



## QUARTERLY NEWSLETTER Q2 2012

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

### NETWORKING BREAKFAST AT CARTON

Commercialisation recently hosted the first in a series of networking breakfasts at Carton House for 100 entrepreneurs and start-up companies. Guest speakers highlighted the opportunities available to start-ups including financial and mentoring supports, tax efficient investment opportunities and network supports.

#### Speakers included:

Shay Cahill of Venture - Effective business networking for start-up companies;  
John Lyons of RSM Farrell Grant Sparks - Tax reliefs for investors in start-ups;  
Bert Farrell of Athlone IT and Owen Laverty of NUI Maynooth - New Frontiers Programme, a fantastic opportunity for start-up companies;  
Aidan Sweeney of IBEC - Unlocking the Opportunities for R&D Supports.

<http://commercialisation.nuim.ie/news-and-events/>

### BUSINESS DEVELOPMENT NEWS



### MUMBAI INDIA

### BUSINESS DEVELOPMENT NEWS

John Scanlan was an invited guest speaker, by the Shailesh J. Mehta School of Management, IIT Bombay India, to the first International Conference on Management of Intellectual Property Rights and Strategy MIPS (February 2012). The core focus of this conference was to discuss, debate and present contemporary research in the area of Intellectual Property Rights and its management. The paper John presented at the Conference can be downloaded below:

#### “Intellectual Property Strategies in State Funded Research Organisations”

IIT Bombay is a leading institution globally for education in engineering, management, pure sciences and social sciences. The institute is committed to creating an ambience for nurturing innovation, creativity and excellence in students and strongly support interdisciplinary research and development for the benefit of Industry and Society.

John also used this opportunity to meet with the international office agents of NUI Maynooth in India, which showcases the opportunities available for international students at NUI Maynooth. John also met up with representatives of Enterprise Ireland and IDA Ireland, based in Mumbai, to explore opportunities for collaborations with India.



## Technology Innovation Development Award (TIDA) Feasibility Study 2012 - 1st deadline 15th June

The purpose of this joint SFI/EI initiative is to realise a greater economic impact from the state investment in oriented basic research. It is envisaged that successful TIDA awardees will initiate commercially relevant applied research programmes, develop the commercial expertise within their laboratories and be primed at the end of their awards to apply for more significant levels of commercialisation funding. Please contact the commercialisation office as soon as possible if you need support in shaping an idea or potential application. This could include industry/business partner feedback for an early opportunity or advice on how to build a successful TIDA application with a broader commercialisation strategy.

Proposals will be evaluated on the following criteria :

- (1) Quality and novelty of the proposed innovation
- (2) Potential commercial opportunities for the proposed innovation
- (3) Significance, including usefulness of the proposed innovation
- (4) Strategic impact of the proposed innovation
- (5) Fit with National Research Prioritisation areas
- (6) Opportunities for Convergence
- (7) Level of previous EI funding.

The Applicant must satisfy one of the following eligibility criteria:

- (1) Be an SFI Award Holder
- (2) Be a Lead Principal Investigator (PI) responsible for a competitively awarded, internationally peer reviewed research grant worth more than €200K in the last 5 years (pre-approval required)
- (3) Must be Team Member working in an SFI funded lab.

Full programme details: <http://www.sfi.ie/funding/funding-calls/open-calls/>

[download TIDA Presentation](#)

## STUDENT ENTREPRENEUR COMPETITION

## NUI MAYNOOTH UPDATE

The fifth NUI Maynooth Student Entrepreneur Competition final took place on April 18th. Four finalists battled it out for the first prize of €6k with a total prize fund worth €12K.

1st place went to Ollwyn Moran and Creeper Crawlers, followed by Niamh Hamrock and Jigit in 2nd place. 3rd place went to Sarah Gillespie and DramaFit and in 4th place were Amy Keith & Paul Doran of Pepper.

Picture includes judges, sponsors and competitors, from left: Conor Boyce FRKelly; Sarah Gillespie DramaFit; Teresa Gorman Bank of Ireland; Niamh Hamrock Jigit Puzzles; Owen Lavery Commercialisation; Paul Lavery McCann's; Ollwyn Moran Creeper Crawlers; Conor Mallaghan Carton; Amy Keith & Paul Doran Pepper.

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## ENTREPRENEUR SHOWCASE

## IP UPDATE

Adrian Avendano is co-founder of CrowdScanner, an Irish start-up with offices in Dublin and New York City, and he recently gave a very informative talk to students and staff at NUI Maynooth. He developed 'PeopleHunt', a smartphone game for collecting and discovering new people that has been used at over 20 events in 7 cities with upcoming usage by Google and Mashable. Adrian has described himself as a hacker idealist on a mission to change the world by creating technology that facilitates interaction between people who share the same physical space. He is one of the founding members of <http://091labs.com/> in Galway, and co-founded [passandpoll.com](http://passandpoll.com), which was chosen as one of the most innovative and creative apps at the eComm App Circus in San Francisco.

Adrian shared his personal journey and inspiration for the technology, starting with the passion and ending with the investment journey. Interestingly Adrian spoke about the importance of a "side project", building something in parallel with your day job so you are not starting from scratch when you want to 'start-up!' Apart from the real life passion which Adrian shared with the audience we all signed up to help Adrian test his product and even better still, Adrian ended up employing an NUI Maynooth graduate as a result of the interaction!



## COMMENTS + QUESTIONS

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