

## CIT ENTERPRISE CAMP



The CIT Enterprise Camp is an annual event that takes place every summer at the Rubicon Centre at Cork Institute of Technology's Bishopstown Campus. It is aimed at 14 to 16 year old students, who during a week explore entrepreneurship and starting their own business as a future career.



The programme is free and hosts around 25 students every year, allowing them to be creative, work in teams, explore opportunities, and have a positive experience in an entrepreneurial environment. Also, they have the chance to interact with some of Ireland's top entrepreneurs and entrepreneurship teachers, who mentor and guide them through a process of identifying their entrepreneurial potential.

### Benefits

- Getting the students to know the Cork Institute of Technology, potentially improving chances of them studying there in the future.
- Promoting student involvement with entrepreneurship from a young age.

## Success Factors

- Addressing students in a range age when they usually don't have access to this kind of initiatives for being too young.
- Involving relevant figures of the Irish entrepreneurial scene to participate in the project as mentors, giving the Enterprise Camp both prestige and relevance.
- Giving the students the opportunity to approach the entrepreneurial world from an accessible and entertaining point of view, enhancing teamwork and interaction.
- A very active social media presence, with both a Facebook account and a blog available to the students.
- Being free for the students.



## Challenges

- Getting attention from potential participants who, because of their age, may not have had any contact before with the CIT.
- Adapting the project to an age group that is not the usual target of the CIT initiatives.

*“The CIT Enterprise Camp was a unique, refreshing experience that has strengthened my interest in becoming an entrepreneur”.* Shakil Rahman, 2013 edition's best submission award winner.

## Collaboration

The programme is coordinated by the Hincks Centre and hosted at the Rubicon Centre, Ireland's premier Business Incubation Centre, located at the Bishopstown Campus in the Cork Institute of Technology. Home to 57 knowledge based start-up companies, the Centre is jointly financed by the CIT and Enterprise Ireland.



## Evaluation

Since its implementation, the CIT Enterprise Camp has established itself as a prestigious and successful summer activity for students in the 14 to 16 age range, who can get know the Cork Institute of Technology and introduce themselves into the Entrepreneurship world ahead of their transition year.