

Overview of the Proposed Digital Derry Strategy

Under the Digital Derry Strategy we will

- **Create a Digital Action Team, to provide private and public sector leadership for the Strategy**
- **Appoint a Digital Champion for the City, and**
- **Appoint an international Digital Ambassador for the City.**

The Strategy will be led by the private sector and strongly supported by the public sector. It will work with digital businesses, the University of Ulster, North West Regional College and schools and colleges throughout the City and the North West.

The Digital Derry Strategy will

- **Raise awareness of the digital content sector in the City by**
 - ✓ Developing an on-line information source about the sector in the City
 - ✓ Profiling digital businesses in the City, both on-line and in traditional media
 - ✓ Monitoring and reporting on the growth of the sector
 - ✓ Working with schools and colleges to spread awareness of employment and other opportunities in the digital sector in the City
- **Support growth of local digital businesses by**
 - ✓ Running an annual £15,000 business plan competition for the best plans for digital businesses from a University or College in the North West or from those from the North West who are attending a University or College elsewhere
 - ✓ Running a peer mentoring initiative under which those who have already started a successful digital business will provide informal business advice and support to those who are just starting up their businesses or who are in the early trading period
 - ✓ Running a schools competition for the best digital business ideas coming from schools or school pupils in the North West
- **Develop digital business networks in the City and the North West by**
 - ✓ Organizing a range of business networking events
 - ✓ Promoting more widely the events which others hold in the North West
 - ✓ Filling gaps in the existing provision of information and networking, and
- **Raise the profile of Derry's digital sector by**
 - ✓ Taking Derry's offering to regional, national and international markets
 - ✓ Hosting Northern Ireland wide and Ireland wide events in Derry
 - ✓ Working to create a deal flow for business angels, venture capitalists and professional advisers to digital businesses
 - ✓ Providing a source of information on Derry's digital sector, and
 - ✓ Working with others to promote and realize the potential of Project Kelvin.