Local Enterprise Office

Digital Boost
Your Digital Toolkit for Success

Ireland's European Structural and Investment Funds Programmes 2014-2020
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Session Objectives

✅ Understand the Digital for Business Programme and how it helps create a Digital Plan.

✅ Learn about the Grow Digital Grant, its eligibility, and how to apply.

✅ Explore mentorship, training, and networking opportunities available through LEO.

✅ Gain actionable insights into how digitalisation can improve business efficiency and growth.

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This seminar is designed to provide applicants with information on how to complete the application and how best to use the grant.

There may be web developers who have joined the seminar today in an attempt to solicit business from you. We do not support or endorse this behaviour and would encourage applicants to shop around.

There are a large number of web developers in the market who will be able to help you and you would be well served to explore your options, finding someone you can work with and who you trust to undertake the work for you.
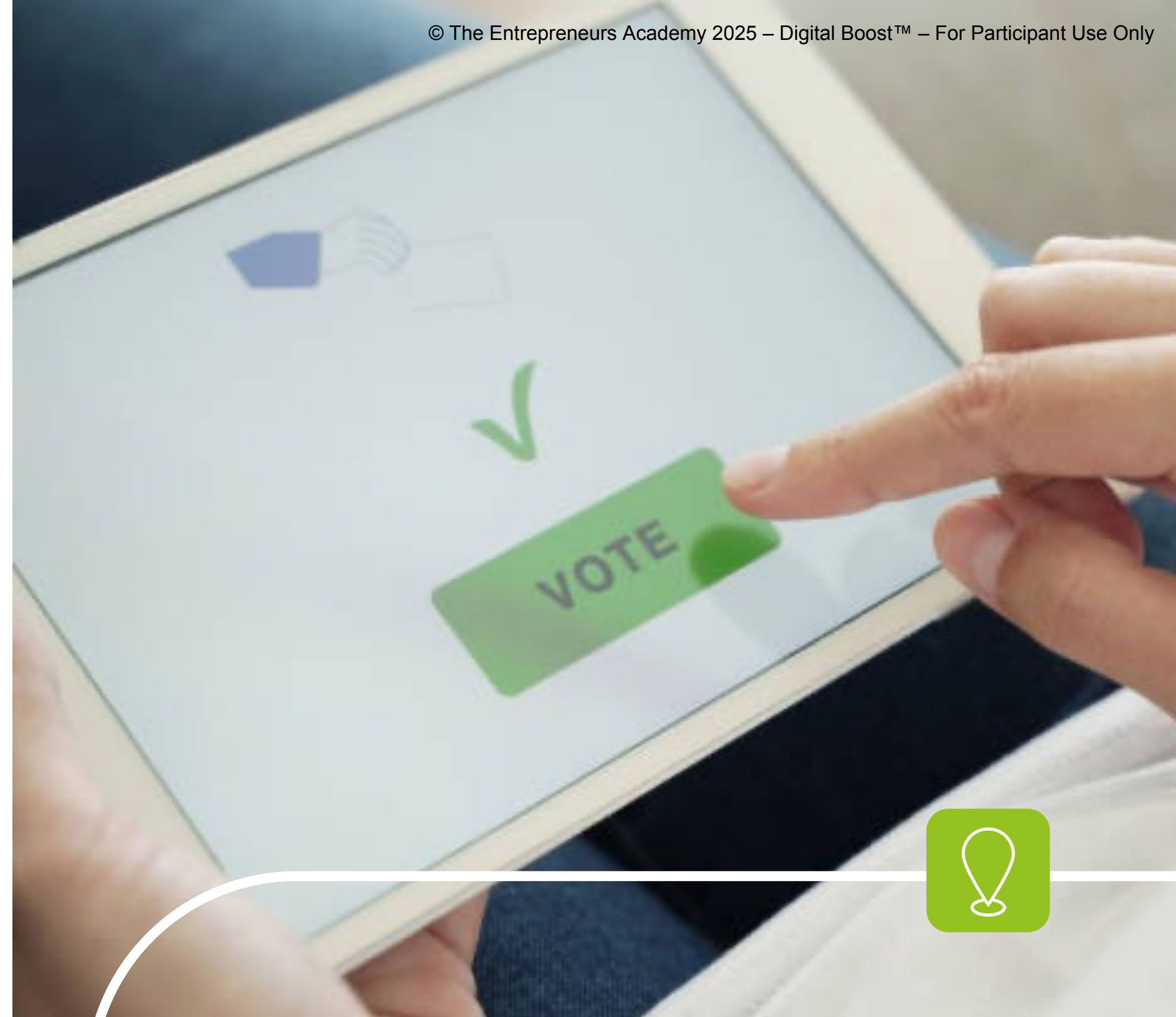
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How Digital is your Business

Quick Analysis:

If most answers are:

A's, the business is at the **early digital stage**.

B's, you are partially digital.

C's, you are digitally advanced and may benefit from scaling your digital tools further.

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Digital for Business

This is a Free programme that helps small businesses explore the advantages that Digitalisation offers.

This provides a business with an expert digital consultant, who will assist them in analysing the existing digital systems in the business, to identify potential gaps and explore the opportunities to optimise existing systems to meet their business needs

🏷 Grants & Funding

You may be eligible if:

- You are a small to medium business
- You employ up to 50 people
- You operate in the commercial sphere
- You have been operating for at least 6 months
- You are a solvent enterprise, as demonstrated by financial statements

Local Enterprise Office

DIGITAL FOR BUSINESS
GIVING SMALL BUSINESS THE DIGITAL EDGE

DIGITAL FOR BUSINESS

Digital for Business - Consultant Report

✅ Analysis of existing digital systems in the business to identify potential gaps in meeting business needs.

✅ Exploration of opportunities to optimise existing systems and integrate with new solutions to enhance business operations.

✅ Guidance on the implementation of new or enhanced digital solutions.

✅ Gain actionable insights into how digitalisation can improve business efficiency and growth.

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Who is Eligible for Digital for Business?

Digital for Business is open to small enterprises

(with between 1 and 50 paid employees) who:

- are not currently clients of Enterprise Ireland or IDA.
- are established and have been trading for at least 6 months, registered, and operate within the area of the Local Enterprise Office.
- are solvent as demonstrated in the financial statements supplied.

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Ineligible Businesses

- Companies with charitable status, commercial semi-state companies, "not for profit" organisations, trade associations, Company representation bodies such as Chambers of Commerce, Sporting Bodies (non-commercial bodies or associations)
- Are operating in the coal or steel sector.
- Are active in the primary agricultural, fishery or aquaculture sectors.

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Ineligible Businesses

- Are involved in activities that Local Enterprise Offices consider as ineligible or as involving an unacceptable reputational risk.

Ineligible activities include activities relating to:

- *The gambling sector, including 'gaming' (as defined in the Gaming and Lotteries Act 1956).*
- *Adult entertainment.*
- *Tobacco and tobacco-related products.*
- *Cannabis-based products which are not authorised as medicines.*

Meet Our Case Study – Wildwood Interiors

Fictitious Company for Demo Purposes

Meet Our Case Study – Wildwood Interiors

Company Name: Wildwood Interiors

Industry: Bespoke Furniture Design & Manufacturing

Location: Kilkenny

Employees: 12

Established: 2017

Business Model: Direct-to-consumer and B2B contracts with interior designers and commercial clients.

Current Digital Presence: Still a brochure-style website, poor e-commerce, manual order-taking via email and phone, no CRM.

Key Digitisation Challenges

- **Inefficient Workflow:** Orders are tracked manually on spreadsheets leading to errors and missed deadlines.
- **Customer Management Issues:** No CRM system in place – communication is fragmented, and follow-ups are inconsistent.
- **Poor Online Visibility:** Website is outdated, lacks SEO, and doesn't reflect the premium nature of the brand.
- **Limited Online Sales Capability:** No ability to process orders, quotes or payments online.
- **No Data Analytics:** Business lacks tools for customer insights or sales trends.
- **Compliance Risks:** Website lacks proper cookie policy, SSL security, and GDPR policies.

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wildwood interiors

NEW ARRIVALS   FURNITURE   OUTDOOR   DECOR   MIRRORS   ART GALLERY   INSPIRATIONS   GIFTS   SALE   ABOUT US

Home > Furniture

Furniture

Living Room
Dining & Kitchen
Bedroom
Home Office
Entryway

Narrow By

Color ^

HOME FURNITURE

Outfit every room with a carefully curated assortment of furniture from around the world. Discover the conversation-starting home you've always dreamed of.

Shop By Category

Digital for Business - Consultant Report

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Digital for Business - Consultant Report

Prepared for: Wildwood Interiors
Prepared by: Local Enterprise Office Digital Consultant
Date: April 2025

Executive Summary

Wildwood Interiors is a growing Balbriggan-based business specialising in high-end, custom-made furniture.
While the company has established a strong offline reputation, it faces significant challenges due to outdated and inefficient digital systems. This report provides a comprehensive analysis of the business's current digital landscape and outlines clear, achievable recommendations to streamline operations, enhance customer engagement, and scale through improved digital capability.

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Digital for Business – Consultant Report

Current State of Digital Infrastructure

1. **Website & Online Presence**
   - The company website is non-transactional and lacks modern design features.
   - No SEO strategy implemented.
   - Does not reflect the craftsmanship and quality positioning of the brand.
2. **Sales & Customer Interaction**
   - Orders and customer interactions are managed manually through email and spreadsheets.
   - No CRM system is in use.
   - Follow-ups and customer service are inconsistent, impacting repeat business.
3. **Operational Systems**
   - Inventory and production schedules are managed manually.
   - No integrated system to track orders, raw materials, or job progress.
   - No tools in place for project collaboration or status tracking.

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Digital for Business - Consultant Report

Current State of Digital Infrastructure

4. Financial & Marketing Tools
- Marketing is ad-hoc, mostly word-of-mouth and organic social media.
- No digital advertising strategy or use of customer insights.
- No email marketing platform or campaign analytics.

5. Compliance & Security
- Website is not SSL-secured.
- No cookie or privacy policy visible on the site.
- Risk of non-compliance with GDPR and ePrivacy regulations.

Digital for Business - Consultant Report

Key Areas for Digital Development

Area	Needs	Recommended Solution
Website	Redesign, SEO, secure, GDPR-compliant	Web platform upgrade (e.g. Wix Studio or WordPress with SSL & GDPR features)
E-Commerce	Enable quote requests & online orders	WooCommerce (WordPress) or Shopify for small catalog
CRM	Customer management & automation	HubSpot Starter CRM or Zoho CRM
Inventory & Job Tracking	Real-time production and delivery tracking	Jobber (for workflow tracking), or Katana MRP for production
Email Marketing	Segment and nurture leads	Mailchimp or Brevo (Sendinblue)
Project Collaboration	Team coordination and task management	Trello or Asana
Analytics	Customer insights, marketing ROI	Google Analytics + built-in CRM reports

Digital for Business - Consultant Report

Prepared for: Wildwood Interiors
Prepared by: Local Enterprise Office Digital Consultant
Date: April 2025

Grow Digital Grant Recommendations

Wildwood Interiors would benefit greatly from applying for the Grow Digital Voucher to support the implementation of the above solutions. Recommended focus areas include:

1. **Software Subscriptions**
   - CRM: HubSpot Starter or Zoho CRM
   - Inventory Management: Jobber or Katana
   - E-Commerce Platform: Shopify or WooCommerce
   - Email Marketing: Mailchimp or Brevo
   - Project Management: Trello or Asana
2. **Training & Configuration**
   - Setup and customisation of CRM and workflow tools
   - SEO best practices and Google Analytics training
   - E-commerce integration workshop

Digital for Business - Consultant Report

Estimated Costs (for Voucher Application)

ITEM	Estimated Cost (12 months)
HubSpot Starter CRM	€250
Shopify Subscription (Basic Plan)	€320
Jobber (Core Plan)	€480
Mailchimp (Essentials Plan)	€140
Website Upgrade (New Inventory Software linking to Shopify and CRM)	€600
Training & Setup Support	€300
Total Eligible Costs	**€2,090** (voucher covers up to €1,045)

Digital for Business - Consultant Report

Prepared for: Wildwood Interiors
Prepared by: Local Enterprise Office Digital Consultant
Date: April 2025

Next Steps

- **Finalise quotations from selected vendors.**
- **Draft application for Grow Digital Voucher including:**
  - **Consultant report**
  - **Outline of proposed digital project**
  - **Evidence of current trading and tax clearance**
- **Begin implementation within 2–3 weeks of approval.**

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How to Apply?

Reach out to Your Local Enterprise Office

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Digital Boost - Pathway

Reach out to Your Local Enterprise Office

Digital For Business

Grow Digital

Grant

A digital for business project report must be completed within the previous two years.

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Grow Digital Voucher

✅ Funding: Of up to €5,000 to invest in software and training/IT configuration.

✅ Boost Efficiency: Streamline operations and enhance productivity with new digital tools.

✅ Reach New Customers: Expand your reach and connect with a wider audience online.

✅ Stay Competitive: Bridge the digital gap and compete effectively in today's marketplace.

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Grow Digital Voucher

✅ Funding will be in the form of a grant.

✅ The grant aid will be 50% of eligible costs with minimum grant aid of €500 up to a maximum grant of €5,000 per application.

✅ Enterprises can be approved for a maximum of two Grow Digital Voucher projects up to a maximum cumulative grant value of €5,000 as identified in their Digital for Business project to support their Digitalisation journey.

✅ Approval of a second Grow Digital Voucher is dependent on the demonstrated achievement of the progression of the business as outlined in the Digital for Business report.

Allowable expenditure will be towards supporting the Digitalisation progression of the applicant.

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Elegible Expenditure

✅ Software subscription fees

- or eligible business software that is NEW to the business for a maximum of one year subscription (the business must incur the annual subscription cost before the grant can be paid).
- that are "off the shelf".
- expanding on the number of existing software licenses for software systems already in use does not qualify.

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Elegible Expenditure

✅ Eligible software examples include:

- E-commerce software

- Website Development (This is subject to the same eligibility criteria regarding it being a software subscription new to the business. The Grow Digital Voucher does not support bespoke website development.)

- Software for customer relationship management

- Online booking, payments or appointments

- Job tracking including field service management software.

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Elegible Expenditure

✅ Eligible software examples include:

- Order management or stock control software
- Industry specific cloud SaaS software
- Field management or workflow management software
- Electronic invoicing or electronic signature software
- Standard office software (for email, documents, spreadsheets, etc.) where not already in use by the company

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Ineligible Expenditure

✅ Custom or bespoke software is not eligible for grant support.

✅ Systems for regulatory compliance do not qualify.

Documentation required to support application

✅ Digitalisation Plan (Digital for Business Report not more than two years old at the time of application)

✅ Outline of Digitalisation project/improvements

✅ Outline of proposed expenditure

✅ Quotations or pricing information for the software and training/configuration costs.
Applicants are encouraged to seek the best value but are not required to supply more than one quotation.

✅ Latest Annual signed Financial Statements and/or up-to-date set of accounts

✅ Up to date Tax Clearance certificate

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Grow Digital Voucher

Grow Digital Voucher

- Up to 50 employees
- Digital for business project report completed within the previous two years
- Up to €5,000 for software and training/IT configuration
- Business must be trading at least six months and be solvent
- Grant aid will be 50% of eligible costs up to maximum €5,000 per application (max two Grow Digital Voucher projects, max cumulative value €5,000)

Local Enterprise Office

READY, SET, GROW.

Fund your digital future with the Grow Digital Voucher

Boost Efficiency: Streamline operations and enhance productivity with new digital tools.
Reach New Customers: Expand your reach and connect with a wider audience online.
Stay Competitive: Bridge the digital gap and compete effectively in today's marketplace.

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Grow Digital Voucher

Grow Digital Eligible Expenditure

(a) Software subscription fees

- for eligible business software that is NEW to the business for a maximum of one year subscription (the business must incur the annual subscription cost before the grant can be paid).

- that are "off the shelf".

-    expanding on the number of existing software licenses for software systems already in use does not qualify.

(b) Training and/or IT Configuration

- Where the business requires expert assistance in the set up; and/or integration of new software systems or ICT processes or where the business management or team require training to engage with/maintain the new system to allow for ease of use and to garner most benefit for the business.
(Training and Configuration amount combined can be no more than 50%).

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Grow Digital Voucher

Digitalisation can unlock **new opportunities for innovation and growth, starting today.**

growdigital.gov.ie

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THANK YOU!

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