



Photo courtesy of Maura Boyle.

**Welcome to the latest edition of the information sharing newsletter from MaynoothWorks at Maynooth University. Our goal is to share relevant market news and activities on the commercialisation of Maynooth University research. We hope you enjoy this newsletter.**

**MaynoothWorks encompasses knowledge transfer, entrepreneurship innovation and enterprise partnership.**

**[www.maynoothuniversity.ie/maynoothworks](http://www.maynoothuniversity.ie/maynoothworks)**

**QUARTERLY NEWSLETTER Q3 2020**

## **DR DUNCAN CASEY**

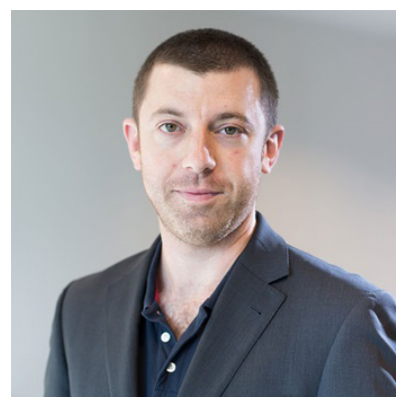
Dr Duncan Casey joined Maynooth University in September 2020 as the MaynoothWorks Director.

Dr Casey started his first company during his PhD studies at Imperial College London. Since then, he has established a successful career as a multidisciplinary researcher, an entrepreneur, and then later at the interface between industry and the academic sector. With a foot in both camps, he played a significant role in the development of the technology SME ecosystem in Bristol and South West UK, from his role within the University of Bristol's Centre for Functional Nanomaterials.

As Director of MaynoothWorks, he will focus on maximising the impact of Maynooth University's leading research programmes upon the regional ecosystem: streamlining access for companies to the University's bank of facilities, talent and expertise, while providing researchers with direct, industry-led challenges.

He has a particular emphasis on developing the pipeline of talent and commercial experience amongst research students and early-career researchers, and has established a successful programme to support the entrepreneurs of today through training those of tomorrow.

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## REDESIGN FOR SME'S

On the morning of the 18th August, Maynooth University in association with Meath Enterprise, Kildare Chamber and Mid East Regional Skills Forum ran a Free Virtual Design Thinking workshop for Entrepreneurs under its innovative programme called: "ReDesign for SME's".

The objective of the programme is to bridge the challenges gap by equipping SME's with the skills to innovate, to improve their products and services, and further facilitate research collaborations. These supports not only help SME's to survive the downturn but to discover new opportunities in a world living with COVID.

The programme has been rolled out as a pilot, and the response has been overwhelmingly positive, with companies echoing that the workshop delivered gave them time to step away from the day-to-day pressures of the business and to creatively think about challenges and market opportunities using design thinking tools.

COVID-19 will continue to have a far reaching economic and social impact on the region. Kildare has already been through its second lock-down, companies are facing into a rapidly changing landscape. ReDesign for SME's encourages companies to engage with the University and MaynoothWorks in a different way, using COVID-19 as an opportunity to rethink their business models or hunt out new opportunities.

[View full programme guide here](#)

