The partnership aims to improve brand perception of AIB amongst the start-up community. We were able to do something that had never been done before in this market and provide start-ups with advice, information and an opportunity to aid success. The partnership allows both partners to engage with start-up customers in a positive and ongoing way.

By creating a partnership, we are able to offer AIB the scale that they needed in terms of audience reach and also access to a niche start-up market two years in a row. Additionally, a partnership with a trusted brand allowed AIB to establish credentials with the business and start-up communities.
What did we do?

A 12 Month Multi-Platform partnership to facilitate learning and business growth by:

- Giving entrepreneurs & start-ups access to valuable business information via events, print & digital platforms
- Sharing the opinions and advice of industry leaders
- Establishing online information hubs to fill the gaps in knowledge and help them start and/or succeed
- Giving them an opportunity to meet with and learn from their peers, industry experts & AIB

THE IRISH TIMES MEDIA SOLUTIONS
Delivered in 3 Phases

May - November

Event Nights
- 11 Events
- 9 Counties

November - December

Academy Recruitment
-Irish Times print, digital, social and events database
-AIB eMailer
-In branch

February - April

The Academy & Final Pitch
- 8 Week Accelerator Programme
- One Winner & Lots of Stories
Events
Editorial 2015

Full page of print editorial each month
The Hub

• Updates start-up news
• ‘How to’ section
• Sections covering technology, marketing, media and strategy
• Videos
• Photo Galleries

http://www.irishtimes.com/business/aib-start-up-academy
Phase 3 – The Academy
On February 4th, 22 finalists will pitch to a panel of judges in The Irish Times.
10 successful pitchers will win access to The Academy starting February 29th covering the following topics based on last year’s feedback:

1) Networking Skills and Business Canvas
2) Design Thinking
3) Critical Thinking for Peak Performance & Writing for Business Clarity
4) Marketing and Mastering “The Funnel”
5) Sales and Negotiation
6) Social Media
7) eCommerce & Data Analytics
8) The Pitch Preparation
Following the academy, **one winner will receive a fantastic prize package worth over €200,000 including:**

- €20,000 cash investment from AIB
- €30,000 worth of advertising space with The Irish Times
- advertising spend to the value of €65,000 across [JOE.ie](https://www.joie.ie), [Her.ie](https://www.her.ie), [SportsJOE.ie](https://www.sportsjoe.ie) and [HerFamily.ie](https://www.herfamily.ie).
- coaching from AIB specialists
- office space in The Irish Times building
- mentorship from Maximum Media
- creative strategy and production from creative agency Rothco
- PR masterclass with WHPR
- search and social consultancy package from Starcom and Radical.
- The two runners-up will each receive €10,000 worth of advertising space with The Irish Times, advertising spend to the value of €15,000 across [JOE.ie](https://www.joie.ie), [Her.ie](https://www.her.ie), [SportsJOE.ie](https://www.sportsjoe.ie) and [HerFamily.ie](https://www.herfamily.ie), coaching from AIB specialists and a masterclass in how to write a press release with The Irish Times.