



Empowering Innovation

European Digital Innovation Hub: ENTIRE





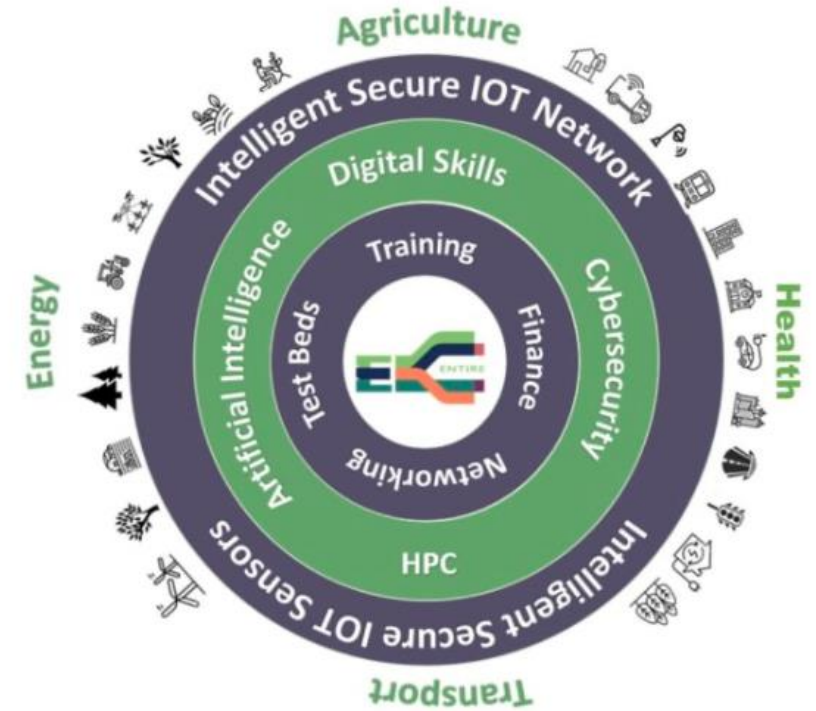
What is a European Digital Innovation Hub?

- A European Digital Innovation Hub (EDIH) supports companies and public service organisations to become more competitive by supporting their digital transformation.
- There is a network of approx. 227 EDIHs across Europe.
- The EDIH network aims to drive digital transformation in their regions.

Background:

- EU report on SMEs was undertaken in 2019. The outcome was only 4% of SMEs had any digital capacity
- The EU model of top-down was not going to work
- All EDIHs were to be within driving distance of any business
- The EDIHs in Ireland are funded by the Department of Enterprise, Trade and Employment under the Recovery and Resilience Fund (RRF)



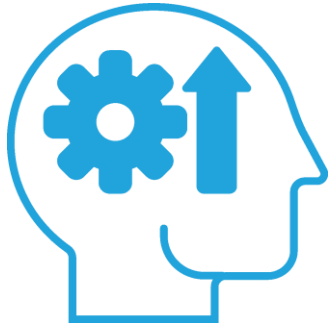




Test before you invest

- Get access to testing and experimentation facilities for your technological developments or proof of concept.
- Assess the potential of your new products to take informed decisions towards future investments.
- Experiment on new digital advancements in the adequate testbeds, sandboxes and provided pilot programs





Skills Development

- Continuous learning process through skills development programs for the workforce.
- Skills development programs inspired by sectorial needs.
- Skills development provided to the senior positions in new technologies and implementation plans.





Support to find Investment

- Participate in programs that will thrust the success of your SME/ start-up.
- Explore the EDIH Network to investigate new funding opportunities.
- Receive expert advice by experts on how to create successful business plans and investment pitches.
- Ensure access to multiple resources, namely guides and good practices, improving your knowledge on financial issues.





Innovation Ecosystem & Networking

- Increase collaboration with stakeholders and EDIHs, that cover regional, national and European networks aiming to exchange knowledge.
- Be inspired by participating in a plethora of events and workshops.
- Use the matchmaking services to engage with other private and public actors that can meet your needs.





Eligibility of your company – Enterprise Ireland checks your available De Minimis (currently 300K for each company in Ireland).

Cost of the Services: The cost of the services reduces the companies' available de minimis. There is no VAT. There are no invoices. There is a one-page contract to engage.

The Digital Maturity Assessment (DMA) tool allows EDIHs to measure the current level of digitalisation within an organisation (SME or Public Sector organisation) and provide a structured pathway to digital transformation and maturity.

T0 DMA - To be completed by the client as part of your first engagement

T1 DMA – 3 months after the engagement has ended.

T2 DMA – 18 months after the engagement has ended.





How it all works...

- Step 1: Services are funded via your De Minimis State Aid
- Step 2: ENTIRE check your eligibility with Enterprise Ireland (via email)
- Step 3: No proposal. One-page contract.
- Step 3: Digital Maturity Assessment (2 hours)
- Step 4: Pathway of services defined.

What do you have to consider?

- Resources
- Digital Maturity Assessment (3 months, 18 months and 36 months)



7th April 2025

The CUBE & EDIH ENTIRE: Digitally Driving a Greener Future

**THE CUBE
LOW CARBON CENTRE OF EXCELLENCE**

Caroline Hofman, Managing Director



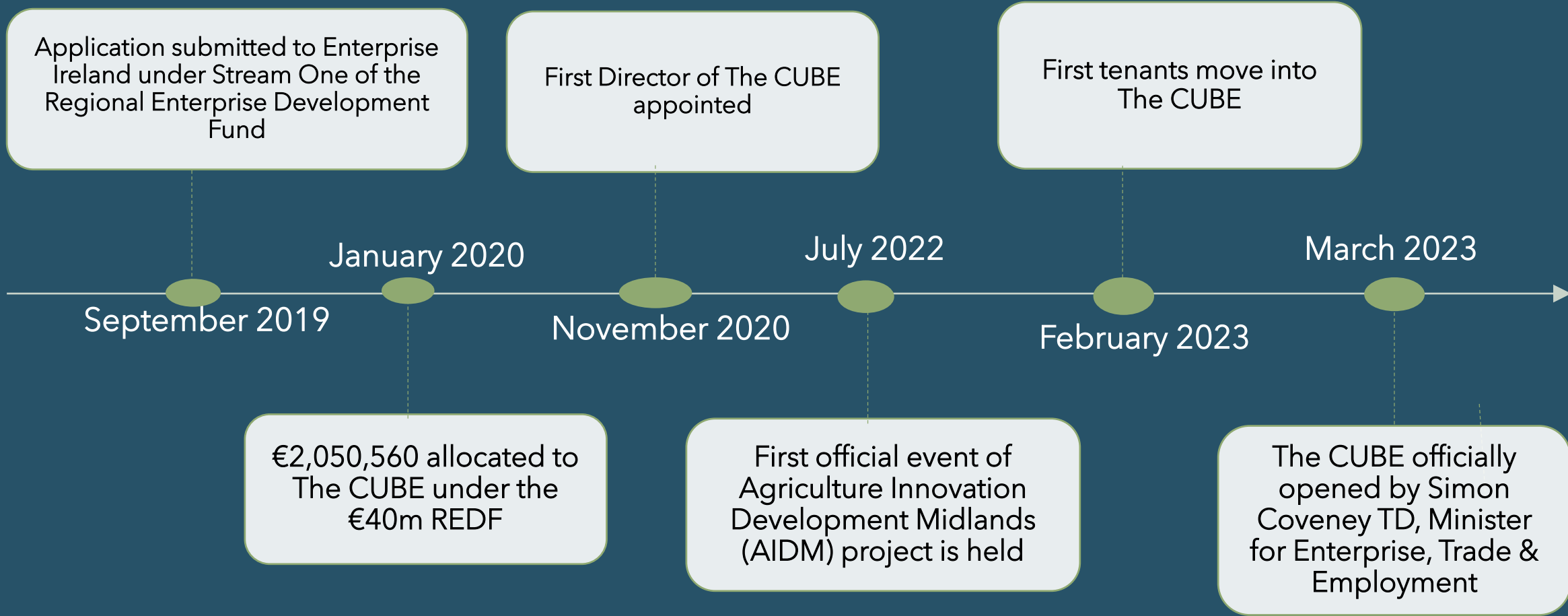


ABOUT US



- The CUBE is funded by Enterprise Ireland under the Regional Enterprise Development Fund (REDF), with support from Laois County Council.
- Officially opened March 2023
- 10,000 Square Foot Building, spanning over 3 floors
- State of the art training room with video wall located on ground floor, which seats up to 30 people and can be rented out to businesses, training providers and community groups. Boardroom with interactive screen which seats 8 people also available for rental.
- Part of the Siro and Vodafone GigaBit Hub Initiative. The CUBE is the eighteenth GigaBit Hub to be announced under SIRO and Vodafone's GigaBit Hub initiative and is the first to open under its second phase.



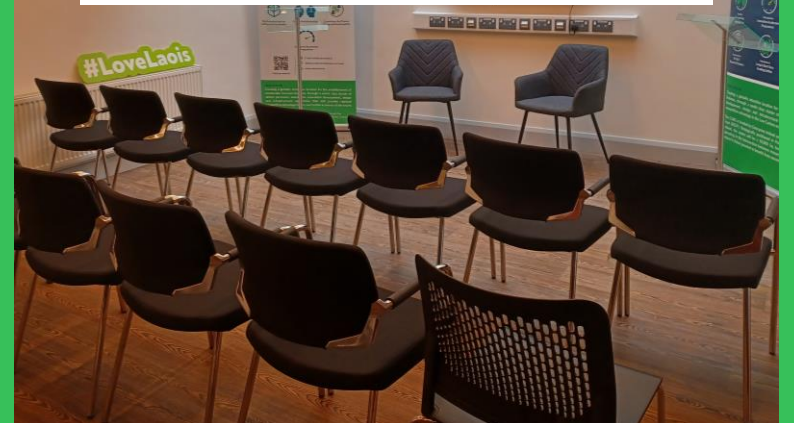
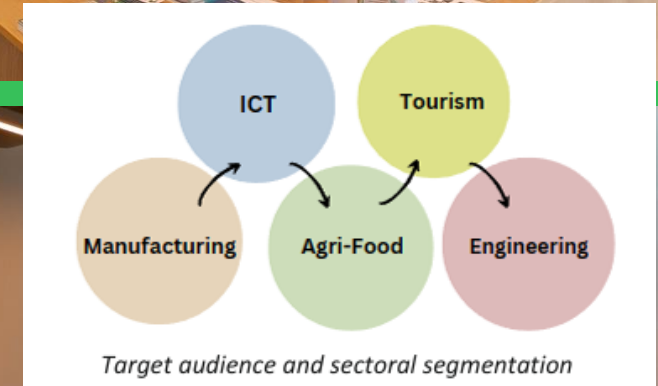
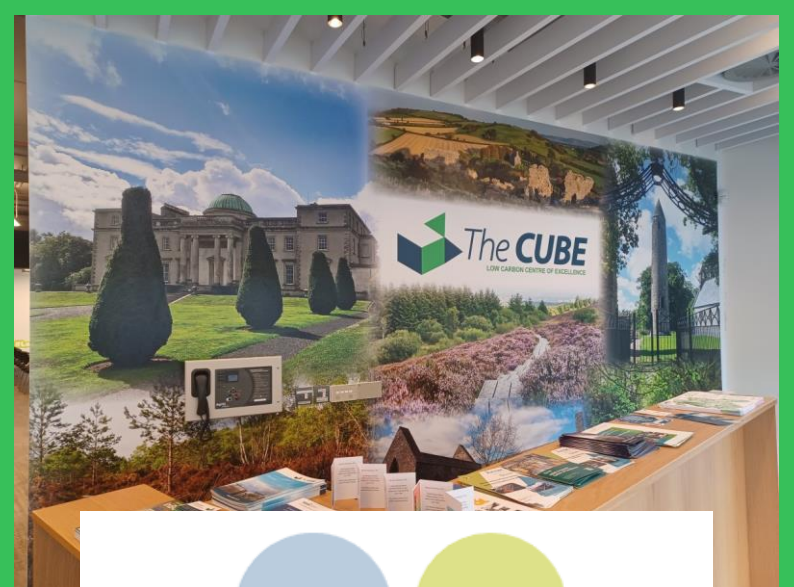


Strategic Objectives

The CUBE pivots around Government plans and strategic directions, including Project Ireland 2040, the Climate Action Plan to tackle Climate breakdown, and the Midlands Regional Enterprise Plan to 2024.

The objectives of The CUBE are to:

- Develop and promote sustainable, low carbon technologies and solutions.
- Foster collaboration and knowledge exchange.
- Drive innovation in sustainable practices and businesses.
- Support education and training programs.
- Assist businesses, communities, and the agricultural sector on retrofitting and decarbonization.



The Midlands Region



“ The Cube, Laois’s low carbon centre of excellence, a resource for guidance, best practice and learning for Midland food and drink businesses. ”

Midland Regional Food and Drink Strategy, 2021 - 2024

- Population of 324,600 people.
- Encompasses the four counties of Laois, Longford, Offaly and Westmeath
- The youngest population in Ireland is in the Midlands
- Large number of commuters to Dublin, e.g. April 2022, in Laois 36,189 people in Laois travelled to work. Average travel distance for commuters was 25.3km, longest in Ireland vs. National average of 16.8km
- Recognised as a 'European Region of the Future' for FDI strategy by the Financial Times' fDi Intelligence ranking in 2024 and 2025.



Rialtas na hÉireann
Government of Ireland



REGIONAL ENTERPRISE PLAN
TO 2024
MIDLANDS



An initiative of the Department
of Enterprise, Trade and Employment

OCTOBER 2014



March 2023



The Before and After...



The Before and After...



The Before and After...



The Before and After...



The Before and After...



WHY EDIH ENTIRE?

Our Challenges

As a relatively new project, The CUBE needed guidance and expertise on the digitalisation and sustainability needs of businesses in the Midlands region. We also wanted to identify opportunities for The CUBE with a financial benefit and income source in the longer term.

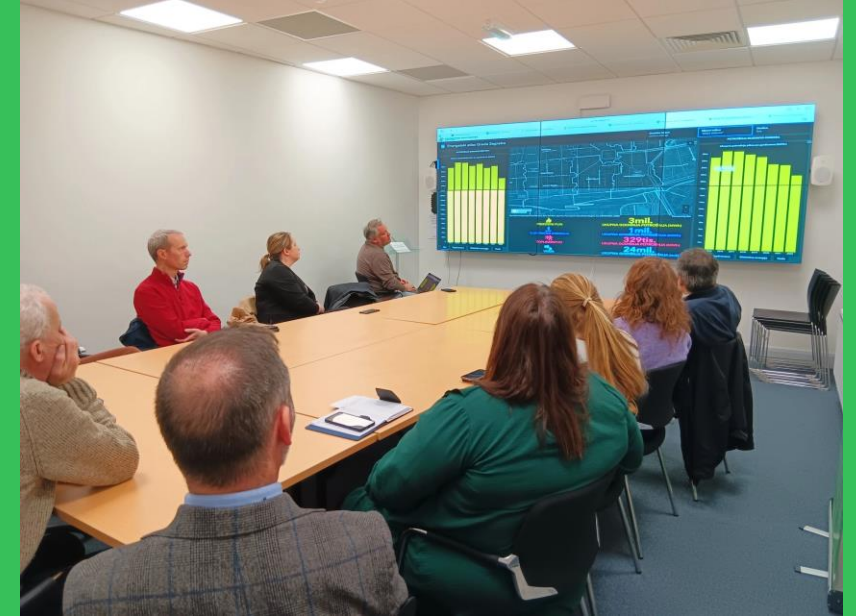
💡 What are the challenges and opportunities for businesses and digitalisation in the region?

💡 What training can we provide in The CUBE?

💡 What additional services can The CUBE provide?

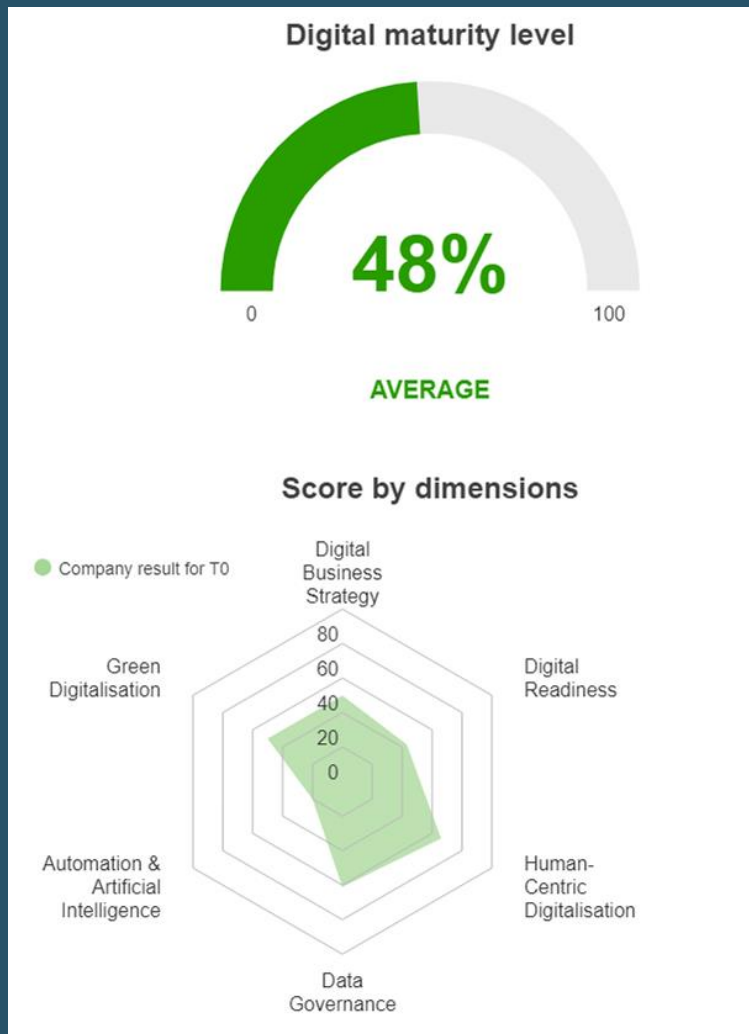
💡 What is already available locally, regionally, and internationally?

💡 What gaps can we fill in terms of supports and future projects - What supports do businesses need for their digital transformation?





WHAT SERVICES DID WE USE?



- Service Category – Test before invest
- Time period for the project - 3 months (80 hours).
- Stage 1 Discovery and Assessment – Visit to ARC Labs in SETU, Waterford.
- Digital Maturity Assessment – Our current position and areas we can improve upon in the short to long term.
- Report outlining current state of digital play in our locality and our region.
- Identification of potential funding streams in stage 2 - Unique overview of the national landscape, EU Horizon, and network contacts generated during the assessment.
- Reports benefitting the future development and direction of The CUBE and unlocking digital potential for The CUBE and the Midlands region.



HOW HAS EDIH ENTIRE BENEFITTED THE CUBE?



- Case studies and research into European Innovation Centres and Low Carbon centres with a similar ethos.
- Facilitation of a focus group to identify existing opportunities and solutions to current challenges.
- Identifying digital transformation supports and training opportunities that will benefit companies in the Midlands region by providing the supports they need to improve efficiencies, become more sustainable, and will also provide them with a competitive edge in growing markets.
- Detailed information about funding and opportunities for The CUBE.
- We look forward to stage 3 as we engage with different sectors and stakeholders as we explore The CUBE's role in the development of sustainable digitalisation.

Tartu Science Park, Estonia

Tartu Science Park (TSP) was founded by in the University of Tartu, Institute of Physics, Estonian University of Life Sciences, Tartu City and Tartu County in 1992 with the aim of supporting innovation and entrepreneurship in Tartu, Estonia. TSP currently has 23 employees. TSP has participated in 33 projects since 2004 and is financed by: European Regional Development Fund, European Commission, 6th Framework programme and Structural funds.

The key aims of the science park are to provide infrastructures, services and networks for startup companies as well as technology-based companies. These supports include the provision of office and laboratory spaces as well as Sparkup Incubator - the only incubation program in Estonia - which is focused on science and technology-intensive startups.



SPARKUP
Tartu Science Park

FOCUS AREAS

The science park focuses on developing science and technology-intensive businesses in five key areas:

-  Space Technology
-  Unmanned Aviation
-  Artificial Intelligence Applications
-  Health and Biotechnology
-  Green Technology

Contact Us



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EDIH Skills Development

Stephen Barnes (ENTIRE EDIH – Walton Institute)



Purpose of Skills Development

To enhance level of knowledge & skills on advanced technologies.

To give pragmatic guidance and instruction around the use of certain technologies – to familiarise, adopt and use.

Who is it for?

People with an interest in subject matter – either PSOs or SMEs.

Skills Development programmes are short, often one day courses – offering introductions and overview to the technology.



How Skills Development links to other services?

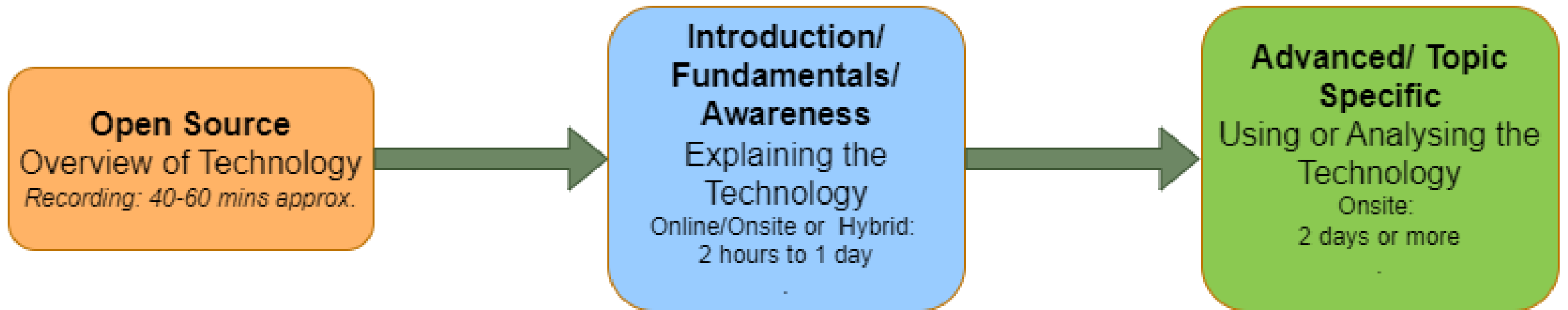
Skills Development can be used to help organisations that have completed Test Before Invest services – to learn about how to use the equipment.

Skills Development can be earmarked following participation in other pillars: networking, investment: identifying Skills Development needs.

Skills Development programmes can link together – introduction courses provided by Walton Institute can lead to more advanced or specialised courses provided by Walton Institute, UCC, MTU.



Types of Skills Development Programmes



What programmes do ENTIRE EDIH offer?

Design Thinking Skills Development

Cybersecurity

Augmented Virtual Reality

AI

Schools: LEDs & Algorithms

Introduction to Software Dev & Test

Edge Computing

Qualtrics - Surveys

What would you like to learn more about?

<https://www.menti.com/alwbpk3gbky8>



Join at [menti.com](https://www.menti.com)
5320 3878





Supporting Irish SMEs and PSOs in their digitalisation journey



WEBINAR: Intro to Artificial Intelligence

Learn what AI could do for your business in this expert webinar

April 30th, 11am- 1pm



- ✓ Types of AI
- ✓ How AI works
- ✓ AI Technologies and Use Cases
- ✓ Business Benefits of AI
- ✓ Challenges and Ethical Considerations

BOOK NOW

COST €500* per person:

**100% discounted through your available De Minimis state aid*



www.entire-edih.ie





Funded by the
European Union
NextGenerationEU



Unlocking Investment Supports with ENTIRE

Darren Leniston – Walton Institute



Why Funding Matters for Innovation

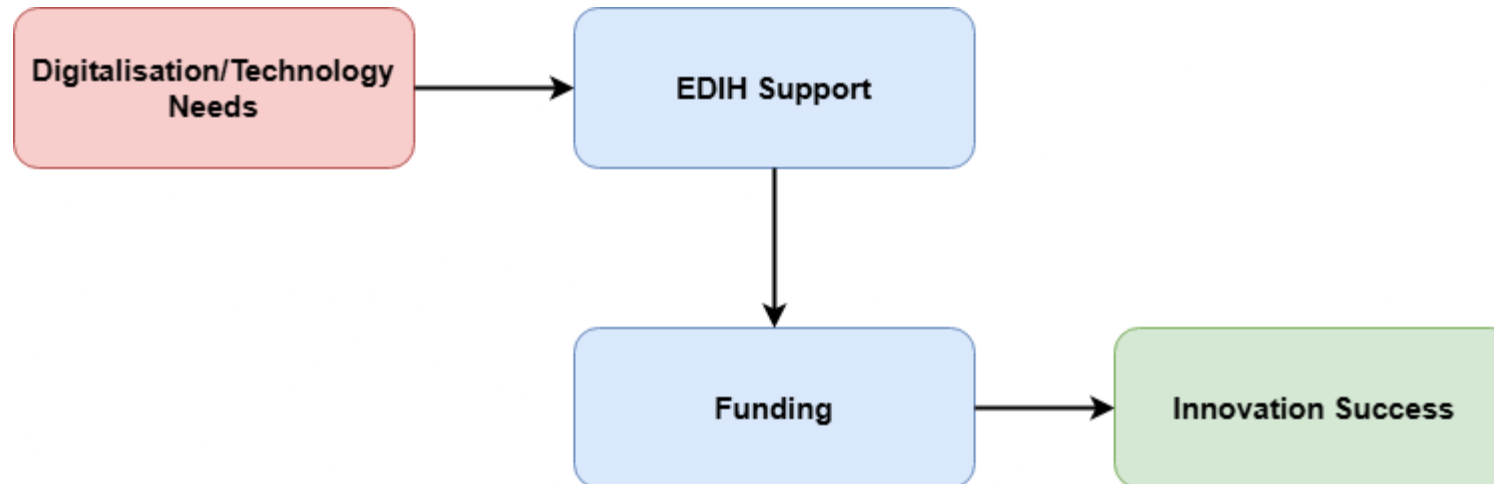


The Challenge

Many SMEs & PSOs struggle to access funding for digital transformation and R&D

The Solution

EDIH provides a structured approach to connect businesses with funding opportunities

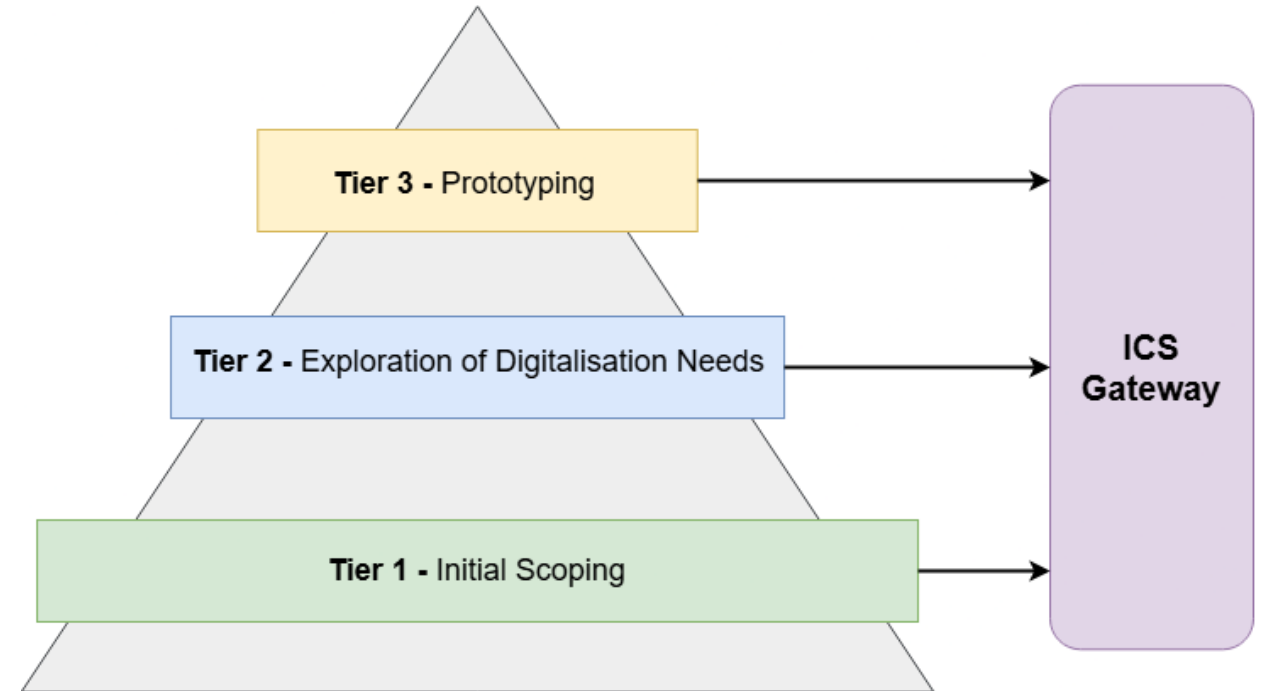


The Role of EDIH – Supporting Companies Through the Journey



What EDIH does

- Provides expertise, resources and connections
- Helps companies at different stages of their digital transformation
- Helps bridge the gap between technical needs and financial support

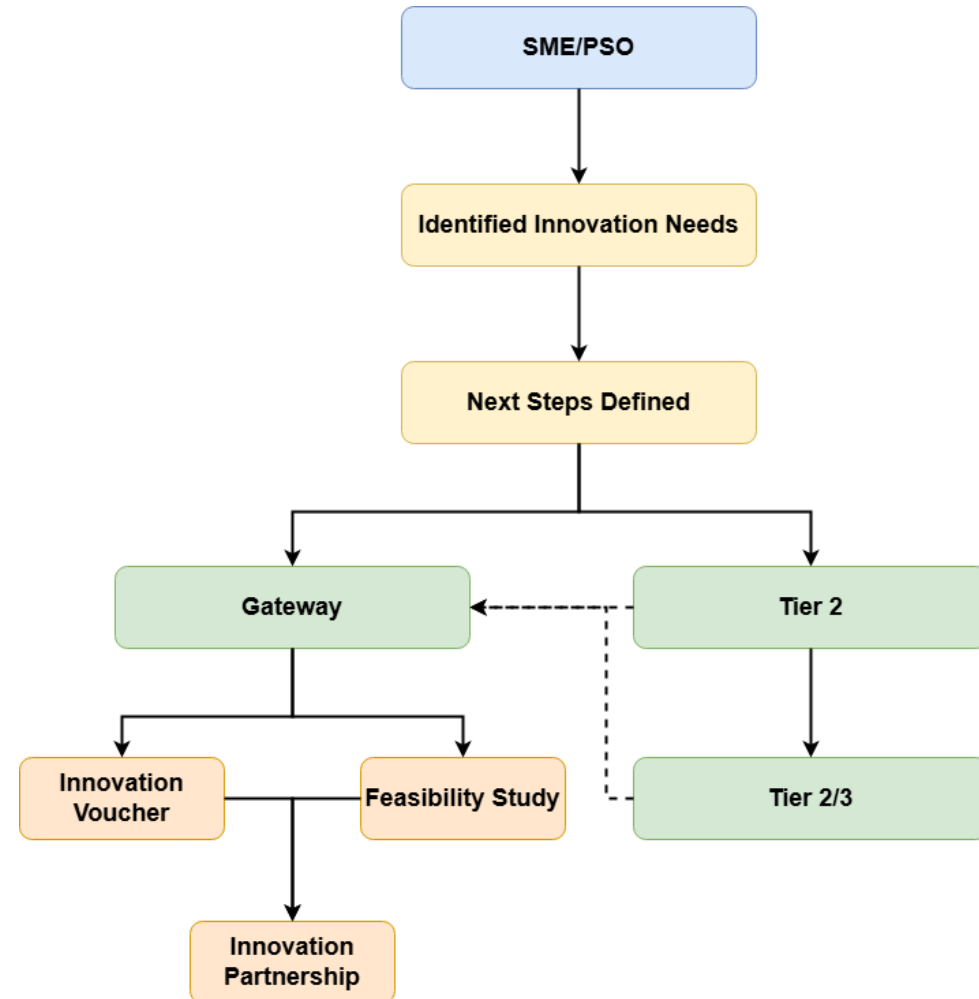


Step 1 – Tier 1 & DMA



DMA (Digital Maturity Assessment)

- **What is a DMA?** A structured way to evaluate a company's digital readiness
- **Why is it useful?** Helps identify key innovation needs and areas
- **Outcome:** In tandem with scoping provides a roadmap for next steps



Step 2 – Leveraging Tiered Services for Research & Feasibility (Example)



- **Tier 1 (Discovery & Assessment)**
 - Initial guidance and basic support, DMA
- **Tier 2 (Technology Analysis)**
 - Pre-defined scope
 - Identifies key technology solutions
- **Enterprise Ireland Innovation Voucher**
 - More flexible scope
 - Deeper exploration into digitalisation solution (e.g., architectures, integration, deployment)
- **Outcome:** Blueprint for digitalisation plans, supporting documentation for funding (e.g., Innovation Partnership)



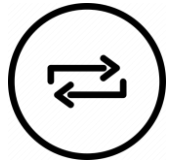
Example Clients & Success Stories



- **Wave Dynamics (Acoustic Consultants)**
 - **Tier 1** – Initial Scoping
 - **Tier 2 (Technology Analysis)** – Explore solutions for greater integration of internal systems (Applied)
 - **Innovation Voucher** – Definition of digital solution to integrate into business
 - **Future** - Feasibility Study & IPP (Q3/Q4 2025)
- **Feedalpha (Software Company)**
 - **Tier 1** – Initial Scoping
 - **Innovation Voucher 1** – Exploration of AI technologies
 - **Innovation Voucher 2** – System architecture
 - **Innovation Partnership** – Funded (Kick-off Q2 2025)
- **TERRA NutriTECH (Smart Agriculture)**
 - **Tier 1** – Initial Scoping
 - **Tier 2 (Technology Analysis)** – Exploration of IaaS (Infrastructure as a Service)
 - **Tier 2 (Requirements Feasibility Investigation)** – User/System needs, application of technologies explored in Tech Analysis
 - **Tier 3 (Proof of Concept)** – Development of small-scale PoC system (Q3 2025)



Conclusion



Recap

- EDIH helps companies discover and formalise their digital needs
- Tiered services provide structured support
- Links to other funding channels/opportunities (e.g., Enterprise Ireland)

ENTIRE – webinar

On-line

7th April 2025



ECOSYSTEM BUILDING HOW DUNGARVAN ENTERPRISE CENTRE IS SUPPORTING LOCAL GROWTH

Professor Bill O’Gorman
Chairperson



Waterford Institute of Technology





VISION

Our vision is to realise a digitally capable, adaptive and sustainable business community and society in Dungarvan and West Waterford, through the provision of an unrivalled digital hub facility with associated remote working, training, incubation, and innovation programmes and services.



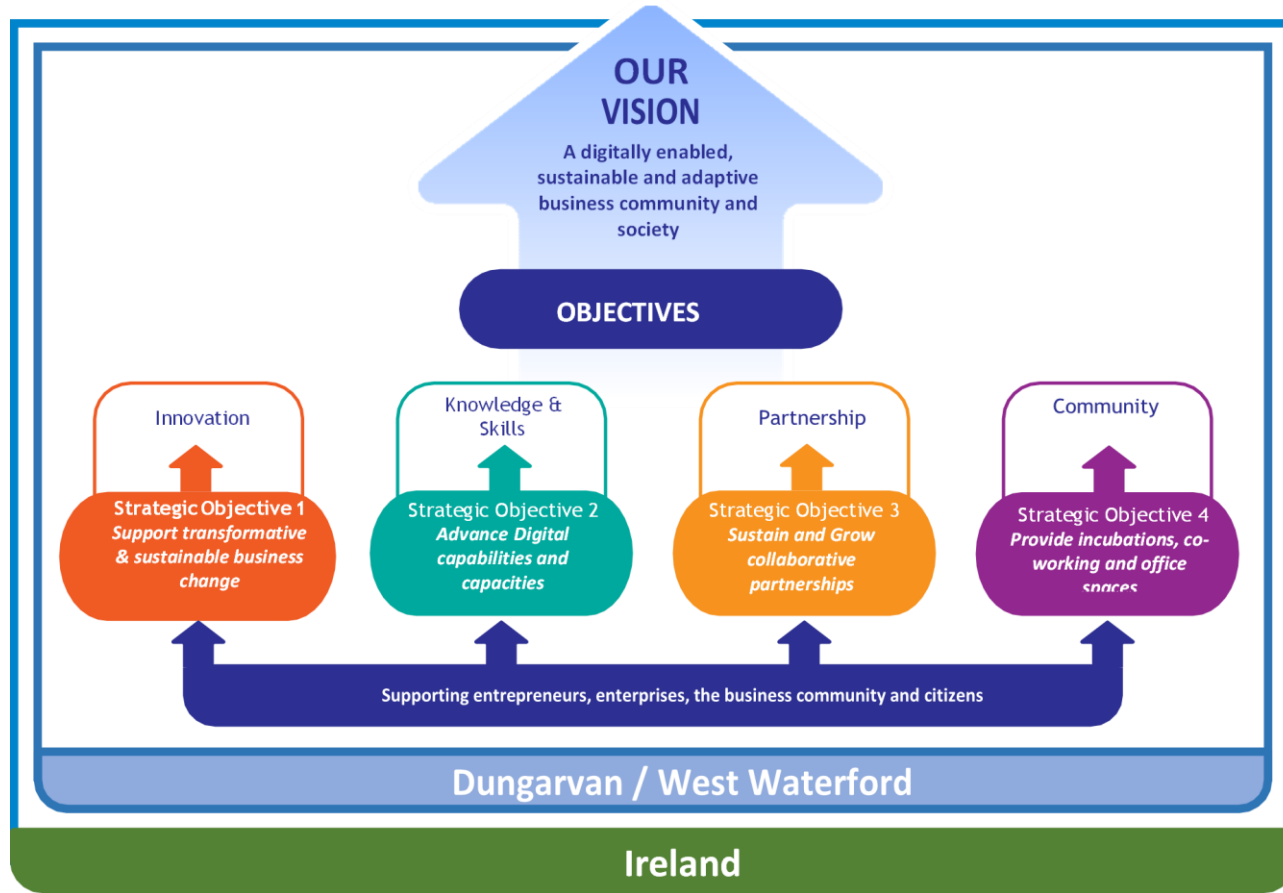
**DUNGARVAN
ENTERPRISE
CENTRE**

OUR PURPOSE

- **Sustain and grow vital collaborative partnerships** with local authorities; business communities; national enterprise support organisations, civic society organisations; as well as with urban and rural communities.
- **A conduit for partnership** between local entrepreneurs, enterprises, and communities to national HEIs (Higher Education Institutes), research centres, and enterprise development resources.
- **Deliver knowledge, skills and training** programmes with the goal to **enhance local competences and capabilities** in order to ensure competitiveness and sustainability of our community.
- **Support entrepreneurs, enterprises, and the boarder business and civic community towards digital adaption and innovation.** Our ambition is for a digital capability within our region that is competitive and sustainable. A capability that is demonstrated by the application of digital knowledge, technology and connectivity in a collaborative and cooperative manner that protects the environment, improves the circular economy and enhances sustainable inclusive socio-economic development.



REALISING OUR VISION





THE ROLE OF ENTIRE

- Commenced process in Feb 2024
 - Series of meetings to scope out requirements and parameters
- Contract of Engagement signed in April 2024
- Initial Step = Defining the Catchment Area (see next slide)
- Report presented to DEC in December 2024
- Next Step = Stakeholder engagement
 - First stakeholder focus group scheduled for April 2025

WORKING WITH ENTIRE



- Responsive
- Independent unbiased views
- DEC could not have done this exercise on its own
- Scoped out the “starting point”
- **Challenge:** (i) Identifying key stakeholders; (ii) bringing the stakeholders into a focus group
- **The Biggest Challenge:** Stakeholder to focus on what is “right for the sub-region” as opposed to the activities of DEC.

Thank You

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And

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A promotional poster for a webinar. It features the ENTIRE logo at the top left, the text "Supporting Irish SMEs and PSOs in their digitalisation journey" and the WALTON logo at the top right. The main title is "WEBINAR: Intro to Artificial Intelligence". Below the title, it says "Learn what AI could do for your business in this expert webinar" and "April 30th, 11am- 1pm". A list of topics includes: Types of AI, How AI works, AI Technologies and Use Cases, Business Benefits of AI, and Challenges and Ethical Considerations. A "BOOK NOW" button is present. At the bottom, it states "COST €500* per person: *100% discounted through your available De Minimis state aid" and provides the website "www.entire-edih.ie". The background is dark blue with a robot wearing a headset and a laptop displaying "AI" on its screen.

For more information on ENTIRE and our services:

www.entire-edih.ie

Keep up to date! Follow us on:



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