



Welcome to the latest edition of the information sharing newsletter from the Maynooth University Commercialisation Office. Our goal is to share relevant market news and activities on the commercialisation of Maynooth University research. We hope you enjoy this newsletter. For more information visit: www.maynoothuniversity.ie/commercialisation

CONNECT EVENT

In Carton House on October 23rd, the MU Commercialisation Office ran its annual Connect event, coinciding with MU Research Week. This year's programme focussed on international opportunities for collaboration, specifically in Europe and in regions that are less familiar to us. We have a bias toward English-speaking countries and are often daunted by the thought of navigating European countries. The result is that we focus mainly on the UK and the US and forget that the EU market is the same size as that of the US. To address this, we invited Business Park and Knowledge Transfer Managers from Croatia, Estonia, France, Portugal and Romania to present details on doing business in their countries, their particular research and technology expertise and opportunities for partnership and investment.

We welcomed about 150 attendees comprising of leaders from local and national businesses, investors, and economic development executives. Several embassy officials from the international guests' countries also participated.

It is well established that the science and technology developed at EU research institutes is of the very highest standard, but we are not as efficient at bringing that technology to market. This represents a missed opportunity, which the European Commission is keen to fix, by supporting the commercialisation of new research and supporting collaborations between research institutions and companies. Imelda Lambkin, H2020 director at Enterprise Ireland, presented information on the many opportunities for EU funding open to businesses, how companies can navigate this EU wide system and emphasising the funding goal to promote innovation. Pearse Coyle, an investor

in early stage opportunities, presented his experiences of sourcing new technologies arising from fundamental research in universities, demonstrating how universities can often be useful entry points to either finding new technology that can become the next set of products, or encouraging partnerships leading to new opportunities in technology development or in new market opportunities.

A panel discussion and open debate followed the presentations, developing themes that included investment opportunities, regional supports, university collaboration and international growth. The panel comprised Chris Horn, Atlantic Bridge Capital; Ross O'Neill, founder and CEO of Mutebutton; Jacqui McNabb, Head of Enterprise, Kildare County Council LEO; and Professor Ray O'Neill, MU Vice President for Research and Innovation. The format then changed to a series of workshops, allowing attendees to have one-to-one meetings with each of our five international partners to discuss particular opportunities for collaboration.

During the lunch break, we ran a Thesis in 3 minutes presentation series in collaboration with the University's Graduate Studies team, which demonstrated the breadth and depth of postgraduate research at Maynooth University.



Countries and Institutes participating at CONNECT

Some interesting feedback from speakers and attendees of CONNECT

"I enjoyed the Connect event last Monday and want to congratulate you on the 'international IP leveraging' and potential collaboration dimension. It was very interesting to see the different approaches to attracting collaboration and accessing European IP; very insightful. The program was very well implemented; it was time well spent, from my perspective."

Joe Moore, Reivr Fusion

"CONNECT is a very interesting initiative to share best practice across national technology transfer offices, as well as exploring opportunities to internationally collaborate across European start-ups. I was delighted to be invited to join a panel discussion, and found the entire event insightful and thought-provoking."

Chris Horn, Atlantic Bridge Capital

"I was delighted to have the opportunity to bring the Horizon 2020 opportunity to the attention of the CONNECT community – and to see that they are already well aware of its benefit to their clients and are using it effectively. Reminder: the European Commission has launched its new work programme today with €30BN of funding available. We'll be happy to work with you on it."

Imelda Lambkin, Enterprise Ireland, Horizon 2020 National Director

"I want to congratulate you on CONNECT last Monday. I do so in 2 regards; firstly for having the foresight (and indeed courage) to try something so radically different to the norm, and secondly for executing it so well. Keep it up; fortune has a habit of favouring the brave..!"

Bryan Maybury, Business Consultant



Costin Lianu, Romania



Panelists: Jacqui McNabb, Ross O'Neill, Chris Horn, Prof Ray O'Neill



Boško Ljubenkov, Croatia



Imelda Lambkin, Enterprise Ireland



Maria Alajõe, Estonia



Paul Ivaldi, France



Marta Catarino, Portugal



Pearse Coyle, Corporate Spinouts