



# CONNECT + INNOVATE

## QUARTERLY NEWSLETTER Q4 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:

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### TECHNOLOGY TRANSFER STRENGTHENING INITIATIVE (TTSI)

### NUI MAYNOOTH UPDATE

Since mid 2007, Enterprise Ireland (EI) has supported the development of Technology Transfer / Commercialisation activity in HEIs under the Technology Transfer Strengthening Initiative (TTSI). While the funding under the current program finishes at the end of this year, the program has delivered substantial outputs in terms of licences, new start-ups and partnerships with industry. EI report these metrics directly to the Dept of Jobs, Enterprise and Innovation (DJEI), and as such are reflective of the important deliverables to DJEI to support ongoing research funding. EI has secured DJEI support and funding to continue to promote this activity and will fund HEI's under TTSI phase 2 to run from 2013 to 2016. Part of the conditions for the new program will be to disseminate best practice in the support of Institutes of Technology (IoTs).

Under TTSI phase 2, NUI Maynooth will lead a consortium which includes WIT, AIT and ITC. The consortium has been awarded funding to support staff and operations budget based on a set of performance targets and metrics agreed with EI. As consortium lead, the NUI Maynooth Commercialisation Office will support commercialisation activity directly at each site and the office will expand to employ 3 case managers and an office manager funded under TTSI phase 2. Each case manager will have responsibility for projects at both NUI Maynooth and at least one of our partner IoTs.

Under TTSI, NUI Maynooth has consistently performed extremely well. In terms of metrics delivered normalised to research expenditure, and in terms of metrics delivered normalised to operational cost, we perform at the very highest level. Under TTSI phase 2, we plan to continue to demonstrate such excellence and deliver metrics which link research to impact.

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### EI BIG IDEAS SHOWCASE

### IP UPDATE



**BIG IDEAS**  
SHOWCASE 2012

'New Technologies for  
World Markets'

Date: Wednesday 28th November 2012

Venue: The Aviva Stadium, Dublin 4

Time: 9.30 am to 4.30 pm

The Enterprise Ireland Big Ideas Showcase 2012 provides a public platform for the inventors and promoters of commercial opportunities developed in Ireland's Higher Education Institutes. These commercial opportunities are emerging from research in the areas of ICT, Manufacturing, Engineering & Energy and Life Science & Food. NUI Maynooth Commercialisation will showcase emerging opportunities at Big Ideas. Also, Dr Bryan Roche, Psychology and Dr Niall Finnerty & Dr Fiachra Bolger, Chemistry have been invited to present their technologies to interested VC's, business partners and investors at the event.

**Registration:** For more information and to register your attendance, please click on the following link:

<https://www.eventsforce.net/enterpriseireland/607/register>

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One of our Commercialisation Executives recently attended the Dublin Web Summit and the Wired 2012 in London. We are conscious of the need to keep abreast of the trends and movements in the fast moving ICT sector to remain relevant to our client base.

Dublin Web Summit created a great international melting pot of some of the world's leading web based companies which is a great testament to the community. A further testament was that Dublin has recently been voted as one of the 7 best cities in the world for start-up companies. Web Summit provided lots of "how I did it" stories that highlighted how an entrepreneurs ability to fail fast and pivot is sometimes their best asset. An excellent demonstration of this was provided by Michael Acton Smith, founder and CEO of Mind Candy that brought Moshi Monsters to life. Michael described how their company had burned almost all of their cash and was facing closure after developing a very elaborate treasure hunting game. This had been a slow failure and not ideal but he managed to pivot quickly using their remaining reserves to develop one last project. The rest is history - Moshi Monsters now has 65 million users and a very aggressive expansion strategy! Web Summit provides an opportunity to network, learn about emerging technologies and different markets but probably most importantly creates a renewed sense of vigour and enthusiasm for the start-up world.

WIRED 2012 London attracts a very different audience, comprising the thought leaders in areas of technology, business and the arts. WIRED is all about how technology influences our lives and how we will embrace it in the future. Technology/society trends are a big theme which keep users in touch within the technology start-up world where anticipating the next big thing can reap massive rewards. Attendance at both of these events helps us develop a broader knowledge base which is relevant to NUI Maynooth's research community.



## STUDENT ENTREPRENEUR COMPETITION LAUNCH

Commercialisation has just launched its fifth Student Entrepreneur Competition, kindly sponsored by McCann Fitzgerald, Bank of Ireland and FR Kelly. The total prize money on offer is €10,000, which is awarded at our "Dragons Den" final in April 2013.

The competition is open to all full time NUI Maynooth undergraduate and postgraduate students. We believe participating in the competition provides a fantastic opportunity to develop the basic knowhow and tools required to run a successful business venture. Information sessions will be run in mid November and provide an overview of the competition process.

Entry forms are available on our website [www.commercialisation.nuim.ie](http://www.commercialisation.nuim.ie)  
Historically, there has been a really good mix of arts, science and business students.  
Check out last years' winner at <http://www.creepercrawlers.com/>

## BUSINESS DEVELOPMENT NEWS

**COMMERCIALISATION**  
STUDENT ENTREPRENEUR COMPETITION

**STUDENT ENTREPRENEUR COMPETITION**

€10,000 total prize fund

Information Sessions in John Hume Conference Room:  
Tues. Nov. 12th, 4:00-6:00pm  
Wed. Nov. 14th, 1:00-2:00pm  
Deadline to apply is Friday 30th November, 2012

How to apply:

- 1. Visit our website [www.commercialisation.nuim.ie](http://www.commercialisation.nuim.ie)
- 2. Download the competition guidelines/entry form
- 3. Email your entry form before November 30th to [businessdevelopment@nuim.ie](mailto:businessdevelopment@nuim.ie)

## COMMENTS + QUESTIONS

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