years.

	Phase 1 - 2018	Phase 2 - 2020	Phase 3 - 2022
Location	Ireland	UK & US	International
	1 National Portal + 1 Portal for each of the 32 Counties	Expand Phase 1 Portal by adding 5 major UK & 5 major US cities	International Portal made up of Phase 1 + Phase 2 + 1 portal per major international city. 25 cities
Membership	2,000	8,000	16,000



9. Marketing

Target Market

Individuals	Groups
Business Owners	Associations
Community Champions	Chambers
	Community & Youth Groups

Phase I

1. Set up Social Media Profiles and grow awareness and an audience
2. Engage with existing networks and organisations e.g. LEO's, Chambers, Local Networks
3. Distribute printed brochures
4. Run a tele-marketing survey campaign and monitor registration results
5. Run a direct marketing (postal) campaign and monitor registration results
6. Run a location specific Facebook Ad Campaign and monitor registration results
7. Build an email list
8. Conduct a survey gathering feedback from members for future improvements
9. Host a viral online giveaway to grow the email list
10. Develop an referral and affiliate program
11. Irish.Network Podcast
12. Irish.Network App

9. Marketing – Irish.Network Podcast



Irish.Network Podcast

Irish.NetworkPodcast will be the ultimate podcast for Irish people across the globe. The format will be 30 minute interviews with Irish people for Irish people both at home and abroad across a range of topics including business, sport, culture, community and the arts. The marketing benefits for Irish.Network are as follows:

1. Massive international reach and appeal.
2. Guests promote their interviews and therefore promote Irish.Network–great for influencer marketing.
3. Interviews build strong relationships with interviewees
4. Transcribed interviews in the form of show notes provides great blog content to attract a bigger audience. Also great for SEO.
5. Listeners tend to comment and interact which is ideal for building the community around the brand.



10. Achievements to date



Presented in the European Parliament under Rural Regeneration in Brussels



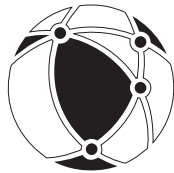
Presented in Leinster House to the joint committee of Arts, Heritage Regional, Rural & Gaeltacht Affairs with proposal submitted

- 60 Website Domains secured – See Appendix I
- www.irish.network established
- All websites set up
- FBD Insurance and Electric Ireland on board as discount providers
- Facebook Group and social media set up -www.facebook.com/groups/Irish.Network/
- Irish.Network Daily Online Newspaper-<http://bit.ly/IrishNetworkPaper>
- Active Twitter Account at www.twitter.com/IrishNetworkInt

11. Unique Selling Points



- First truly Irish-based National and Irish International Network cultivating profitable partnerships and joint ventures
- Providing cost savings on an annual basis
- Providing affordable and accessible expertise to help increase profits
- Irish.Network and all its assets e.g. podcast are developed by one company.



Sligo.Network



Leitrim.Network



Dublin.Network



Galway.Network



12. Appendix I: Domain Names Secured

.network	.countynetwork.com	.network	.countynetwork.com
www.carlow.network	www.carlownetwork.com	www.meath.network	www.meathnetwork.com
www.cavan.network	www.cavannetwork.com	www.monaghan.network	www.monaghannetwork.com
www.clare.network	www.clarenetwork.com	www.offaly.network	www.offalynetwork.com
www.cork.network	www.corknetwork.com	www.roscommon.network	www.roscommonnetwork.com
www.donegal.network	www.donegalnetwork.com	www.sligo.network	www.sligonetwork.com
www.dublin.network	www.dublinnetwork.com	www.tipperary.network	www.tipperarynetwork.com
www.galway.network	www.galwaynetwork.com	www.waterford.network	www.waterfordnetwork.com
www.kerry.network	www.kerrynetwork.com	www.westmeath.network	www.westmeathnetwork.com
www.kildare.network	www.kildarenetwork.com	www.wexford.network	www.wexfordnetwork.com
www.kilkenny.network	www.kilkennynetwork.com	www.wicklow.network	www.wicklownetwork.com
www.leitrim.network	www.leitrimnetwork.com	www.antrim.network	www.antrimnetwork.com
www.limerick.network	www.limericknetwork.com	www.armagh.network	www.armaghnetwork.com
www.longford.network	www.longfordnetwork.com	www.derry.network	www.derrynetwork.com
www.laois.network	www.laoisnetwork.com	www.down.network	www.downnetwork.com
www.louth.network	www.louthnetwork.com	www.fermanagh.network	www.fermanaghnetwork.com
www.mayo.network	www.mayonetwork.com	www.tyrone.network	www.tyronenetwork.com

12. Appendix II: Websites Established



Sligo.Network
Business and Community Regeneration

Learn More

First Name
Type your first name

Add email address

Go

Training and Education
Upskill with training that is relevant and convenient.
[Read More](#)

Networking
Online and face to face opportunities to share experiences.
[Read More](#)

Connect Online
Connect with other business people in our member forums.
[Read More](#)

Cost Savings
Reducing ongoing costs with our group discounts programme.
[Read More](#)

[Learn More](#)

Cost Saving for Business

Employment is the lifeblood of any community. We want to ensure that every business is given an opportunity to remain open starting with reducing their ongoing costs.

- A. Volume Discount Buying e.g. Energy, Insurance, I.T. Print etc.
- B. Training & Education Discounts
- C. Member-to-Member Discounts
- D. Funding - Public, Private
- E. Trade Fair Attendance



Irish.Network

Contact Details:

JJ O'Hara +353 86 071 6968

jj@irish.network

info@irish.network