

Féidearthachtaí as Cuimse
Infinite Possibilities

RISEUP: STANDUP WEBINAR SERIES · SESSION 1 OF 8

Building Blocks of a Business Plan

What It Is, Why It Matters, and How to Start

Thursday 17 September 2026 · 1:00 – 2:00pm

Free · Online · No business experience required



PHASE 1 OF RISEUP

Welcome to StandUP

StandUP is your first step into RiseUP — a space to find out what entrepreneurship involves and whether it fits your life, before you commit to anything.



Free & Open to All

No cost, no eligibility hurdles to start exploring.



One Hour a Month

Third Thursday, September to April — easy to build into your routine.



No Experience Needed

We start from the basics — every session, every time.



Explore Before You Commit

Test the idea of entrepreneurship before betting your time on it.

REFRAMING THE TASK

A Business Plan Is a Way of Thinking — Not Paperwork



Stress-Test Your Idea

Pressure-test assumptions before you spend money or time on them.



Understand Your Market

Turn what you already notice about customers into real evidence.



Make a Credible Case

To yourself first — then to lenders, partners, and customers.

By the end of this series, you'll have both the knowledge and the free tools to build a complete Business Model Canvas and business plan — on your own.

KNOW THE DIFFERENCE

Two Tools, One Goal

Business Model Canvas

One page. Nine building blocks. A visual snapshot you can sketch, test, and redraw in an afternoon.

This is what we open today.

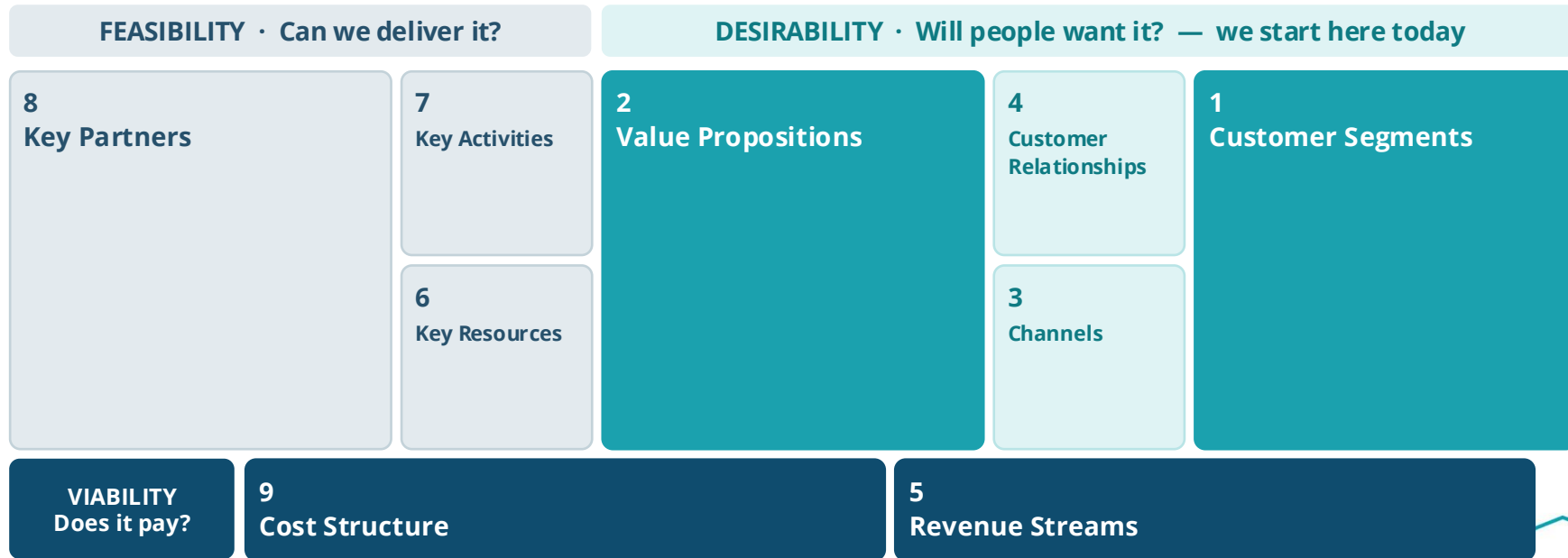
Business Plan

The fuller written document. Built from a validated canvas — what banks, funders, and partners expect to see.

This is what we complete by April.

THREE LENSES ON ONE CANVAS

The Business Model Canvas: 9 Building Blocks



 = today's starting point — Customer Segments & Value Proposition

WHY IT MATTERS

Why This Matters Even More When You're Starting Fresh



A New Market to Read

You're building local knowledge from scratch — a plan turns everyday observations into evidence.



Trust You Have to Earn

Landlords, lenders, and customers can't lean on a track record they've never seen.



One Document, Many Gatekeepers

Banks, grant bodies, and registration processes often ask for exactly what a plan contains.

LEARNING FROM OTHERS

Real Journeys: Migrant Entrepreneurs



Andy Chen — Chopped

Moved from China, 2000

Started by importing goods to Dublin market stalls with a business partner. Frustration with limited healthy, convenient food led the pair to found Chopped — now a leading healthy fast-food retailer across Dublin, Kildare, and Galway.



Lily Ramirez — Picado Mexican

In Ireland, cooking, for almost 19 years

Built a following through her own food blog before opening Ireland's first Mexican boutique grocer and cookery school — turning a love of sharing her culture through food into a business.

Different countries, different sectors — the same starting point: an idea worth testing.

Before You Open the Canvas, Answer Two Questions

1

Who is this for?

→ *Customer Segments*

2

What problem does it solve?

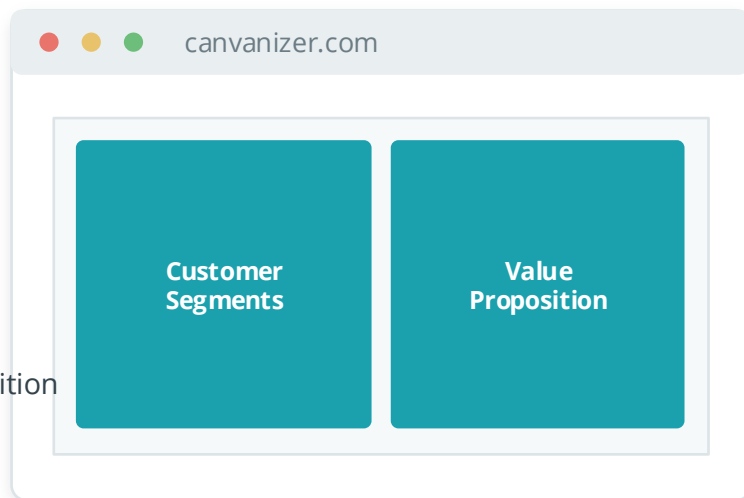
→ *Value Proposition*

Feasibility and viability — can we deliver it, does it pay — come later in the series.

10 MINUTES · LIVE WALKTHROUGH · CANVANIZER

Tool Demo: Opening Your Canvas

- 1 Go to canvanizer.com and create a free account
- 2 Choose “Business Model Canvas” as your template
- 3 Rename your canvas with your business idea (or working title)
- 4 Add first sticky notes to Customer Segments and Value Proposition
- 5 Keep a companion Google Doc open for notes and longer explanations



Both tools are free and run in any browser — no downloads needed.

SESSION OUTPUT

Today's Output: A Skeleton Canvas — Not a Finished One

By the end of this session, your Business Model Canvas won't be complete — and that's exactly right for week one.



Customer Segments



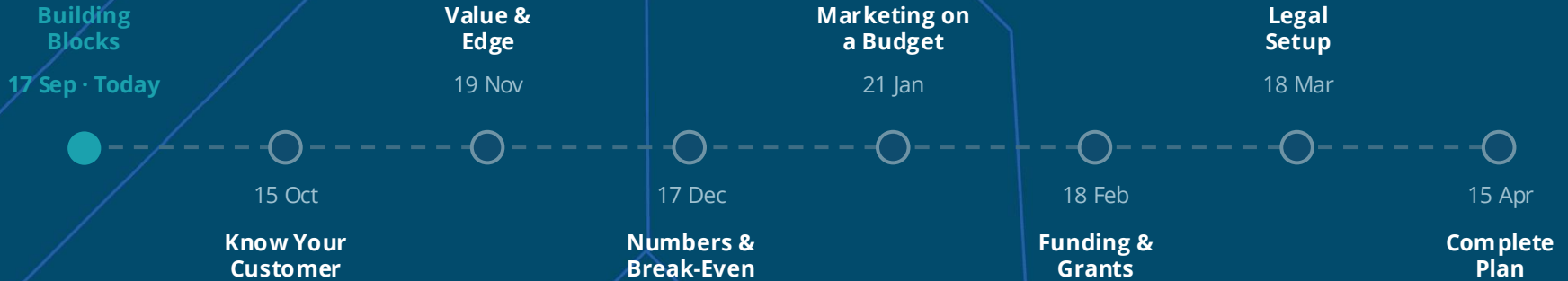
Value Proposition



Before 15 October: jot down 2–3 possible customer segments and a first-draft value proposition in your Canvanizer canvas.

THE ROAD AHEAD

One Session, One Layer, Eight Months



Each month, a new layer. By April, a complete Business Model Canvas and a full first business-plan draft.

10 MINUTES • OPEN FLOOR

Reflect & Discuss



What's one product or service people already come to you for — paid or not?



Who do you already know who might become your first customer?



What part of starting a business here in Ireland feels most unfamiliar right now?

Type your questions in the chat any time — we'll cover as many as we can.

SEE YOU ON 15 OCTOBER

Summary & Next Session



A business plan is a thinking tool, not paperwork — start with desirability: who it's for, and what problem it solves.



Your free Canvanizer canvas is open; keep drafting before next session.



Recording, slides, and templates will be shared on the RiseUP page.

SESSION 2

Knowing Your Customer: Market Research and Customer Personas

Thu 15 Oct 2026 · 1:00 – 2:00pm