



QUARTERLY NEWSLETTER Q4 2015

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

INNOVATION AND RESEARCH COMMERCIALISATION

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. In recent years MU has opened up the programme to early career researchers from our Technology Transfer alliance partners, Athlone IT, Waterford IT and IT Carlow.

This year 5 DesignCore students from the Institute of Technology Carlow participated in the programme. Their product design skills were complementary to the expertise of researchers from the scientific disciplines and they brought a different perspective to the product development element of the business concept presentations. Participant feedback has confirmed that the programme creates an awareness of commercial opportunities from the early stages of research and identifies/promotes aspirations of creating start-up ventures in the future.



Photo: Some of our Innovation and Research Commercialisation programme participants 2015/2016



Photo L-R: Paul Tyndall & Lorraine Kane MU, Alison Campbell KTI Director and Peter Conlon MU

The Knowledge Transfer Ireland (KTI) Impact Awards recognise successful commercialisation of Irish State-funded research that translates knowledge and expertise for the wider benefit of our economy and society. The Awards also acknowledge and celebrate the work carried out in Technology Transfer Offices at State-funded research performing organisations (RPOs), and the professionals involved.

The Autumn Awards for 2015 were presented at the November 2015 KTI-hosted event: Licensing Intellectual Property: Strategies and Pitfalls, in the Killashee Hotel, Naas. From 23 RPO's nationally, 3 were shortlisted in each of the two categories and MU were delighted to be shortlisted in both, along with TCD (in 2 categories), UCD (1) and DCU (1).

The **"Knowledge Transfer Initiative of the Year"** Award recognises the most innovative and creative initiative in knowledge transfer that was implemented by the TT Office at a State-funded RPO within the last year. MU were shortlisted for the Innovation and Research Commercialisation programme, which aims to enhance the culture of commercialisation amongst researchers and to prepare early career researchers for interaction with industry. The shortlisting recognises that our four institutes are working together to embed the culture of collaboration, innovation and research commercialisation.



Photo L-R: Alison Campbell KTI Director and Peter Conlon MU

The **"Knowledge Transfer Achiever of the Year"** Award recognises one individual who has performed exceptionally to deliver on a case, project or business area within the last year. Peter Conlon of MU Commercialisation Office was shortlisted for this Award. In addition to his case management at MU Peter has been instrumental in supporting IT Carlow and has managed a system of engagement across this wide range of staff. Having mined for new opportunities, he has gone on to provide project scoping and development support to assist in securing commercialisation funding. Through this proactive partnership approach, IT Carlow now has a number of Enterprise Ireland funded projects underway.

[KTI Impact Awards booklet](#)

IVI SERVICES COMPANY SPINOUT

INTELLECTUAL PROPERTY UPDATE

Founded in 2006, through a collaborative partnership between Maynooth University and Intel Corporation, the Innovation Value Institute (IVI) researches, develops and creates IT Management best practice. As an Enterprise Ireland/IDA Ireland Technology Centre, IVI has built a thriving international consortium which now includes over 90 global organizations, including BCG, BP, Cisco, Fujitsu, BNY Mellon and EY to name a few. IVI's flagship programme, the IT Capability Maturity Framework (IT-CMF), has been used by global organizations to solve a range of capability issues including: • IT capability measurement and improvement • IT organizational design and capability management • IT business alignment and leadership • Organization benchmarking and best practice • IT risk management • Cloud computing (including services innovation and outsourcing).

IVI Services continues this tradition of innovating service delivery. This newly formed start-up venture is now the exclusive distributor of commercial services built on IT-CMF and future IT best practice research that originates from the Innovation Value Institute.

As an institution with not for profit status, Maynooth University, could not actively participate in the deep commercial engagement required by companies deploying IT-CMF. IVI Services assumes responsibility for creating and managing these commercial relationships allowing IVI to focus on its core mandate, that of researching, developing, and disseminating empirically proven and industry validated IT best practice through a unique open collaboration between leading academic and industry practitioners.