



Measure:

Business & Economic
Development

Promoters:

NORIBIC/Westbic/
NWIFHE/LYIT

Title:

Digital Media Works



INTERREG Partnership meet
Noribic Team

The Cross Border Business Incubation Centre (hereafter “CBBIC”) which comprises of NORIBIC and WestBic, in association with the North West Institute of Further and Higher Education (NWIFHE) [now Northwest Regional College] and the Letterkenny Institute of Technology (LYIT), established a Business Support Centre/Incubation Unit to assist with the development of the digital multimedia industry in the North West.

The main focus of the project was support for the development of an embryonic Interactive Computer Entertainment industry by providing a physical resource and a creative environment to help develop local skills and talents, which builds upon the educational programmes of the two focal institutions. The Business Support Centre aimed to provide a link, through the expertise of the Business and Innovation Centres of NORIBIC and WestBIC between the academic environment of the 2 Institutes and the commercial environment. The centre is physically located in premises of the NW Regional College.

The development of the Digital Media Works project provided a unique business incubation and innovation support facility for a growing business sector that had global tradable services potential and was a match for the developing academic provision in the North West and beyond. It provided a managed workspace as a “hotdesk” facility with open access to ICT equipment for the development of new business ideas and new skills.

At the height of the operation there were 21 entrepreneurs on site incubating their businesses, preparing business plans, outlining portfolios and seeking business opportunities.

Total Project Cost: €730,202 (100%)

Grant Awarded: €547,651

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