



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

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.

The Web Summit, which ran over 3 days in November, has become a must attend event for any technology start-up or investor. With over 22,000 attendees (including Owen Laverty) and only a small fraction of these from Ireland it is truly an international networking event. The Web Summit caters for technology start-up needs by dividing the main event into 11 different mini summits (Builders Summit, Enterprise Summit, Machine Summit, Marketing Summit, Investors Summit, Surf Summit, Sport Summit, Music Summit, Fringe Summit, Food Summit, Night Summit). In addition, there is a large area dedicated to showcasing new emerging technology from start-up companies.

Hardware featured well this year at the Alpha program with lots of consumer focused offerings from as far away as Japan looking for product validation and investment. Perhaps one of the more unusual exhibitors was this realistic robotic head which demonstrated what is around the corner <http://youtu.be/w2v8-Jwwa6g>.

A key highlight was listening to John Sculley ex CEO of Apple and marketing guru sharing his latest thoughts on marketing. He highlighted the importance of having a conversation with your customers citing the difficulty that all companies have in getting attention due to constant messaging bombardment... The video can be seen here <https://www.youtube.com/watch?v=QtMQ5xCP8dE> Ultimately I recommend the Summit for start-up's as a place to learn but most importantly as a networking opportunity and to provide a sense of what it takes to be successful.

EUROPEAN CONFERENCE ON STANDARDS

MARKET UPDATE

At the end of October, Peter Conlon, attended the one day European Conference on Standards (Your Innovation Bridge) hosted by NSAI and CEN/CENELEC in Brussels.

Topics at the conference included:

- How do standards support innovation and competitiveness?
- How can standardization facilitate the dissemination of knowledge?
- How can standards bridge the gap between innovation and the market?
- How can standardization contribute to the success of Horizon 2020?

To quote from the aims of the conference: "European research projects can take full advantage of the benefits and opportunities offered by European standards, but often don't know how. This European Conference will offer you the opportunity to engage with leading experts on innovation and standardization issues to discuss, challenge, and learn how standardization can facilitate and further European innovation. Speakers will include representatives of standards bodies and researchers at national and European levels".

"As an engineer who has been heavily involved in manufacturing over the years I had to be aware of the prevailing standards that impacted on my company. What I wasn't aware of was the role that standards can have in shaping an innovation project and their potential to influence the shape of a potential market". This conference was about just that. It highlighted the delicate balance between the creation and protection of framework intellectual property (which might become the basis of a whole product family as opposed to a single feature of a single product) and the ability to release that technology into the marketplace for profit. Emphasis was placed on the need to become involved in the standards process as early as possible (but after you have filed any patents) so that the shape of the standard can be influenced (or at least your concerns addressed), so that potential partners can be identified and so that you are competitors plans.

Further information can be found at:

- <http://www.cencenelec.eu/news/events/Pages/EV-2014-02.aspx>
- <https://www.youtube.com/user/CENCENELEC>
- <http://www.n sai.ie/>

