



# CLIMB

## Accelerator Bootcamp

*Creative Leaders Innovating for Market and Business Growth*

|                         |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
|-------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Weekend 1</b>        | 25–27 September 2026 — CREW                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| <b>Online weeks</b>     | 1 Oct – 5 Nov 2026 (Thursday evenings 5–8pm)                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| <b>Mentorship week</b>  | 19–25 Oct 2026 — Week 5 (online, structured sessions)                                                                                                                                                                                                                                                                                                                                                                                                                               |
| <b>Weekend 2</b>        | 13–15 November 2026 — CREW                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| <b>Cohort size</b>      | Approx. 8 participants                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| <b>Participant cost</b> | €900. The programme is being offered to eligible companies at 20% of the market rate, with the remaining 80% supported by Enterprise Ireland Smart Region scheme. The full programme is valued at €4,500. To avail of this discounted rate, all applicants are asked to confirm that they have the appropriate De Minimis balance to accept the support. More information on De Minimis State Aid can be found here: <a href="#">State Aid</a>   <a href="#">Enterprise Ireland</a> |
| <b>Accreditation</b>    | Open Badges digital badge                                                                                                                                                                                                                                                                                                                                                                                                                                                           |

## Programme Overview

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The CLIMB Accelerator Bootcamp is an 8-week intensive programme for scaling creative and digital creative businesses. It combines two in-person weekends at CREW, five online evening sessions, and a dedicated mid-programme mentorship week — giving founders the strategic tools, expert knowledge, and peer network to grow sustainably and enter EU and international markets.

The programme is built around the reality of creative micro-enterprises & SME's: founders often take on the majority of the workload themselves, time is limited, and every hour invested needs to produce practical, usable output. CLIMB is expert-led, focused, and designed so that the work done inside the programme is the work that needs doing in the business.

### The programme is centred on three core themes:

- **Theme 1 Market Expansion & IP for Creative Businesses:** preparing for international market entry, regulatory navigation, IP protection and commercialisation.
- **Theme 2 Investment & Funding:** building a diversified funding strategy, investment readiness, investor relationship-building, EU and public funding.
- **Theme 3 Leadership & Team Development:** the transition from founder to CEO, team structures for scale and recruitment planning.
- **Additional operational foundation:** systems, strategy, and reducing founder dependency

## Who This Programme Is For

CLIMB is for founders and business leaders in the creative and digital creative sector who are ready to scale.

### Ideal participant

- A trading creative or digital creative business already generating revenue
- Clear ambitions to expand either into new markets, with new revenue streams, or with a growing team
- Ready to invest time in strategic thinking and peer learning

### Sectors welcomed

- Film, animation, documentary and screen content
- Games development and interactive media
- Design, branding and visual communication
- Music, audio and sound
- Creative technology and digital product businesses
- IP-led or content-led businesses in any creative sub-sector

## Milestones & Deliverables

Participants complete a minimum of three milestone deliverables across the programme: an operational audit, one theme deliverable (chosen from three options), and a final implementation report.

### Choosing a theme deliverable

- Participants select 1 of the 3 theme deliverables (M2A, M2B, M2C) based on their most pressing business priority. They are welcome to complete more if they wish to.
- The choice is made during Weekend 1.
- Milestone 3 (Implementation Report) should reflect on the chosen deliverable(s) and how they were applied in the business.

| Ref                   | Due                             | Theme                                          | What participants produce                                                                                                                                                                                            | Format                                  |
|-----------------------|---------------------------------|------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------|
| M1                    | Mid-Oct (~2 wks post Weekend 1) | <b>Operational Foundation</b>                  | <b>Operational Scale Audit + 90-Day Scaling Plan</b><br><i>An audit of current systems, team structures, and operational bottlenecks, plus a 90-day plan for reducing founder dependency and building for scale.</i> | Max. 4 pages                            |
| M2<br>(choose 1 of 3) | Early Nov (~end Wk 7)           | <b>Theme 1 — Market Expansion &amp; IP (A)</b> | <b>Market Expansion/Entry &amp; IP Strategy</b><br><i>Market expansion and/or entry strategy for one target market or an IP audit for your business.</i>                                                             | Strategy doc (4-6 pages) or IP Audit    |
|                       | Early Nov (~end Wk 8)           | <b>Theme 2 — Investment &amp; Funding (B)</b>  | <b>Funding Strategy &amp; Investor Brief</b><br><i>A diversified funding strategy identifying relevant funding streams, plus a one-page investor brief communicating scalability and market demand.</i>              | Strategy doc (4-5 pages) + 1-page brief |
|                       | Early Nov (~end Wk 8)           | <b>Theme 3 — Team &amp; Leadership (C)</b>     | <b>Talent &amp; Team Growth Plan</b><br><i>A people plan to cover team structure for scale, key roles needed, recruitment strategy, and leadership development commitment.</i>                                       | Max 6 pages                             |

| Ref       | Due                     | Theme             | What participants produce                                                                                                                                                                                                                        | Format      |
|-----------|-------------------------|-------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|
| <b>M3</b> | Early Dec (post Wknd 8) | <b>All Themes</b> | <b>Implementation Report + Growth Plan</b><br><i>A reflective report documenting implementation of the chosen deliverables in the business during the programme, evidence of impact or progress, and overall plans for growth going forward.</i> | Max 4 pages |

## Programme Calendar

| Wk       | Dates      | Phase                                            | Theme / Focus                                                                                                          | Format                           |
|----------|------------|--------------------------------------------------|------------------------------------------------------------------------------------------------------------------------|----------------------------------|
| <b>1</b> | 25–27 Sept | <b>Foundation</b>                                | Programme launch — operational foundation + all 3 themes introduced, with special focus on <b>Investment Readiness</b> | In-person Weekend 1 — CREW       |
| <b>2</b> | 1 Oct      | <b>Market Expansion &amp; IP</b>                 | Creative Strategy: Positioning for Growth & Expansion                                                                  | Online evening, 5–8pm            |
| <b>3</b> | 8 Oct      | <b>Market Expansion &amp; IP</b>                 | IP, Copyright & Legal Frameworks                                                                                       | Online evening, 5–8pm            |
| —        | —          | —                                                | <b>Milestone 1 due</b>                                                                                                 | <i>Async — submitted to CREW</i> |
| <b>4</b> | 15 Oct     | <b>Team Development &amp; Leadership</b>         | Talent Strategy & Team Development                                                                                     | Online evening, 5–8pm            |
|          |            |                                                  |                                                                                                                        |                                  |
| <b>5</b> | 22 Oct     | <b>Mentorship</b>                                | Mentorship Week — 1:1s, group session + Milestone 1 feedback                                                           | Online, structured sessions      |
|          |            |                                                  |                                                                                                                        |                                  |
| <b>6</b> | 29 Oct     | <b>Investment &amp; Funding</b>                  | Funding Strategy for Scaling (founder panel) 1.5 hours followed by a 1.5 peer learning session                         | Online evening, 5–8pm            |
| <b>7</b> | 5 Nov      | <b>Market &amp; IP, Investment &amp; Funding</b> | Founder/experts session on IP & on Investment (1 hour each), followed by a peer-led Presentation Prep session (1 hour) | Online evening, 5–8pm            |
| —        | —          | —                                                | <b>Milestone 2 due</b>                                                                                                 | <i>Async — submitted to CREW</i> |
| <b>8</b> | 13–15 Nov  | <b>Presentations</b>                             | Leadership Intensive + Business Presentations to Panel                                                                 | In-person Weekend 2 — CREW       |
| —        | 15 Dec     | —                                                | <b>Milestone 3 due</b>                                                                                                 | <i>Async — submitted to CREW</i> |