



## QUARTERLY NEWSLETTER Q4 2014

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: [maynoothuniversity.ie/commercialisation](http://maynoothuniversity.ie/commercialisation)

### ANNUAL COMMERCIALISATION AWARD

### MAYNOOTH UNIVERSITY UPDATE

Dr John McDonald was recently presented with the Annual Commercialisation Award. John has been active in the commercialisation space over the last few years and has successfully licensed technology to industry in addition to spinning out a company. John currently lectures in the Maynooth University Department of Computer Science.

The Commercialisation Award recognises excellence in the commercialisation of research at Maynooth University. We consider activity such as invention disclosures, licence deals, patents filed, spin-outs and linking with industry as key factors in bringing research to the market place.



Photo LtoR: Prof. Bernard Mahon, VPR and Dr John McDonald.

### GENERIC SKILLS MODULE

### MAYNOOTH UNIVERSITY UPDATE

Each year the Commercialisation Team runs a generic skills module on campus for early career researchers and research students. This module entitled "Innovation and Research Commercialisation" aims to introduce early career researchers to the culture of commercialisation of research and equip them with the skills required to commercialise the outcome of their research, to provide them with the ability to interact with industry and to improve their skills to innovate and act with an entrepreneurial mindset.

The course covers the basics of intellectual property, technical marketing, product development, spin-out company formation and research commercialisation contracts. Also included are workshops and exercises, including preparation of a marketing pitch, culminating in a group business plan and final presentation of their business concept. This module is very useful to show the students how to present their ideas as a business opportunity rather than as just interesting science, a practical approach which then complements their academic training.

The current climate requires that graduates have the know-how, competencies and confidence to set-up and deliver new commercial opportunities. Our detailed case-studies and practical workshops facilitate this in a relaxed hands-on environment. For our recent session the Maynooth University group were joined by early career researchers from our technology transfer alliance partners, Athlone IT, Waterford IT and IT Carlow.

