THE BIG iDEA

Annual Report
2025



One Idea Changes Everything

The Big Idea House CLG
Registered Charity Number: 20206863 CHY:23298

Table of Contents

Organisation Information 2

A Message From Our Chairperson 6

A Message From Our Founder & CEO 7

Who We Are 8

Our Aims & Objectives 9

Our Key Activities 10

2025 Impact at a Glance 11

Our Programmes in 2025 12

The Impact in Depth 14

Stories From The Classroom 17

The B!G Showcase & Accelerator 22

Backed by Industry & Academia 26

Awards & Recognition 27

Structure, Governance & Management 28

Meet The Board 29

Statement of Trustees' Responsibilities 33

Financial Review 34

Independent Auditor's Report 36

Looking Ahead: Strategic Plan 2026–2028 39

A B!G Thank You 40

Organisation Information

Registered Name	The Big Idea House CLG
Trading Name	The B!G Idea
Registered Charity Number	20206863
Company Registration Number	670593
Registered Office	Rathvinden, Leighlinbridge, Carlow
Charities Regulator (Ireland)	Charities Regulator, Dublin
Reporting Period	1 January 2025 – 31 December 2025
Principal Bankers	AIB Carlow
Auditors	Fitzgerald & Power, 6 Greyfriars St, Waterford
Solicitors	James Cody & Sons, The Parade, Bagenalstown, Carlow
Contact	hello@thebigidea.ie | www.thebigidea.ie

"As the Social Education teacher, I integrated the B!G Idea programme into my class as it aligned closely with our subject topics and learning objectives. The impact on students was outstanding. The programme enabled them to engage with contemporary social issues in authentic, real-life contexts and empowered them to recognise that they have the capacity to influence change."

Aisling Ryan,
Youth Resource Person, *Roscrea Education Centre FET*

Board of Directors (Trustees)

Joe Hogan	Chairperson – Founder & CTO Openet Global, Networks CTO Amdocs Inc; former EY Entrepreneur of the Year, Ireland (2011) & Techtour Europe (2013)
Mary Clare Byrne	Company Secretary - Global Operations Lead, Microsoft
Paul Sweetman	CEO, American Chamber of Commerce Ireland
Sinéad Cuthbert	Head of Strategic Enablement & Risk Governance - Investment Banking , Goodbody
Enda Murtagh	Chief Financial Officer, Brightbeam
Eugene Gibney	CEO, HOLD Investments
Derek Hardiman	Chief Technical Officer, Abbey Capital
Cyril Treacy	COO and Co Founder, Disseqt.ai
Dominic Higgins	Co Founder, NovaJenta
Caroline Hynes	Vice President of Product, Learnupon
Gavin O'Doherty	Branding Consultant



Board Committees (Trustees)

Board committees support governance, oversight, and effective decision-making across key areas.

The Directors present their Directors' Annual Report, which incorporates the Directors' Report and the Trustees' Report for the year ended 31 December 2025.

The company is a registered charity since August 2025 and, accordingly, the report and financial statements are presented in accordance with the requirements of the Companies Act 2014, underpinned by FRS 102: The Financial Reporting Standard applicable in the UK and Republic of Ireland.

"The one thing The B!G Idea really teaches is how important these topics are like climate change, the use of the AI, hunger in the world, those are really big issues and some people just don't think about them so I think The B!G Idea really makes people aware that these are really big issues and they should be taken seriously."

Students,
Presentation Community College, *Terenure*

Fundraising & Partnerships	Gavin O'Doherty (Chair) Joe Hogan Paul Sweetman
Technical Development & Strategy	Derek Hardiman (Chair) Cyril Treacy Joe Hogan
Finance Audit & Risk Committee	Sinéad Cuthbert (Chair) Mary Clare Byrne Enda Murtagh Eugene Gibney
Remuneration Sub Committee	Joe Hogan (Chair) Mary Clare Byrne Derek Hardiman Eugene Gibney
Governance & Policy Committee	Dominic Higgins (Chair) Caroline Hynes Sinead Cuthbert Cyril Treacy


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HOW TO DEVELOP METHODS
DEFINE
REFLECT
GOAL



A Message From Our Chairperson



2025 was a year of real and lasting impact for The B!G Idea, a year in which we saw the power of a single, well-supported idea ripple outward into the lives of young people, their families, and their communities across the island of Ireland.

Our Board shared our conviction that the most important thing any of us could do was to invest in young people – not just in their potential, but in their belief in that potential. Five years on, what I see when I look at the numbers, the stories, and the feedback from students, teachers, and mentors is something that confirms every decision we have made along the way.

In 2025 alone, we reached students in 21 counties, in all four provinces, across Transition Year, Leaving Certificate Applied, Youthreach, Community Training Centres, and Northern Ireland programmes. Over a third of the young people we worked with this year came from disadvantaged backgrounds – students who, without The B!G Idea, might never have had access to industry mentors, real-world problem-solving challenges, or the kind of confidence that comes from knowing your ideas are worth hearing.

The B!G Idea's founder was recognised at the Irish Tatler and Business Post awards with Kim being named Social Entrepreneur of the Year by her peers. This rightly serves to showcase the passion and hard work that goes on behind the scenes.

We are deeply grateful to the Dormant Accounts Fund and the Department of Education for their continued investment in our work, and to our corporate partners and academic institutions who give so generously of their time and expertise. Our mentors are the heartbeat of what we do. Their willingness to show up for young people - virtually, in person, and with genuine care - is the ingredient that transforms a programme into a life-changing experience.

Looking to 2026, we are not simply scaling what works. We are deepening it. Our Strategic Plan 2026-2028 is built on the evidence and insight of five years of delivery, and it commits us to ensuring that a minimum of 50% of our participants come from disadvantaged backgrounds, to building richer progression pathways, and to embedding our model in teacher education so that the skills we teach become a permanent feature of Irish classrooms and centres.

None of this is possible without you. To our donors, funders, and partners: this report is our account of what your support made possible. We hope it fills you with as much pride as it fills us with gratitude.

Joe Hogan
Chairperson, The B!G Idea

A Message From Our Founder & CEO



Every year, when I sit with the feedback from our students, something shifts in me. Not because of the numbers - but because behind every percentage point is a young person who discovered something they didn't know about themselves.

In 2025, 94% of the students who took part in The B!G Idea reported developing key creative thinking skills. 96% said the programme enhanced their confidence and sense of empowerment.

These are not abstract outcomes. They are the sound of a student raising their hand for the first time. They are the moment a young person realises that their problem - their lived experience - is exactly the kind of thing the world needs them to tackle.

This year, we looked deeper than ever before. We focused on developing our platform and programme for meaningful and large scale impact. We grew our presence in Northern Ireland by 133%, expanded our work in DEIS schools, delivered our Youthreach programme to students across Ireland, and saw 2,901 Transition Year students from schools, with a focus on DEIS engaging with our creative, problem-solving programmes.

Through the integration of a pilot programme into Mary Immaculate College's initial teacher education, we are helping to ensure that the next generation of educators will carry inclusive creative thinking into classrooms nationwide. Systematic change in action.

Our B!G Showcase on 14th May at Autodesk's Dublin venue, was a celebration of 5 years in action and everything we believe in.

Students tackled challenges in AI, mental health, poverty, and inclusion with empathy, boldness, and remarkable sophistication. Watching them pitch to panels of industry experts - seeing them hold their ground, deliver their ideas and solutions, showcase the new skills they learned and walk away knowing they were seen, heard and valued - reminded me why we built this.

None of this happens without our small and mighty team and B!G Idea community. To our teachers who champion this work in their classrooms through the entire academic year; to our mentors, who give their time so freely and with such genuine care; to our funders and partners, who trusted us to do something unique and backed us with the resources to do it well, thank you. From the bottom of my heart.

2026 is going to be B!GGER, bolder, and more deeply rooted in the communities that need us most. And I hope you'll be with us every step of the way.

Kim Mackenzie-Doyle
Founder & CEO, The B!G Idea

Who We Are

Empowering all young people to solve local and global challenges through innovative education and industry collaboration.

The B!G Idea is Ireland's award-winning creative thinking education charity, on a mission to ensure every young person, regardless of background, geography, or ability, has the skills, confidence, and networks to thrive in the fastest-changing world we have ever known.

Founded in 2020, launched in 2021 with an initial cohort of 500 students, we have grown to reach over 16,500 students across Ireland in 2025, with a central commitment to equity driving every decision we make. Our model combines a bespoke EdTech platform with physical Think B!G Packs delivered to every participating classroom, ensuring that no student is held back by circumstance, access, or technology. We are bridging the gap between industry and education for the benefit of our society.

Our Mission

To empower young people to solve challenges in their lives and communities through innovative education and industry collaboration.

Our Vision

A world where our young people, no matter what their background, have the problem-solving ability to tackle and break through the challenges ahead of them.

Our Values

We are guided by four values that shape everything we do:

Creativity

We think differently, stay curious, and embrace 'flearning' - learning from failure and finding a better way.

Communication

We build strong connections through empathetic listening, respectful dialogue, and transparency.

Collaboration

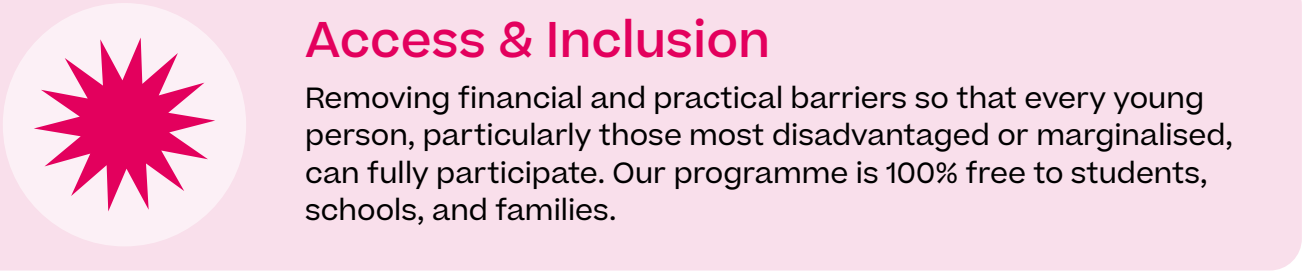
We achieve more together, embracing challenges and fostering an inclusive environment where everyone has a voice.

Commitment

We hold ourselves accountable and always do what we say we will do.

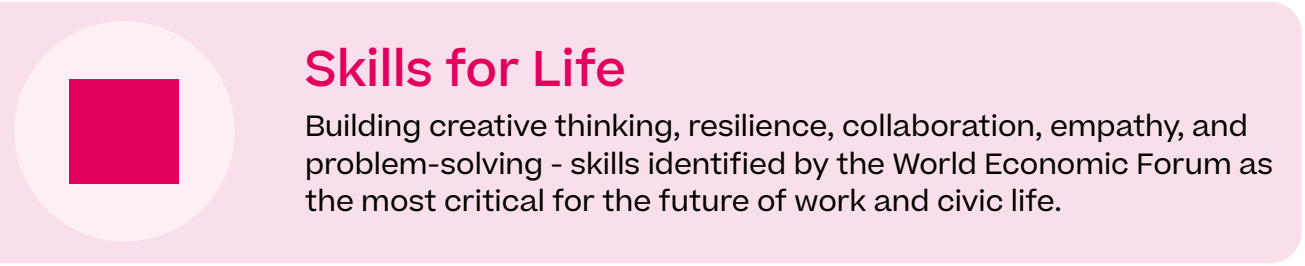
Our Aims & Objectives

Our work is shaped by five strategic pillars that define both our purpose and our impact:



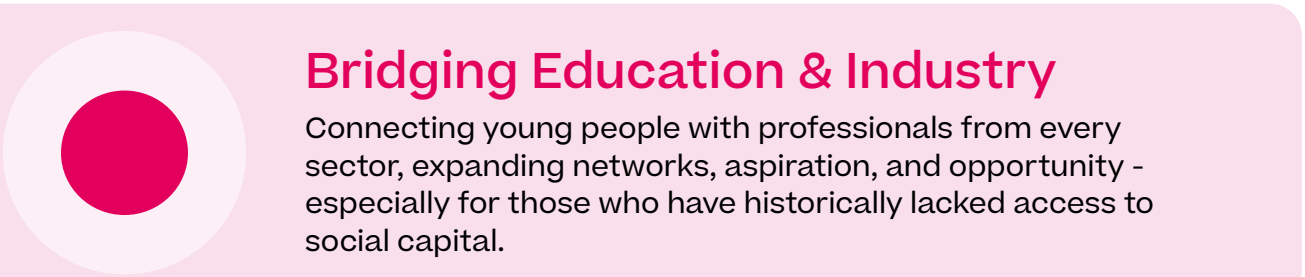
Access & Inclusion

Removing financial and practical barriers so that every young person, particularly those most disadvantaged or marginalised, can fully participate. Our programme is 100% free to students, schools, and families.



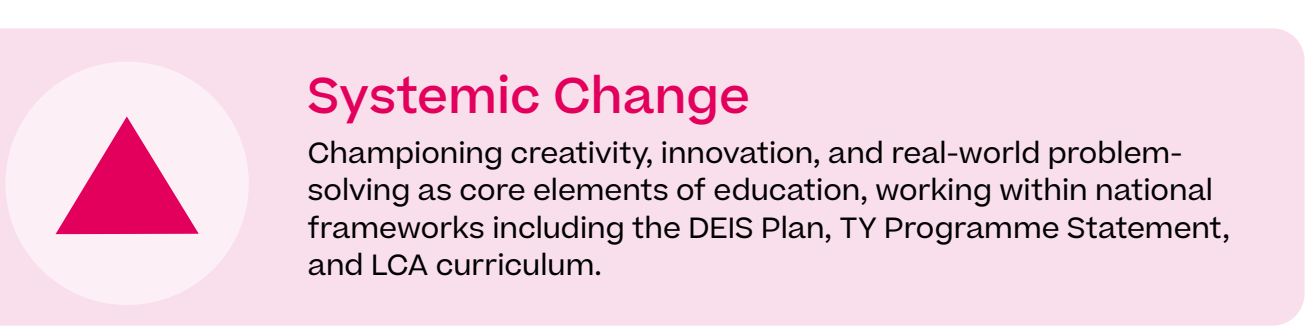
Skills for Life

Building creative thinking, resilience, collaboration, empathy, and problem-solving - skills identified by the World Economic Forum as the most critical for the future of work and civic life.



Bridging Education & Industry

Connecting young people with professionals from every sector, expanding networks, aspiration, and opportunity - especially for those who have historically lacked access to social capital.



Systemic Change

Championing creativity, innovation, and real-world problem-solving as core elements of education, working within national frameworks including the DEIS Plan, TY Programme Statement, and LCA curriculum.



Sustainable Impact

Focusing on long-term outcomes for young people and communities, aligned with the 17 United Nations Sustainable Development Goals, and evidenced through robust evaluation methodology.

Our Key Activities

Mentor Programme

In 2025, 2,694 students from mainstream, DEIS, SEN and Northern Ireland schools engaged with their real-world challenges through our structured creative-thinking framework, aligned with the new TY Programme Statement. Students tackled the issues that mattered most to them - the ones they cared about, and the ones that kept them up at night - and received thoughtful feedback and encouragement from industry mentors through our EdTech Platform, delivered entirely online in 2025. For many, that relationship was their first real connection to a professional network: social capital, and a widened sense of what's possible, built regardless of where they lived or who they already knew.

Youthreach & CTC Programme

For many of the young people who come to Youthreach, mainstream education wasn't built around how they learn best. That's what makes this number matter: 207 students across 11 centres registered for our Youthreach programme in 2025 - a significant milestone from the initial pilot cohort of just 16 in 2022.

We didn't get there by standing still. In-person workshops with students and tutors at our Cork centres, alongside an independent evaluation by UCD - funded with thanks to Rethink Ireland - gave us an honest picture of what's really working and what still needs to change. We're already putting those learnings to work, reshaping the programme to flex around real, varied attendance and different learning needs, and pairing in-person facilitation with online and in-person mentor support delivered through our EdTech Platform, so students could stay connected to a mentor even when they couldn't be in the room.

Strategic Initiatives

Great ideas don't stay contained - and neither did ours. Listening to educators and industry partners across our ecosystem, we took what we'd learned in classrooms and Youthreach centres and asked a bigger question: how do we reach the young people we'll never meet directly?

Part of the answer is teaching the teachers. Through our Next Gen Educator Pilot, 147 third year student teachers studying Business, Accountancy and Entrepreneurship at Mary Immaculate College in Thurles experienced The B!G Idea's creative thinking pedagogy first hand. Building capacity for inclusive, project-based learning that will outlast any single programme we deliver.

Casting the impact wide and in collaboration with Donegal ETB, our Open Minds learning intervention pilot took shape with micro-practices that build positive behavioural shifts, stronger emotional regulation and deeper readiness for complex tasks - designed with Universal Design for Learning principles for diverse learning needs and styles, benefiting the whole class.

2025 Impact at a Glance

Every number in this report is a young person whose world got a little B!GGER. Here is the story of our year, in the data that matters most.

16,500+	Students empowered across the island of Ireland since launch
46%	Of students reached are in DEIS (Delivering Equality of Opportunity Schools)
1,170	Volunteer mentors from diverse industries engaged to date
2,901	Students engaged in 2025 (TY, DEIS, LCA, Youthreach, SEN, NI)
147	Student teachers on Next Gen Educator Pilot
21	Counties reached in 2025 through all programmes and pilots
94%	Of students reported developing key creative thinking skills
96%	Of students felt the programme enhanced their confidence and sense of empowerment
96%	Of students felt that mentor feedback directly supported their skills development
100%	Of teachers observed an increase in students' self-confidence and sense of empowerment

Our Programmes in 2025

The B!G Idea is designed to build and bolster students' transversal skills across any educational setting so they can overcome any challenge in society and the world of work.

Our delivery model combines two powerful pillars: our bespoke EdTech platform - delivering collaborative, interactive workshops, structured creative activities, and digital mentor interaction nationally - and our Think B!G Packs, providing every student with hands-on, equitable learning tools regardless of their school's resources or connectivity.

In 2025, we delivered programmes across Transition Year (TY), Leaving Certificate Applied (LCA), Youthreach, Community Training Centres (CTCs), Special Education Schools (SEN) and Northern Ireland settings. Students worked in teams to tackle five real-world challenge themes they themselves had chosen as the most pressing issues facing their generation:

40.5%	Mental Health
17.3%	Climate Action
14.9%	Tackling Poverty
13.9%	AI For Humanity
13.7%	Achieving Equality

Transition Year (TY) - Delivering Equality of Opportunity in Schools (DEIS)

Transition Year is a transformative stage in the Irish secondary curriculum, designed to cultivate student agency and provide a bridge between the Junior and Senior Cycles. The B!G Idea's programme directly supports the new TY Programme Statement, aligning experiential learning with real-world creativity and civic engagement.

In 2025, 1,338 Transition Year students from DEIS schools participated in our programme. By specifically connecting them with a national network of cross-sectoral industry mentors and challenging them to tackle real-world issues like Mental Health, AI for Humanity, Climate Action and Achieving Equality, we actively bridge the opportunity gap for young people from disadvantaged backgrounds.



Leaving Cert Applied (LCA) Programme

Our LCA programme bridges the gap between education and industry for students pursuing the Leaving Certificate Applied pathway. By aligning with the vocational and practical learning goals of the LCA curriculum, we connect students with professional mentors who provide feedback on their research and final projects. Through this engagement, students apply their learning to critical issues such as Mental Health, Diversity and Equality, building the confidence and technical skills necessary for their future pathways. By prioritising inclusive and flexible assessment, we ensure the programme remains a powerful support for every student, regardless of their learning style or ability.

Youthreach and Community Training Centres (CTCs)

Our Youthreach and CTC programme is focused on leveling the playing field. These centres provide essential alternative pathways for young people aged 15–20 who have transitioned from mainstream education, often dealing with socio-economic challenges, mental health pressures, or limited access to resources.

Participation in our Youthreach programme has grown consistently, from 16 students in our 2022 pilot to 207 students in 2025. By blending digital and physical environments with online mentor check-ins, we empower learners with the resilience and problem-solving tools needed to overcome barriers and open doors to further education, training, and employment.

Northern Ireland Programme

2025 saw extraordinary growth in our Northern Ireland delivery, with school participation increasing by 133% - from 3 to 7 schools. Our NI programme aligns with the Thinking Skills and Personal Capabilities framework and directly supports the Learning for Life and Work and Careers education strands, specifically addressing the goals of the 10x Economy strategy for inclusive growth.

By working across the border, The B!G Idea contributes to a shared vision of an all-island generation of creative problem-solvers, equipped with the skills to shape a more equitable and innovative future for both jurisdictions.

"I've been facilitating The B!G Idea with LCA and TY students in a special school context for the past few years and I believe it is one of the most worthwhile educational initiatives out there. Easily adaptable, fully supportive & inspiring, it helps students bring their ideas to life – highly recommended for educators!"

Christina Hayes, Scoil Bernadette,
Special Education School, *Cork*

The Impact in Depth

Student Impact

Our independent evaluation, conducted by University College Dublin in 2024/25, gives us the clearest picture yet of what The B!G Idea means to the young people who take part.

Students' qualitative insights highlighted three aspects they valued most: the freedom to collaborate and share ideas in groups; the hands-on, creative learning experience (including prototyping and LEGO-based activities); and the creative liberty to explore topics they don't usually encounter in a traditional classroom setting, such as artificial intelligence and social inequality.

Looking ahead, students consistently noted that the creative thinking skills they developed would help them approach future challenges from different angles – and that the experience of 'flearning' (learning from failure and building resilience) had permanently shifted how they engage with difficulty.

Students across our programmes developed measurable skills and competencies:

100%

of students reported The B!G Idea helped them develop key creative thinking skills, including problem-solving, communication, teamwork, and learning from failure.

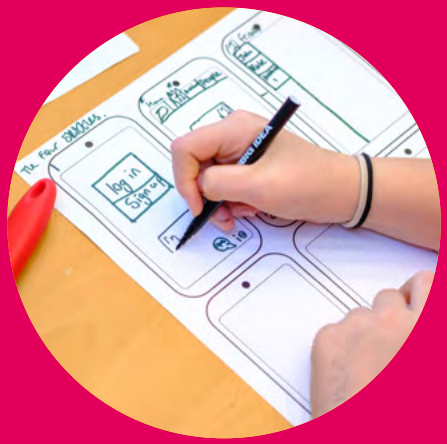
96%

of students felt the programme enhanced their confidence, wellbeing, and sense of empowerment.

94%

of students felt that feedback from mentors directly supported their skills development.

*28% response rate UCD Evaluation



"And basically, The B!G Idea, really, is your idea. It's everyone's idea that you all put together. [...] The B!G Idea definitely showed me-maybe opened my eyes a lot about myself and about others."

Youthreach Participant,
UCD Evaluation Interview 2024/2025

Educator Impact

Across our programmes, teachers and tutors are the champions who make The B!G Idea possible in the classroom. Their commitment to nurturing creativity and resilience, especially for students from disadvantaged backgrounds, is the engine of our delivery.

Teachers noted that mentor feedback was a primary driver of student confidence, stating that it made students feel their ideas were 'worthwhile and of value' and that they were 'visible to adults outside their school environment.' This experience of being seen and validated by industry professionals is particularly powerful for students who have rarely encountered such recognition.

In 2025, we are proud to recognise our Creativity Champions – teachers whose outstanding commitment brought the creative process to life in diverse educational settings: Holly Early (Presentation Community College), Aisling Kate Ryan (Roscrea Education Centre), and Claire O'Neill (St. Colman's High and Sixth Form College).

100%

of teachers reported a positive or very positive impact on students' communication, teamwork, with 80% reporting the same for research and investigation skills.

100%

of teachers felt students were more likely to volunteer in class following participation.

80%

of teachers reported a high impact on students' communication, teamwork, research, and investigation skills.

100%

of teachers reported students were more likely to overcome challenges independently and 100% reported students were more likely to persist through difficult tasks.

*26% respondents rate

"As a DEIS school our students gain so much from taking ownership of some of the problems they witness or are influenced by in society. By taking action and seeing solutions, it dissipates their sense of isolation especially in the areas of displacement, mental health and eco-anxiety. The B!G Idea allows our students opportunities to showcase what they have learnt and achieved - especially by 'flearning', not being afraid to fail but giving something a go."

Patricia Dunphy, Teacher,
Our Lady of Mercy Secondary School, *Waterford*

Mentor and Industry Impact

The B!G Idea connects students with professionals from across Technology, Design, Financial Services, Education, Consultancy, Marketing, and more. For many students – particularly those from disadvantaged backgrounds – this is their first encounter with a professional from a global industry who genuinely listens to their thinking and encourages them to go further.

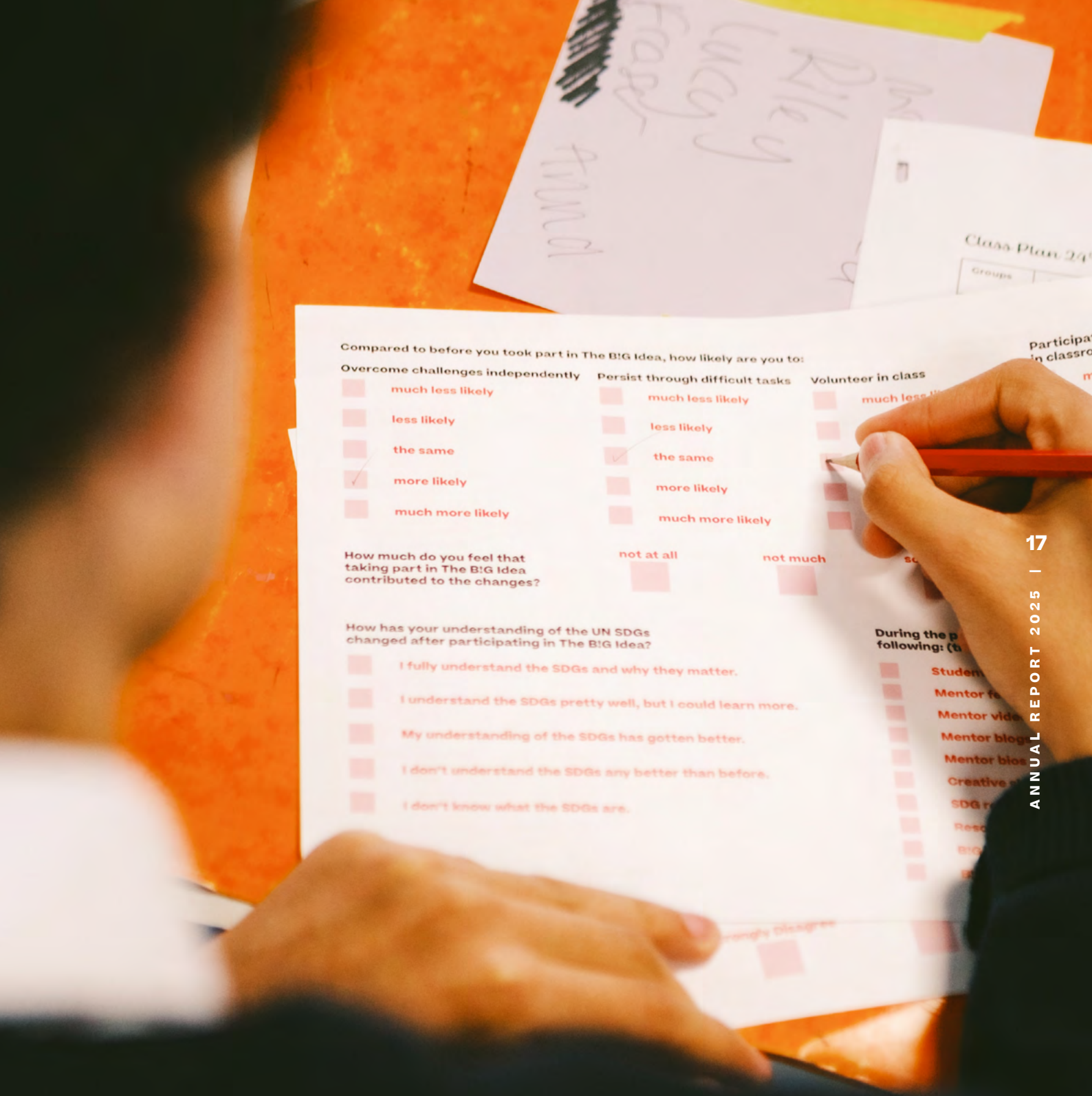
In 2025, the B!G Showcase and Accelerator were hosted by Autodesk, with mentors from companies including EPAM, Autodesk, Linesight, MSD, Microsoft, and PA Consulting. Students also benefited from immersive industry experiences – including a tour of the MSD manufacturing plant - giving them tangible insight into professional environments and career pathways.

At the B!G Accelerator, 80% of student participants identified mentorship as an essential element of their experience. Following the event, 79% reported a significant boost in confidence, and 72% gained a clearer understanding of how creative thinking integrates into diverse career paths.

"Equipping the next generation of students with problem-solving skills to tackle complex global issues like climate change and hidden poverty is exactly what Ireland and the technology industry needs right now."

Martin Byrne, VP & Country Manager,
EPAM Ireland





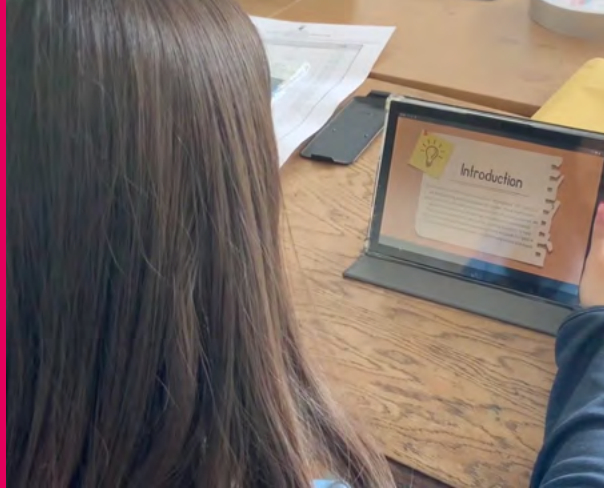
Stories From The Classroom

Behind every number is a story. These two case studies - drawn from our 2025 programmes - capture the transformative impact of The B!G Idea in action.

St. Mogue's College, Cavan (DEIS)

Teaching Equality from the Inside Out

Achieving Equality | Commended



In Irish schools, gender stereotypes rarely announce themselves. They hide in phrases like "strong boys" and "good girls", and in quiet assumptions about who is naturally good at sport, technology, leadership or certain subjects. Students at St. Mogue's set out to change that, starting with the adults at the front of the room.

Mentors

Ana Cruz-Garcia – MTU

Anne Marie Barcoe – EPAM

Aoife Crowley – Autodesk

Dhhruv Sachdeva – UCC

The Challenge

Gender bias is woven into everyday school life. It's in the language we use, the expectations we set, the subjects we steer students towards and the assumptions we make about what boys and girls can do. On its own, each message seems small. Added together over years, they shape how confident a young person feels, whether they put their hand up, and which futures they believe are open to them. The challenge for students was to look closely at how stereotypes show up in their own school and ask: what could we do differently?

The Approach

Rather than sit through a lesson on equality, these students designed one. Supported by mentors from MTU, EPAM, Autodesk and UCC, they began with their own experiences. Then they researched how stereotypes affect students' confidence, participation and sense of belonging. They gathered feedback and perspectives, weighed up where change could make the biggest difference, and landed on an idea that flips the usual direction of learning: students teaching teachers.

The result was Le Chéile – Irish for "together" – a series of short, student-led video modules that help teachers recognise the everyday language, behaviours and assumptions that reinforce gender division. Along the way, students had to communicate clearly, make decisions as a team, respond to feedback and think about how their work could reach beyond their own classroom.

"I think this will help me when I'm even working on my own to work things out. I think the skills we learned during this project will be useful in the future because it's going to help me be able to solve things more and work out things quicker."

Sophie,
The B!G Idea Student

“Equality starts with small changes and every student matters.”

Team Mindset Regeneration,
St. Mogue’s College, *Cavan*



St. Mogue’s College Class,
Students, 2025

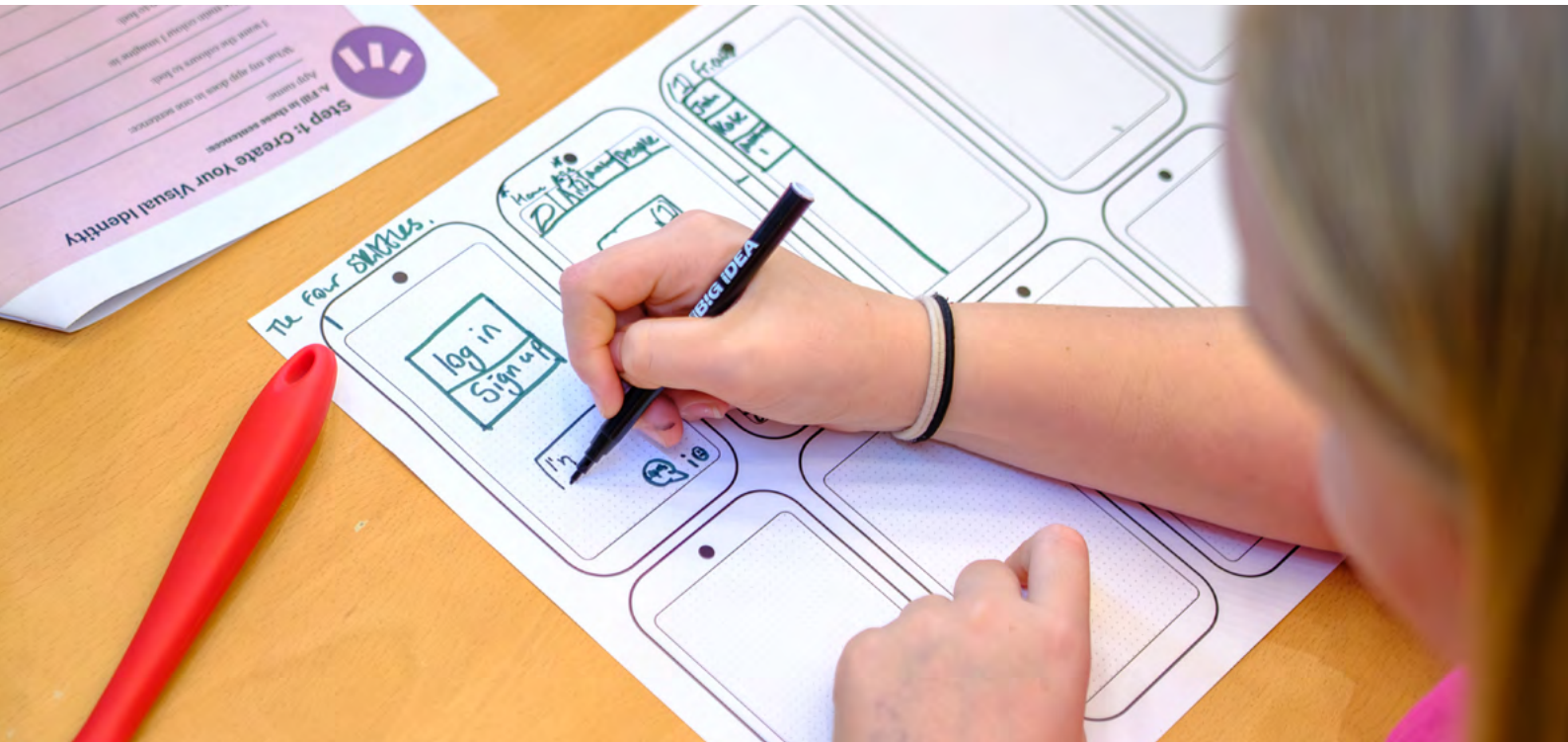
The Impact

Le Chéile gave students the experience of speaking up about their own school life and watching adults take their ideas seriously. For students, the benefits were clear: the confidence to be heard, practical skills in research, design and communication, and real experience of collaboration, creativity, leadership and advocacy. These are skills they will carry well beyond school.

For teachers, the project offered something no training manual can: a view of gender bias through their students’ eyes, paired with practical ideas for a more inclusive classroom. Most importantly, Le Chéile reframed equality. Instead of a big, abstract issue, it became a set of small changes in language, expectations and behaviour – changes within everyone’s reach.

The Change

Students created a series of video modules that help teachers spot everyday gender bias and make practical changes in the classroom, from the words they choose to the expectations they place on students. By putting young people’s experiences at the centre, the project raised awareness and gave students a real platform to shape their own school, making it a place where every student feels they belong. and help make it more inclusive for everyone



Roscrea Education Centre

Thinking B!G About Artificial Intelligence

AI for Humanity | Overall Winner



In a Leaving Certificate Applied (LCA) classroom in Roscrea, students took on a question most adults are still struggling to answer: what will artificial intelligence mean for my future? Instead of waiting to find out, they went looking, exploring how AI is reshaping work and careers and where they fit within it.

Mentors

Patrick Molloy – Dolmen

Paul Geeleher – UCC

Neasa Egan – PA Consulting

Pallavi Sadangaya – FINEOS

Alan Travers – Linesight

The Challenge

AI is arriving at speed, reshaping workplaces and changing the skills and roles we will all need. For young people starting to think about life after school, that can feel daunting, as if the ground is shifting before they have even found their footing. The generation in classrooms today will feel these changes most, yet they often have the least space to explore them. How could these students explore the opportunities and challenges AI might bring, and see themselves as part of that future rather than left behind by it?



The Approach

The B!G Idea created a supportive, hands-on space where students could tackle complex ideas without fear of getting it wrong. That was a deliberate shift away from traditional models built around one right answer. Working with mentors from Dolmen, UCC, PA Consulting, FINEOS and Linesight, learners researched how AI is changing careers and the skills needed to thrive.

Mentors helped break intimidating technology down into real, relatable examples, so students could question it, debate it and connect it to their own lives. Teamwork, critical thinking and communication came first. Step by step, students moved from learning about AI to designing for it, and their ideas came together as WorkFuture AI.

"We chose AI because it could replace up to 300 million jobs in the near future. Technology has evolved so quickly that many of us are not aware of AI and have not developed the skills to adapt. We felt this is such an important topic that no one our age knows much about yet it will affect us the most."

Ryan, Student,
Roscrea Youthreach Centre, *2025*

“After doing the workshop and activities it really helped us. Our mentor was such a big help...this gave us more confidence when we thought we were struggling.”

Clare, Student,
Roscrea Youthreach Centre, 2025



Abigail, Student
Roscrea Education Centre

The Impact

At the B!G Showcase 2025, mentors recognised WorkFuture AI as the highest-potential project, and it took the top award. For students who, by their own account, sometimes felt they were struggling, that recognition mattered.

The benefits reached well beyond the trophy. Students became confident discussing AI and gained a clearer understanding of how quickly it is reshaping career opportunities. They strengthened problem-solving, communication and self-belief, and began to talk about their own futures with curiosity rather than worry.

The project showed what becomes possible when young people are given the space to explore emerging technology on their own terms: uncertainty about the future turns into confidence and possibility.

The Change

Students created WorkFuture AI, a digital concept designed to help young people explore how AI could shape future careers and the skills they might need. By researching emerging technologies, developing ideas and presenting their solution, they moved from simply learning about AI to thinking creatively about its possibilities.

Along the way they built confidence, digital literacy and future-ready thinking. They also discovered that the future of work is something they can help shape, not something that simply happens to them.



The B!G Showcase & Accelerator

The B!G Showcase:
14th May 2025, Autodesk, Dublin

The B!G Showcase brought together our most promising student teams at the Autodesk HQ in Dublin – a celebration of the power of creative thinking to address the real-world challenges that matter most to young people.

With a warm welcome from Minister of State Jennifer Murnane O'Connor, students from across Ireland presented projects tackling AI, mental health, poverty, and inclusion before panels of industry experts, academics, and programme partners. The energy in the room reflected what five years of The B!G Idea has built: a movement of young people who know they have the capacity to change things.

Award highlights included: Team LCA ICT from Roscrea Education Centre (WorkFuture AI - highest potential project); Castletroy College (Universal Design School of the Year for embedding inclusivity across all projects); and recognition for outstanding work in equality, mental health, poverty, and ethical AI. Creativity Champions from Dublin, Tipperary, and Down were honoured, while Cormac Donnelly received Mentor of the Year for his exceptional dedication.

17

United Nations Sustainable Development Goals met and reported on



"We know the range of challenges facing young people today - whether it's mental health struggles to climate anxiety, inequality or the pressures of navigating an ever-changing world. But what The B!G Idea proves - year after year - is that with the right support, guidance and belief, our young people don't just face those challenges - they are finding ways to solve them."

Minister of State Jennifer Murnane O'Connor
Department of Health


THE
B!G
IDEA




THE BIG IDEA







The B!G Accelerator: 16th October 2025, Autodesk Dublin

The B!G Accelerator brought together the highest-potential student teams from our 2024/2025 programme for an intensive one-day sprint, further bridging the gap between education and industry. 57% of participating student teams came from disadvantaged backgrounds.

Under the guidance of industry leaders including Nhung Luu (Senior Product Designer, Microsoft) and Christine Carty (People Lead, EPAM), students leveraged advanced tools and AI to transform conceptual ideas into functional digital prototypes, before pitching live on stage to an expert panel including Mary Clare Byrne (Microsoft) and Cormac Fitzpatrick (Autodesk).

The results spoke for themselves: 79% of participants reported a significant boost in confidence following mentor advice, while 72% gained a clearer understanding of how creative thinking integrates into diverse career paths. 80% identified mentorship as the essential element of the experience.



"The B!G Idea is very important for preparing Ireland's future workforce because there's a gap in our curriculum at the moment and we need critical thinkers, we need... thinking, we need people to be able to collaborate because as soon as people enter the workforce they're the skills that are the most valuable. The B!G Idea teaches our young kids that in spades."

Cormac Donnelly,
B!G Mentor, *2025*



Backed by Industry & Academia

The B!G Idea is built on collaboration. Through sustained partnerships and intentional programme design, we deliver inclusive, high-quality learning experiences that connect students with mentors, industry leaders, and academic experts in a way that is relevant, responsive, and continuously improving.

Our corporate and academic partners represent the full breadth of Irish industry and higher education. Companies such as Autodesk, Linesight, MSD, RIAI and EPAM provided real-world insights that equipped students with confidence, practical skills, and a clear sense of potential career pathways. Academic partners including UCC, MTU, UCD, and Griffith College deepened the range of shared knowledge with the weight of pedagogical and research expertise.

In 2025, we embedded The B!G Idea in initial teacher education for the first time at scale, through a pilot at Mary Immaculate College (MIC). 147 student teachers in Business, Accountancy, and Entrepreneurship modules engaged with our pedagogy and methodologies, developing educational interventions for both DEIS and non-DEIS settings. The projects they created - including 'Helping Hand Homework Club' for children in emergency accommodation and 'Positive Pods' for mental health safe spaces - showed the extraordinary potential of embedding creative thinking at the heart of teacher training for the benefit of disadvantaged youth. As noted by Dr. Rebecca Purcell: "The programme ignited a spark and enthusiasm in them that is manifestly visible."

Some of our longest-standing partnerships are now in their fifth year, reflecting growing recognition of the programme's value and the depth of sustained engagement at a critical stage in young people's development.



"The B!G Idea is transformative for the students. It provides not only expert mentorship and practical guidance but also a community that encourages bold thinking and creative problem-solving. The programme helps students turn their initial concept into a structured, actionable plan - one that now feels ready to make a real impact."

David Hannaway,
B!G Mentor, *Autodesk*

Awards & Recognition

Our 2025 accolades reflect the breadth of The B!G Idea's impact - on education, on technology, on social equity, and on the planet. We are grateful to every organisation that has recognised and championed what our students, teachers, mentors, and partners are building together.

SPIDERS Finalist 2025

ANTHEM AWARDS Silver Winner 2025

Technology Ireland Ibec Finalist 2025

The Education Awards 2025 Shortlist 2025

SDG CHAMPION 2025-2027

IRISH TATLER Business Post Social Entrepreneur of the year 2025

hundrED Top 100 2023, 2024 & 2025

PEOPLE + PLANET FIRST

We were proud to receive our 2025-2027 certification as a national SDG Champion from Minister for Climate, Energy and the Environment of Ireland Darragh O'Brien TD (pictured below). These combined recognitions affirm what our students, teachers, and mentors already know: that The B!G Idea is not only working - it is setting the standard for what creative education can look like when it is built for equity, impact, and the future.



Structure, Governance & Management

Legal Structure

The B!G Idea operates as The Big Idea House CLG, a company limited by guarantee, incorporated in Ireland under the Companies Act 2014. It is a registered charity with the Charities Regulator (Registered Charity Number: 20206863) since August 2025 and is governed in accordance with its Memorandum and Articles of Association, the Companies Act 2014, and the Charities Act 2009.

The charity complies with the Charities Regulator's Guidelines for Charitable Organisations on Fundraising from the Public.

Public Benefit

The B!G Idea exists to advance education and broaden equitable access to creative thinking, problem-solving, and innovation skills for young people across Ireland.
The Board is satisfied that the charity's activities during 2025 were carried out exclusively in furtherance of its charitable purpose and for the public benefit.
This is achieved through the delivery of accessible, inclusive educational programmes, industry mentorship, and real-world learning experiences that support young people - particularly those from disadvantaged or underrepresented backgrounds - to develop skills, confidence, and pathways to future opportunity.

Governance

Our Board of Directors (Trustees) are responsible for the strategic direction, governance, and oversight of The B!G Idea. The Board met seven times during the financial year 2025. All Directors serve in a voluntary capacity. No Director received remuneration for their service as a Trustee.

The Board operates with appropriate delegation to the CEO, who is responsible for the day-to-day management and operational delivery of the charity.
The CEO reports to the Board at each meeting, providing updates on programme delivery, financial performance, risk management, and strategic progress.

The Board has adopted and applied the Charities Regulator's Charities Governance Code in Ireland. A review of compliance with the Governance Code was conducted in 2025.

Board Resignations

During the transition from CLG to Charity Status we had three directors resign their positions, Kim Mackenzie-Doyle, Fergal Doyle and Niamh Cooney. We thank them for their commitment, energy and expertise they brought to the board.



"I learned that, like, my voice is as important as anyone else's. We're all important. You know, in school, I never got that. I never, never got a chance to speak up about, like, what's on my mind, or just in general. So The B!G Idea really was, okay, it's your turn. We're gonna listen to you as you speak. I never got that in school."

Youthreach Participant
UCD Evaluation Interview, *2024/2025*

Meet The Board

The B!G Idea's Board of Trustees brings purpose-driven leadership across technology, finance, education, governance, strategy, and brand - providing oversight and strategic ambition to help us scale responsibly and stay focused on impact for young people.



Joe Hogan, Chairperson

Joe Hogan is a trailblazing Irish tech entrepreneur, Founder of Openet, 5G Telecom, Chairperson of Rentalmatics, Customer Minds, Kianda & Realtra Space, and on the board of HRDuo. He is Ireland's first Techtour European Entrepreneur of the Year, and a long - time champion of innovation. As Chair of The B!G Idea's Board, Joe brings sharp strategic insight, a love of B!G thinking, and an unshakable belief in creativity's power to change young people's trajectories.



Mary Clare Byrne, Company Secretary

Mary Clare Byrne is a transformation leader at Microsoft with over 20 years' experience across Business, Sales and Finance Operations. She leads Quote to Cash transformation within Microsoft Business Operations, driving system led execution and large scale transformation and operational optimization. As company secretary, she supports effective governance, board discipline and strategic alignment. Mary Clare is also the sponsor of Microsoft's Early in Career community and is a strong advocate for empowering young people with the skills, confidence and networks to thrive.



Derek Hardiman, Trustee

Derek is CTO at Abbey Capital where he is also a member of the Leadership Team, Risk Committee, Operational Due Diligence team and is Co-Chair of the AIMA Technology and Cyber Working Group. He previously held senior roles in the eLearning industry. He holds an MBA from the Smurfit School at UCD and the Institute of Directors Diploma in Company Direction.



Cyril Treacy, Trustee

25 years' experience in enterprise technology across support, pre-sales, and executive strategy roles, as an early member of Salesforce EMEA. Experienced NGO Board member and Angel investor, Chief Operating Officer & Co Founder Disseqt.ai, UCD alumnus and B!G Idea mentor.



Enda Murtagh, Trustee

Enda Murtagh is CFO at BrightBeam and former Head of Business Transformation at PTSB. With over 20 years' experience in finance, strategy, technology, and business transformation, he advises organisations on growth, innovation, data, and AI. His career spans financial services, healthcare, academia, and technology, bringing a practical, commercial perspective to boards and leadership teams.



Caroline Hynes, Trustee

VP of Product at LearnUpon. An experienced product and delivery leader who has led teams and initiatives in the US and Europe with companies such as Disney, British Telecom, Paddy Power, Zendesk and Dunnes Stores. With a focus on people and process, Caroline holds a MA in Design in Digital Media, MA in Management and is a qualified and certified Coach.



Paul Sweetman, Trustee

CEO of the American Chamber of Commerce Ireland, leading AmCham to ensure Ireland is a location where US FDI thrives, alongside supporting the growth of Irish companies as they expand in the US. Former Trustee of Gaisce and Chartered Engineer with a Bachelors in Engineering from UCD and a Masters in Environmental Engineering from Virginia Tech, USA.



Gavin O'Doherty, Trustee

Gavin is a Marketing Consultant and has 30 years of Brand Marketing expertise with companies such as Broadlake, Nestle, Coca-Cola and Jameson Irish Whiskey. He completed his MBS with the IMI / UCC in 2020 and is passionate about keeping things simple and ensuring businesses leave a bigger positive impact in the communities they serve.



Sinead Cuthbert, Trustee

Head of Strategic Enablement & Risk Governance - Investment Banking , Goodbody Stockbrokers. 20+ years' experience in financial services governance, assurance and strategic decision making across investment banking, retail and corporate banking. Specialising in corporate governance, strategic change, assurance, and risk management. Former international athlete and national coach in the sport of Olympic style archery.



Dominic Higgins, Trustee

Co Founder NovaJenta, Chair Finance, Audit & Risk at MABS. An executive with over 25 years' experience in FinTech, RegTech & Payments. Known for his strategic vision and leadership, Dominic excels in high-growth, startup, and transformational environments. His expertise includes spearheading innovative payment solutions and driving strategic growth and now a strong advocate of tech for good. Member of the Institute of Directors.



Eugene Gibney, Trustee

Eugene is CEO of Hold Investments Europe a leading pan European wealth and investment management business and is former Chief Investment Officer of Aviva. Eugene brings a deep expertise in finance, governance and ESG investing. A non-executive director, and Chair of a Trustee Board, Eugene brings strategic leadership and a commitment to leave things in a better place.

Key Management Personnel

The key management personnel of the charity comprise the Board of Directors, the CEO, Head of Development and Sustainability and Head of Education.

Risk Management

The Board of Directors maintains a risk register that identifies, assesses, and manages the principal risks and uncertainties facing the charity. Key risks identified for 2025 include: income diversification and funding dependency; safeguarding and data protection; digital platform reliability; and scaling delivery quality as the programme grows.

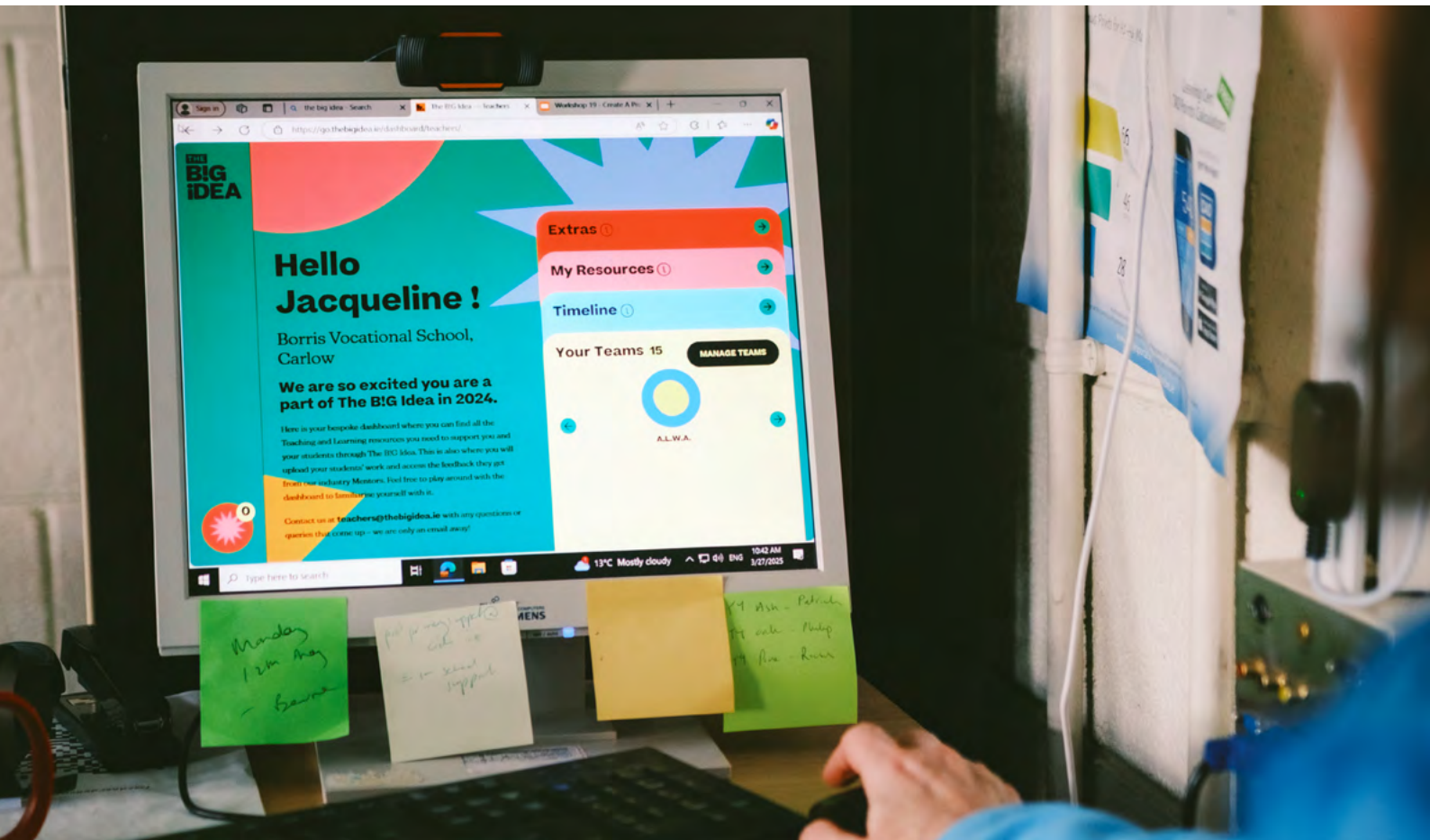
The Board reviews the risk register in line with the risk management policy and is satisfied that appropriate systems and controls are in place to manage identified risks to align to the agreed risk appetite.

Safeguarding

The B!G Idea is committed to the highest standards of safeguarding for all the young people we work with. Our Safeguarding Policy, Data Protection Policy, and relevant staff and volunteer training are reviewed annually. All staff, and volunteers who work directly with young people regularly hold, or have applied for, appropriate Garda Vetting or Access NI checks clearance where required.

Sustainability

The B!G Idea is committed to operating in a manner consistent with our SDG Champion status (2025–2027) and our People + Planet First verification. We actively seek to minimise our environmental footprint in programme delivery, prioritising hybrid and digital delivery models and reducing unnecessary travel. We report annually to all our stakeholders on our alignment with all 17 United Nations Sustainable Development Goals.



Statement of Trustees' Responsibilities

The trustees, who are also Directors of The B!G Idea House C.L.G. for the purposes of company law, are responsible for preparing the Trustees' Annual Report and Financial Statements in accordance with the Companies Act 2014 and applicable regulations.

Irish company law requires the Trustees as the Directors to prepare financial statements for each financial year. Under the law, the Trustees have elected to prepare the financial statements in accordance with the Companies Act 2014 and FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" issued by the Financial Reporting Council.

Under company law, the Trustees must not approve the financial statements unless they are satisfied that they give a true and fair view of the assets, liabilities and financial position of the charity as at the financial year end date and of the net income or expenditure of the charity for the financial year and otherwise comply with the Companies Act 2014. In preparing these financial statements, the Trustees are required to:

- select suitable accounting policies and apply them consistently;
- make judgements and accounting estimates that are reasonable and prudent;
- state whether the financial statements have been prepared in accordance with applicable accounting standards, identify those standards, and note the effect and the reasons for any material departure from those standards; and
- prepare the financial statements on the going concern basis unless it is inappropriate
- to presume that the charity will continue in operation.

The Trustees confirm that they have complied with the above requirements in preparing the financial statements. The Trustees are responsible for ensuring that the charity keeps or causes to be kept adequate accounting records which correctly explain and record the transactions of the charity, enable at any time the assets, liabilities, financial position and net income or expenditure of the charity to be determined with reasonable accuracy, enable them to ensure that the financial statements and the Trustees' Annual Report comply with Companies Act 2014 and enable the financial statements to be audited. They are also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

In so far as the Trustees are aware, there is no relevant audit information (information needed by the charity's auditor in connection with preparing the auditor's report) of which the charity's auditor is unaware, and the Trustees have taken all the steps that they ought to have taken as Trustees in order to make themselves aware of any relevant audit information and to establish that the charity's auditor is aware of that information.

Approved by the board of Trustees on 13th August 2026 and signed on its behalf by;

Joe Hogan and Mary Clare Byrne

Financial Review

Please note: The financial statements for the year ended 31st of December 2025 are presented separately as audited financial statements.

Overview of Financial Performance

In 2025, The B!G Idea continued to build a diversified funding base, combining statutory funding with philanthropic support, corporate partnerships, and earned income. The charity's total income for the year ended 31 December 2025 was €591,876. Total expenditure was €547,888 resulting in a net surplus of €43,988 before interest.

These figures are prepared in accordance with the Companies Act 2014 and FRS 102, the Financial Reporting Standard applicable in the UK and Republic of Ireland. The B!G Idea plans to transition our primary financial reporting format to fully reflect the Charities Statement of Recommended Practice (SORP) standard in 2026. This will culminate in the future adoption and publication of a complete Statement of Financial Activities (SOFA). The principal funders during the year were Dormant Accounts Fund via Department of Education and Corporate Partners. We are deeply grateful for the continued support of these funders, whose investment directly enabled the delivery of our programmes to students in 2025.

Income

Income was €591,876 and was derived from statutory grants, foundations & trusts grants, corporate partnerships and donations. Statutory grants were the largest source of funding, followed by foundations & trusts grants and corporate partnerships.

"It teaches us that we need to be vocal about our opinions and that our words and ideas can change the world!"

Student,
St. Joseph's Grammar

Source of Income	Amount
Donations & Legacies	€22,037
Charitable activities	€564,994
Other trading activities	€4,845
Total Income	**€591,876**

Expenditure

Expenditure was €547,888. Expenditure primarily relates to programme delivery & development - programme salaries (the people that power the programmes), materials and technology. It also includes salaries associated with raising funds to ensure programmes are free and accessible, support costs and governance expenditure around our charity status transition.

Reserves Policy

There was a €42,998 surplus for the financial year after interest.

The B!G Idea currently operates an advance-funded project delivery model. Core charitable activities, including our staff-led educational programmes, are initiated only upon the secure contractual commitment and upfront receipt of funds from our funding partners.

The Board of Directors is developing a reserves policy which aims to maintain free reserves equivalent to six months of core operating overheads.

Going Concern

The Board of Directors has assessed the charity's ability to continue as a going concern. Having reviewed the current financial position, funding pipeline, and operational plans for 2026, the Board is satisfied that The B!G Idea is a going concern for the foreseeable future. The accounts are prepared on a going concern basis.

Post Balance Sheet Events

There have been no significant events affecting the charity since the financial year-end up to the date of approval of the financial statements.

"The B!G Idea helped me to learn that I'm able to come up with ideas and I can come up with solutions to problems... I am capable of thinking about an issue fully and understanding it and coming up with my solution to it."

Kirsty, Student,
St Seton's Secondary School (DEIS), *2025*

Expenditure Type	Amount
Expenditure on raising funds	€58,011
Expenditure on charitable activities	€489,877
Other expenditure	€0
Total Expenditure	**€547,888**

Components of Expenditure on charitable activities	Amount
Direct charitable activity costs	€398,375
Support costs	€82,196
Governance costs	€9,306
Total Expenditure on charitable activities	**€489,877**

Independent Auditor's Report

Report on the audit of the financial statements

Opinion

We have audited the financial statements of The Big Idea House CLG ('the company') for the financial year ended 31 December 2025 which comprise the Income and Expenditure Account, the Balance Sheet, the Statement of Changes in Equity and the related notes to the financial statements, including the summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is Irish Law and FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland", issued in the United Kingdom by the Financial Reporting Council, applying Section 1A of that Standard.

In our opinion the financial statements:
- give a true and fair view of the assets, liabilities and financial position of the company as at 31 December 2025 and of its surplus for the financial year then ended;
- have been properly prepared in accordance with FRS 102 «The Financial Reporting Standard applicable in the UK and Republic of Ireland»; applying Section 1A of that Standard; and
- have been properly prepared in accordance with the requirements of the Companies Act 2014.

Basis for Opinion

We conducted our audit in accordance with International Standards on Auditing (Ireland) (ISAs (Ireland)) and applicable law. Our responsibilities under those standards are described below in the Auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the company in accordance with the ethical requirements that are relevant to our audit of financial statements in Ireland, including the Ethical Standard for Auditors (Ireland) issued by the Irish Auditing and Accounting Supervisory Authority (IAASA), and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

In auditing the financial statements, we have concluded that the directors' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the company's ability to continue as a going concern for a period of at least twelve months from the date when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the directors with respect to going concern are described in the relevant sections of this report.

Other Information

The directors are responsible for the other information. The other information comprises the information included in the annual report other than the financial statements and our Auditor's Report thereon. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

Our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements

or our knowledge obtained in the course of the audit, or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material misstatement in the financial statements or a material misstatement of the other information. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact. We have nothing to report in this regard.

Opinions on other matters prescribed by the Companies Act 2014

In our opinion, based on the work undertaken in the course of the audit, we report that:

- the information given in the Directors' Report for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the Directors' Report has been prepared in accordance with applicable legal requirements.

We have obtained all the information and explanations which, to the best of our knowledge and belief, are necessary for the purposes of our audit.

In our opinion the accounting records of the company were sufficient to permit the financial statements to be readily and properly audited and the financial statements are in agreement with the accounting records.

Matters on which we are required to report by exception

Based on the knowledge and understanding of the company and its environment obtained in the course of the audit, we have not identified any material misstatements in the directors' report. The Companies Act 2014 requires us to report to you if, in our opinion, the requirements of any of sections 305 to 312 of the Act, which relate to disclosures of directors' remuneration and transactions are not complied with by the Company. We have nothing to report in this regard.

Respective responsibilities

Responsibilities of directors for the financial statements

As explained more fully in the Directors' Responsibilities Statement set out on page 6, the directors are responsible for the preparation of the financial statements in accordance with the applicable financial reporting framework that give a true and fair view, and for such internal control as they determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the directors are responsible for assessing the company's ability to continue as a going concern, disclosing, if applicable, matters related to going concern and using the going concern basis of accounting unless management either intends to liquidate the company or to cease operation, or has no realistic alternative but to do so.

Auditor's responsibilities for the audit of the financial statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an Auditor's Report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (Ireland) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

Further information regarding the scope of our responsibilities as auditor

As part of an audit in accordance with ISAs (Ireland), we exercise professional judgement and maintain professional scepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the company's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by the directors.
- Conclude on the appropriateness of the directors' use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the company's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our Auditor's Report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence
- obtained up to the date of our Auditor's Report. However, future events or conditions may cause the company to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.
- We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

The purpose of our audit work and to whom we owe our responsibilities

Our report is made solely to the company's members, as a body, in accordance with section 391 of the Companies Act 2014. Our audit work has been undertaken so that we might state to the company's members those matters we are required to state to them in an Auditor's Report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume any responsibility to anyone other than the company and the company's members, as a body, for our audit work, for this report, or for the opinions we have formed.

Fitzgerald & Power, Greyfriars, Waterford X91K2WV, Ireland. Date: 18 August 2026

Trustees appointed a new Auditor in March 2026 following our registration as a Charity.



"When the mentors got involved and they saw all the feedback I think they thought oh this is real, there's people listening to what we have to say, they're valuing our ideas. We can take this seriously, this matters."

Michelle Kelly,
Teacher, St Joseph's College, *Borrisoleigh*

Looking Ahead: Strategic Plan 2026–2028

In 2025, The B!G Idea demonstrated that the model works - and that the demand is real. As we move into 2026–2028, we are not simply expanding what exists. We are deepening our impact, strengthening our roots in the communities that need us most, and building the infrastructure for a generation-defining change in Irish education. Our Strategic Plan 2026–2028 is built on three core commitments:

Equity & Access

50% of our participants will come from disadvantaged backgrounds. We will deepen tailored support for Youthreach learners, expand face-to-face mentoring, and embed advanced inclusive tools across our digital platform and Think B!G learning pack.

Innovation & Digital Transformation

We will develop the next generation of our technology for personalisation and large-scale impact, Use Data and Insights to innovate for diverse learner contexts optimising meaningful delivery.

Collaboration for Impact

Strengthen cross-sectoral partnerships, establish long term funding mechanisms for sustainability, champion a national movement for inclusive creative thinking supporting Ireland's future skills agenda.

What remains unchanged is our core belief: that creative thinking is a universal right and a critical skill for navigating a world of unprecedented change. We are committed to ensuring that background, learning style, or geography never determines a young person's chance to thrive.

"We will help young people, no matter where they are from, step into futures they never thought possible, building the skills, confidence, and connections to create change not just for themselves, but for all of us."

The B!G Idea Theory of Change, 2025

A B!G Thank You

On behalf of every student, teacher, and mentor we work with. Every classroom session, every mentor call, every Think B!G Pack delivered to a school that couldn't otherwise afford it - none of it happens without the extraordinary network of people who believe in what we are doing.

Funded With Gratitude

We extend our sincere gratitude to the Dormant Accounts Fund and the Department of Education and Youth for their generous investment and steadfast support. This vital funding is a cornerstone of our mission, empowering us to deliver high-impact programmes that transform the lives of disadvantaged youth across Ireland.

In line with our commitment to transparency and public awareness, we ensure the impact of the Dormant Accounts Fund is visible across our website, social media, and community events. By showcasing the tangible achievements made possible by this support, we celebrate the meaningful, lasting change being driven by this essential partnership.

Our Partners

Our partners who gave generously of their time, expertise, and resources to support our work, without them our impact could not happen.

Special thanks to Pobal, SSE Airtricity, Irish Youth Foundation, EPAM, Autodesk, NDA (CEUD), RIAI, MSD, Linesight, Rethink Ireland, Social Entrepreneurs Ireland, Microsoft, PA Consulting, Dolmen Design & Innovation, Johnston Shopfitters, Each & Other, FINEOS, BITA Dublin, Sysco, Unum, Alice PR & Events, Institute of Designers Ireland (IDI), GROWTHHub@SETU, MIC, UU, UCC, MTU, UCD.



"The B!G Idea is the kind of programme every Irish classroom needs because it gets students engaged with real world problems and it gives them an outlet to talk to industry experts, adults and other stakeholders, and to come up with something that's truly their own idea"

Conor Power, Teacher,
Limerick ETSS, *Co. Limerick*

Our Teachers

To every educator who opened their classroom, secured the time, adapted their teaching, and championed creative thinking, future facing skill development and the resilience that comes with it for their students – you are the reason this works.

Our Mentors

To the professionals across Ireland who gave hundreds of hours of their time to listen to, encourage, and elevate young people they had never met before - you built them up and widened their horizons and helped make them become comfortable with change. And they will change the world.

Our Students

To every young person who picked up a Think B!G Pack, faced their real-world challenge, and said 'What if we tried...?' - this is your report. This is your impact. Because one of your B!G Idea's will change the world.



"I learned it's okay to fail, it's part of the process. You fail, pick yourself up, and come back with better ideas. Nothing's ever perfect the first time. You just have to keep going."

Amy, Student,
Roscrea CTC, *2025*



"Being a mentor is a lot more than I had expected. It's not just about me helping the students or providing for them but actually learning from them and learning from the mentors is what I actually love."

Nhung Luu, Mentor,
Microsoft

Because one B!G idea can change their world...

Behind every number in this report is a young person who discovered what they're capable of. Help us reach the next one. Support, mentor or partner with us at **thebigidea.ie**

thebigidea.ie | hello@thebigidea.ie

The Big Idea House CLG | CHY23298
Registered Charity Number: 20206863
Prepared in accordance with FRS 102

thebigidea.ie

RCN 20206863 CHY 23298

SDG Champion 2025-2027

Anthem Awards Silver Winner 2024 & 2025

People + Planet First

hundrED Top 100 2023, 2024 & 2025

The Education Awards 2025 Shortlist 2025

Irish Tatler Business Post Social Entrepreneur of the year 2025

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