Motivation for change

• Money
• Family
• Social
• Drive and determination
• Grant aid

Necessity is the mother of invention.
Why people from Farming are suited to business start-ups

- Multi skilled – e.g. welding, machinery repairs etc.
- Usually disciplined.
- Familiar with handling their own finances.
- Usually have assets (land, stock)
- Hard working......work ethic
- Familiar with dealing with people – buying/selling.
Example of Rural Enterprise startup rationale: Farm Diversification

- You can continue to farm
- And...
- Outdoor lifestyle
- Remain your own boss
- Flexibility of working hours
- Suitable setting to bring up a family
Ideas generation....

• What are you good at doing?
• What have you an interest in?
• What resources.... Land, money, disused buildings etc.?
• What is there a need for locally?
• Have you a hobby or interest that has potential to generate money?
Types of Business

• Opportunity led

• Demand Led
Development of idea

- Two main categories of rural enterprise –
  - Service
  - Manufacturing

- Research viability of your proposal
- Do you need training in specific skills
- Have you adequate resources
- Is there a market for your product service
- How many hour per week can you commit
Business Plan development

• Essential document to prepare
• Should Provide a clear and concise outline of your plans for the proposed business venture
• Covers research, investment, markets, projected sales etc.
• Helps to keep you on track
• Required by banks and funders when sourcing finance i.e.
• loans or grant aid.
Tips for good business planning

• Be realistic
• Don’t bite off more than you can chew!
• Those people who have the greatest number of successes also have greatest number of failures.
• Always be certain degree of risk – try to minimise
• Lean lead in period – usually 1 to 2 years
• Farmers are ideally placed as they are already self employed and run a business.
Examples of projects

- On farm plastic recycling business
- Fire wood processing and bagging
- Angling tourism pond
- Quad bike and 4x4 off road track
- Open farm/pet farm
- River adventure park
- Angling tourism pond
- Timber stake processing business
- Allotments business on farm
- Cross country hunter trials course
- All weather arena
- Pony trekking
- Conversion of old farm buildings for tourism accommodation
- Conversion of old farm buildings for tourism amenities
- Recycling business using old farm sheds
- Converting mushroom houses for wood pellet production
- Shavings production for poultry and equine use.
- Briquetting of wood waste for use as a fuel.
- Boat trailer manufacturing
- Rural therapy centre
- Equine swimming pool
- Conversion old mill into training centre
Farm Diversification
Ideas Generation
Key tips

• How much time have you?

• What resources?

• What are income expectations?

• Is there a skills gap and if so how can it be filled?

• Head over heart.

• Is there scale in your proposal to make it viable.
SYNERGY

If I have a euro and you have a euro and we exchange euro nothing changes

BUT

If I have an idea and you have an idea and we exchange ideas you now have two ideas and I have two ideas

AND

We might even end up with three or more ideas if we put these ideas together
HOW’S YOUR IMAGINATION?

- What colour is the letter “S”?  
- What does purple taste like?  
- What colour is the smell of your favourite perfume?  
- What does winter sound like?  
- How does the letter “M” feel?  
- What sex is the number “6”?  

HOW’S YOUR IMAGINATION?
WARM UPS

What letters come next?

A  EF  HI
   BCD  G  J

What number comes next?

3, 1, 4, 5, 9, 14, 25, 39
WE ALL MAKE MISTAKES

- Head of Patent Office in USA wanted to close it in 1900 as everything had been invented.
- Darryl Zanuck of 20th Century Fox Films dismissed TV, saying people will not stay in to watch a box of plywood in the corner of their living room.
- Decca Records turned down the Beatles in 1962 on the grounds that guitar bands were dead.
- Walter Hunt sold the rights of one of the top 50 inventions for $10 to clear a gambling debt.
EVOLUTION OF IDEAS

- 1830  Train
- 1838  Bicycle
- 1884  Car
- 1905  Aeroplane
- 1955  Hovercraft
- 1957  Spacecraft
- ?     ?
MIND MAPPING

• A colourful visual form of note taking which can be worked on by one or more people

• At its heart is a central image which is explored initially by means of main or parent branches representing main ideas which all connect to the central issue or idea

• Sub-branches or child branches can then flow from the main or parent branches
OUTSIDE THE BOX

- Telegraph was invented by an artist
- Steamboat was invented by an artist
- Frisbee was invented by a baker
- Cornflakes were invented by a farmer
- Bicycle tyre was invented by a vet
Definition

• What is creativity?

Creativity is the bringing into being of something which did not exist before, either as a product, a process or a thought.
What is creative thinking?

Creative thinking is the process which we use when we come up with a new idea.

It is the merging of ideas which have not been merged before.

Brainstorming is one form of creative thinking: it works by merging someone else's ideas with your own to create a new one.

You can use the ideas of others as a stimulus for your own.
WHAT IS CHANGING IN OUR WORLD?

- Economically or financially?
- Socially?
- In the workplace?
- In our leisure?
- In technology?
NEW IDEAS CAN COME FROM:

Opening your mind  
+  
Opening your eyes  
+  
Listening  
+  
Learning from failure  
=  
Spotting opportunities and creating new ideas
BLOCKS TO GENERATING IDEAS

- Lack of belief in yourself
- Negative attitude
- Fear of failure
- Following the rules
- Fear of appearing stupid
- Closed mind or attitude
- Too logical
- Making assumptions
WHERE IDEAS COME FROM:
-Learning from others

- Don’t re-invent the wheel
- Learn from the successes and mistakes of others
- Adapt and improve.
Allen McAdam

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