



April 2011

# NovaUCD Newsletter



The Innovation and Technology Transfer Centre

Dear Colleagues and Friends

Welcome to the first issue of the NovaUCD Newsletter for 2011 in which we review activities, events and news of interest during the first quarter of the year.

NovaUCD's 2010 results and related developments are outlined in its latest annual report which has just been published. Results include 57 new invention disclosures reported by UCD researchers, the filing of 38 patent applications, including 14 priority, 9 PCT and 15 national/regional applications, the conclusion of 16 licence agreements and the location of 9 new high-tech companies at NovaUCD. The strengthening of UCD's innovation strategy and the continuing support received by Enterprise Ireland is clearly having a significant impact on the level of knowledge transfer and commercialisation of UCD research.

Congratulations are due to two NovaUCD-client companies who have recently won major awards. Celtic Catalysts, the UCD life science spin-out company, won a 2011 Irish Times InterTradeIreland Innovation Award for the Application of R&D and Dr Emmeline Hill co-founder of Equinome, the UCD equine genomics company, received the 2011 David Manley Emerging Business Entrepreneur Award.

Thirteen new high-tech and knowledge-intensive business ventures have commenced NovaUCD's 2011 Campus Company Development Programme. The ventures and individuals participating on this year's entrepreneurship programme are commercialising research undertaken throughout the University.

In this issue we also report on recent news of interest from HeyStaks Technologies, JLizard, Maritime Management and Tethras Technologies.

NovaUCD is delighted to have had the opportunity to work with BT on devising and delivering the 2011 BT Business of Science & Technology Programme which took place at NovaUCD. The programme, which involved over 30 secondary school students, is an important initiative helping to develop an entrepreneurial culture amongst second level students in Ireland.

The first innovation lectures to be held as part of the 2011 InterTradeIreland All-island Innovation Programme took place in March in Queen's University Belfast and in NUI Galway.

The next innovation lectures will take place in mid-June in UCD and QUB and the speaker will be Professor Thomas Lawton, Professor of Strategy and International Business, EMLYON Business School, France.

Please contact Micéal Whelan, e: [miceal.whelan@ucd.ie](mailto:miceal.whelan@ucd.ie) if you have any comments or feedback.

Dr Pat Frain, Director

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## NovaUCD 2010 Annual Report

The growing importance of innovation is at the heart of *Forming Global Minds* UCD's Strategic Plan to 2014. At the core of this plan is the drive to develop innovation as the third pillar of the university's core mission.



Dr Pat Frain, Director, NovaUCD

This strategic plan has three core objectives for innovation which are reflected in NovaUCD's priorities. These objectives are to

- Maximise the impact of UCD's knowledge and expertise to benefit Ireland
- Foster a culture of innovation and entrepreneurship at 3<sup>rd</sup> and 4<sup>th</sup> levels
- Foster innovation amongst all UCD staff.

It is now seven years since NovaUCD officially opened. While it is recognised that there is a long lead-time involved in commercialising the results of university research, the significant achievements of UCD in the last number of years justify the faith of the initial sponsors who invested over €11 million in NovaUCD.

Since the introduction of Enterprise Ireland's Technology Transfer Strengthening Initiative, NovaUCD has supported an increasing level of commercialisation activity at UCD.

NovaUCD's 2010 results and related developments are outlined in its annual report which has just been published.

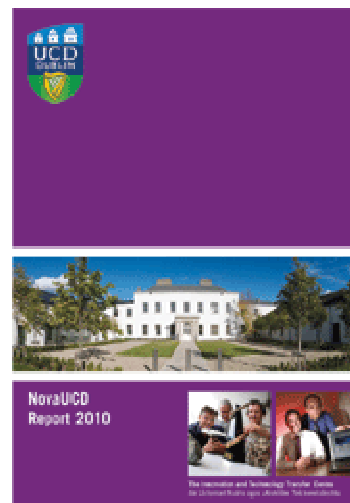
### Summary of NovaUCD's Key 2010 Metrics

- €650,000 generated from commercialisation of research activities
- 9 new companies located at NovaUCD
- 2 new UCD spin-outs incorporated
- 57 invention disclosures
- 14 priority patent applications
- 9 PCT patent applications
- 15 national/regional patent applications
- 16 licence agreements
- 14 new ventures completed NovaUCD's 2010 CCDP.

During 2010 NovaUCD continued its various initiatives to support researchers and entrepreneurs. NovaUCD arranged and hosted many events to increase awareness of intellectual property and other commercial issues and to promote a culture of entrepreneurship and innovation among researchers, students and staff.

NovaUCD was also involved in a number of international innovation and technology transfer initiatives through organisations such as AURIL, the Institute of Knowledge Transfer and ProTon Europe.

These initiatives have enabled NovaUCD to play a leadership role in exchanging best practice, providing advice on knowledge transfer policies and strategies, increasing the status and recognition of the knowledge transfer profession and enhancing the contribution of universities to innovation by increasing the efficiency of knowledge transfer and university/industry collaboration.



NovaUCD's 2010 Annual Report

### Key NovaUCD Metrics Since 2004

Since 2004 16 new UCD spin-out companies have been incorporated and just under 60 high-tech and knowledge-intensive companies have located at NovaUCD.

The increasing strength of the NovaUCD's intellectual property pipeline is also encouraging. In the last 7-years alone, over 320 inventions have been disclosed by UCD researchers.

In addition, over 100 priority patent applications have been filed and over 70



licence agreements have been signed with a range of indigenous and international companies.

The total investment and realisations in UCD companies has now reached over \$200 million.

The NovaUCD 2010 Report is available via

[www.ucd.ie/nova/mediacentre/novaucdannualreports/2010/](http://www.ucd.ie/nova/mediacentre/novaucdannualreports/2010/)

**Contact:** For further information, or to request a hard copy of the Report, contact Micéal Whelan, Communications, t: +353 1 716 3712, e: [miceal.whelan@ucd.ie](mailto:miceal.whelan@ucd.ie).

### NovaUCD Director Elected 2011 Chair of ProTon Europe

Dr Pat Frain, Director, NovaUCD, has been elected the 2011 Chair of ProTon Europe. ProTon Europe, headquartered in Brussels, is the pan-European association of knowledge transfer organisations linked to universities and public research organisations.

With 10 national knowledge transfer (KT) organisations represented on its Board, ProTon Europe reaches out to nearly 600 universities and public research organisations across Europe.

Given the strength of the ProTon Europe network it is ideally placed to act as a voice for the KT profession in advising on KT policy issues particularly at European level.

ProTon Europe was established in 2003 by the European Commission. Its primary aim is to promote European innovation by increasing the effectiveness of KT and collaboration between public research organisations and industry. Other major objectives of the association include increasing the skills and recognition of the profession and the expertise and skills of its members.

[www.protoneurope.org](http://www.protoneurope.org)

### NovaUCD Award Winning Companies

Two NovaUCD companies were presented with major Awards in the last 3 months.

#### Celtic Catalysts

Celtic Catalysts, the UCD life science spin-out company, won a 2011 Irish Times InterTradeIreland Innovation Award. At the awards ceremony, held in the Royal Hospital, Kilmainham, the company was declared the winner of the Application of R&D category.

Celtic Catalysts, an innovative venture capital backed company, has developed groundbreaking chemistry that enables its end-user clients in the pharmaceutical, biotech and fine chemicals industries to realise significant manufacturing cost savings. The company's technology and products are currently integrated into the manufacture of a number of potential blockbuster drugs currently in development by major well-known pharmaceutical companies.



Pictured at the Royal Hospital Kilmainham, Dr Brian Kelly, CEO & co-founder, Celtic Catalysts

Celtic Catalysts, headquartered at NovaUCD, was co-founded in 2000 by Professor Declan Gilheany and Dr Brian Kelly as a spin-out from UCD's School of Chemistry and Chemical Biology.

This latest award follows a number of awards received by the company and its founders in recent years including, the Thistle Biotech International Rising Star Award (2008), the NovaUCD Innovation Award (2008) and the Shell Livewire Entrepreneur of the Year Regional Winner (2006).

The other companies shortlisted in the Application of R&D category included Equinome and RealView Manufacturing.

Now in its second year, the Irish Times InterTradeIreland All-island Innovation



Awards aim to recognise and promote the best service, product or operational innovations throughout the island. Over 120 companies entered the seven categories of the competition. Twenty-one of these were then shortlisted for the awards by a judging panel, before the final winners were selected.

At the Awards evening InTune Networks was presented with the overall Innovation of the Year Award.

The judging panel for the event included Colm Long, Facebook, Liam Nellis InterTradeIreland, Peter Callan, The Irish Times Group, Michael Carey, Jacob Fruitfield Food Group, Tim Cody, Accenture, Ivan Coulter, Sigmoid Pharma and Deirde Terrins, Crescent Capital.

[www.celticcatalysts.com](http://www.celticcatalysts.com)

### Equinome

Dr Emmeline Hill, a leading genomics researcher in UCD's School of Agriculture, Food Science and Veterinary Medicine and co-founder of Equinome, was presented with the 2011 David Manley Emerging Business Entrepreneur Award.

The aim of the David Manley Emerging Entrepreneur Awards is to nurture and recognise the enterprising spirit in three categories, business, the arts and in social/community.



Dr Chris Horn, Dr Emmeline Hill and Alfie Kane

Equinome, a UCD spin-out company headquartered at NovaUCD, was established in 2009 to assist the bloodstock industry to maximise the genetic potential of Thoroughbred horses.

Traditionally Thoroughbreds have been selected using only a mix of visual assessment combined with historical bloodline data to infer their likely genetic composition. However, research led by Dr Emmeline Hill in 2009, resulted in the world's first successful identification of a

performance-related gene in Thoroughbred horses.

Following this breakthrough, Equinome was co-founded by Dr Hill with Jim Bolger, the well known Irish horse breeder and trainer, and the Equinome Speed Gene Test was commercially launched last January.

The company has already secured major clients in Australia, France, Ireland, New Zealand, Singapore, South Africa, UK and USA.

Anne Bedos who founded Rothar, a bike shop with a social focus in 2008, received the overall 2011 David Manley Emerging Entrepreneur Award as well as the 2011 David Manley Emerging Social Entrepreneur Award.

Rothar is a not-for-profit organisation that recycles discarded bikes and provides training and job opportunities to people from disadvantaged communities.

Angel Luis Gonzalez who staged PhotoIreland, Ireland's first international festival of photography and visual culture in 2010, was presented with the 2011 David Manley Emerging Arts Entrepreneur Award.

The Awards judging panel was chaired by businessman Alfie Kane and also included entrepreneur Dr Chris Horn.

[www.equinome.com](http://www.equinome.com)

## NovaUCD 2011 Campus Company Development Programme Commences

Thirteen new high-tech and knowledge-intensive business ventures have joined NovaUCD's 2011 entrepreneurship programme.

The NovaUCD 2011 Campus Company Development Programme (CCDP), which has recently commenced, assists UCD academic and research entrepreneurs in bringing their innovative ideas from intellectual concepts to fully developed and sound commercial businesses.

Now in its 16<sup>th</sup> year 170 new ventures and 260 individuals have to date completed this programme which is supported by Enterprise Ireland. Former participants include companies such as BiancaMed, Celtic



Catalysts, Equinome, JLizard and RendezVu.



Participants on the NovaUCD 2011 CCDP

The new ventures and individuals participating on this year's programme are commercialising research undertaken throughout the University, including research in the UCD Schools of Agriculture, Food Science and Veterinary Medicine, Architecture, Landscape and Civil Engineering, Biomolecular and Biomedical Science, Business, Chemical and Bioprocess Engineering, Computer Science and Informatics, Electrical, Electronic and Mechanical Engineering along with Medicine and Medical Science.

The CCDP is a nine-month, part-time programme designed to suit the busy timetable of researchers and academics. It offers a mix of monthly workshops, mentoring and one-to-one consultancy. It is delivered by NovaUCD staff, with support from the NovaUCD sponsors, Enterprise Ireland, as well as other outside experts.

The CCDP is designed to assist entrepreneurs by providing them with the skills necessary to transform their ideas into commercially feasible new ventures.

The programme culminates with a high profile Awards Evening which this year will be held in November in the William Jefferson Clinton Auditorium.

This year a prize fund of €30,000 will be available to the 2011 CCDP award winners. In addition to cash prizes and 6-months free NovaUCD desk space, Arthur Cox and Deloitte will be providing professional services and AccountsIQ will be providing a free subscription to its accountancy software.

### Participants on the 2011 Programme are:

**AntTweeter** is developing a web-based question and answering service which utilises the power of Twitter to disseminate the questions and answers to a wide audience. The promoter is Dr Kevin McCarthy, CLARITY Centre for Sensor Web Technologies, UCD School of Computer Science and Informatics.

**Applied Process Consulting** provides process engineering consulting services to the chemical and pharmaceutical industry. The promoters are Professor Brian Glennon and Dr Mark Barrett, UCD School of Chemical and Bioprocess Engineering.

**Entrepreneurshipnet.com** is developing entrepreneurship education resources and tools aimed at a global consumer base of entrepreneurs, academics, students, SMEs, venture capitalists along with public and private libraries. The promoter is Dr Rory O'Shea, UCD Quinn School of Business.

**Equilume** is developing a light mask which provides individual light therapy to horses in order to advance the active period of a mare's reproductive cycle. This facilitates the requirements of breeders to have foals born earlier in the year. The promoters are Dr Barbara Murphy and Caroline Walsh, UCD School of Agriculture, Food Science and Veterinary Medicine.

**Fairtricity** is developing a software application to provide a fair electricity bill splitting method for users in shared living environments. The promoters are Dr Seamus Rooney and Dr Antonio Ruzzelli, CLARITY Centre for Sensor Web Technologies, UCD School of Computer Science and Informatics.

**ForkStream** is developing a solution for telecom operators to allow mobile users to roam seamlessly between different mobile providers while using bandwidth heavy services. The promoters are Dr John Fitzpatrick and Dr Hamid Nafaa, UCD School of Computer Science and Informatics.

**Mobifit Technologies** is developing a device and associated software for monitoring exercise activity, providing qualitative and quantitative feedback of a user's exercise performance. The promoters are Ken Taylor, Dr Chris Bleakley and Professor Scott Rickard, Complex and Adaptive Systems Laboratory, UCD School of Computer Science and Informatics.



**miRFUNCTION** is developing microRNA protein targets to manipulate cell death in drug resistant cancer cells. The promoter is Dr Fiona Furlong, UCD School of Medicine and Medical Science.

**Novel Energy Absorption Mechanism** is developing a product with a novel energy absorption mechanism which allows for impact energy dissipation in more than one direction which has multiple applications including crash helmet design. The promoters are Dr Manuel Forero Rueda and Professor Michael Gilchrist, UCD School of Electrical, Electronic and Mechanical Engineering.

**Ovine Genetics** aims to provide a commercial semen collection and storage centre for pedigree and commercial sheep farmers in order to assist them in maximising the breeding process. The promoters are Dr Alan Fahey and Pat Duffy, UCD School of Agriculture, Food Science and Veterinary Medicine.

**Phision Therapeutics** has identified novel anti-angiogenic molecules that can be used as drugs to inhibit the formation of unwanted blood vessels which has been associated with ophthalmic diseases and cancer. The promoters are Dr Breandan Kennedy, Dr Alison Reynolds, Adrian Murphy and Jacintha O'Sullivan, UCD School of Biomolecular and Biomedical Science.

**Scream Interactive** is developing novel speech technologies for the interactive entertainment industry. The promoter is Dr Peter Cahill, UCD School of Computer Science and Informatics.

**Sustainability in Historic Buildings** is developing energy simulation software for the analysis of the energy performance of historic buildings. This solution will allow historic buildings to adhere to energy conservation demands while maintaining their artistic, historic and cultural value. The promoter is Florence Timothy-Afolayan, UCD School of Architecture, Landscape and Civil Engineering.

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## Companies at NovaUCD

### Companies at NovaUCD

Thirty-six innovative new ventures are currently located in NovaUCD, either in incubation units or in NovaUCD's desk space.

The latest company to locate at NovaUCD is **Talentevo**. Talentevo, established by Trevor Dagg, is developing a suite of on-demand productivity and performance tools to allow companies of all sizes to align their employees with their business strategies.

[www.talentevo.com](http://www.talentevo.com)

The continuous turnover of companies is an important element of NovaUCD's strategy to continuously refresh our community of entrepreneurs and to have the capacity at all times to take on new projects.

Incubation space is currently available at NovaUCD and proposals are welcome from the promoters of high-quality, knowledge-intensive ventures who are interested in locating in NovaUCD.

**Contact:** For further information contact Dr Ciara Leonard, Project Manager, Enterprise Development, t: +353 1 716 3714, e: [ciara.leonard@ucd.ie](mailto:ciara.leonard@ucd.ie).

## Other Companies in the News

### HeyStaks Technologies

HeyStaks Technologies the social web-search start-up company headquartered at NovaUCD has gone live and opened its doors to the general public.

The company has also launched its initial products in the US market. This launch took place at the annual DEMO Spring 2011 conference which was held in California.

HeyStaks allows you to collaborate anonymously with friends and people of like minded interest as you search, to get better, more relevant results recommended by people you trust around topics that matter to you. HeyStaks works with your favourite search engine so you continue searching as normal.



With HeyStaks users can create 'search staks', collections of the best web pages from a group of users on a particular topic. These 'staks' can be made public and easily shared with colleagues and friends via email, Twitter, etc., or kept private or shared on an invite-only basis.

The product provides an effective solution for users who share a common goal or shared interest, allowing them to search the web in a collaborative fashion using mainstream search engines, to make their searches much more effective by keeping the content relevance of results high.



HeyStaks iPhone App

HeyStaks, was founded in 2008 by Dr Peter Briggs, Dr Maurice Coyle and Professor Barry Smyth. HeyStaks is based on technology developed as part of Professor Smyth's research group and the CLARITY Centre for Sensor Web Technologies, a Science Foundation Ireland funded research centre between UCD, Dublin City University, and the Tyndall National Institute.

During 2010 HeyStaks secured €1 million in venture funding from The Ulster Bank Diageo Venture Fund, which is managed by NCB Ventures.

In addition to its Irish headquarters in NovaUCD, HeyStaks also has an office in San Francisco where the company CEO, Jonathan Dillon, is based.

[www.heystaks.com](http://www.heystaks.com)

### JLizard

JLizard, the UCD software development company, is one of 10 companies which have been awarded funding under Enterprise Ireland's new Internet and Games Competitive Start Fund.

Drawn from over 120 applicants the 10 successful companies demonstrated a strong potential to trade their business internationally. With products and services ranging from games and game engines to consumer services and telecommunications, the companies are rising stars in the sector and are now set to develop their businesses and grow their international presence.

JLizard has developed a cloud-based product ([www.logentries.com](http://www.logentries.com)), which it plans to launch shortly, to enable organisations to reduce the time required to analyse the log data of their IT systems from days to minutes.



Frank Ryan, CEO, Enterprise Ireland; Richard Bruton TD, Minister Enterprise, Jobs and Innovation with Dr Trevor Parsons, co-founder, JLizard

JLizard was established by Dr Trevor Parsons and Dr Viliam Holub as a spin-out company from the Performance Engineering Laboratory in UCD's School of Computer Science and Informatics.

Enterprise Ireland set up the new fund as a mechanism to get financial support into very early stage companies at the critical product market fit stage of their projects. Each of the ten companies receives an equity investment of €50,000 for an ordinary equity stake, along with the support of an experienced business mentor to guide them as they develop their business.

Last November JLizard was the overall winner of NovaUCD's 2010 Campus Company Development Programme. The company is



also a graduate of the NDRC's LaunchPad Programme.

Nine other companies were also successful in securing this Enterprise Ireland funding.

### Maritime Management

Maritime Management, a leading Irish international maritime services company, has been awarded ISO 9001 and ISO 14001 accreditation by Germanischer Lloyd, the international accreditation body.

To receive these prestigious accreditations Maritime Management had to demonstrate its commitment to providing high-quality, environmentally friendly services and safety management systems to both international and Irish ship owners and operators in a highly competitive global market.



E/V Nautilus

Maritime Management was established in 2002 by Norwegian Jan Berg on completion of his MBA in UCD's Michael Smurfit Graduate Business School. Maritime Management, one of NovaUCD's earliest client companies, graduated in 2007 and is now based in Greystones, Co. Wicklow.

Since 2002 Maritime Management's business has grown steadily and it is now a significant international maritime service provider. Maritime Management has a diverse range of international clients and operates a variety of vessels, including specialist passenger ships, cargo ships and refrigerated cargo ships.

Maritime Management also operates specialist vessels including the E/V NAUTILUS on behalf of the famous undersea explorer Dr Robert Ballard.

[www.bmml.ie](http://www.bmml.ie)

### Tethras Technologies

Tethras Technologies which is based at NovaUCD has launched a disruptive localisation service to assist mobile App developers with publishing their Apps in multiple languages.

The global Apps industry has experienced massive growth in recent years and is estimated to be worth \$4.4 billion by the end of this year. According to Distimo, an App store analytics company, Apple alone had more than 350,000 downloads of paid Apps per day in December 2010.



Brian Farrell, CEO, Tethras Technologies with the iPad Heart Pro App

Application downloads in the Asia-Pacific region are expected to grow to 2.4 billion by 2013. China, Japan and Korea are already strong sources of growth and expansion in these regions is expected to continue. Downloads in Europe are also strong with France, Germany and Spain leading the charge.

The vast majority of Apps are developed in the US and published mainly in English. Tethras, identifying a gap in the market, has developed an innovative cloud-based, localisation as a service (LaaS), to allow App developers easily publish their content in multiple languages. This will enable App developers to access major, non-English speaking growth regions around the World.

Tethras has already had significant success with a number of high profile Apps. Most notably, with 3D4Medical's Heart Pro, a highly-specialised, iPad medical App, which until recently was only available in English. Using Tethras' service Heart Pro is now a multi-lingual App, also available in Chinese, French, German, Japanese, Korean and Spanish. The Heart Pro App has featured in Apple's latest iPad TV ad campaign.





Tethras showcased its new service at the Mobile Apps Showcase at the Macworld 2011 Expo which took place earlier this year in San Francisco.

[www.tethras.com](http://www.tethras.com)

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**BT 2011 Business of Science and Technology Programme at NovaUCD**

Five young entrepreneurs were awarded summer placements in two universities following their success at the 2011 BT Business of Science & Technology Programme held recently at NovaUCD.

Devised by BT, and delivered by NovaUCD, the Programme involved over 30 secondary school students who were chosen from the BT Young Scientist & Technology Exhibition which took place last January.

The programme was established by BT to help bridge the gap between education and business, and to give students an early insight into how to progress from the classroom to the boardroom.

During the programme the students underwent an intensive course in commercialisation skills, and displayed a natural flair for business when tasked with creating viable businesses from ideas on pioneering sports equipment, biomass fuel development and a flood barrier for domestic use.

During the programme the students learnt from leading figures in a wide range of emerging and established organisations including: Aristo; Equinome; Bord Gais; Enterprise Ireland; IDA; HEA; Select Strategies; UCD and University of Ulster.

A team comprising of Katie Pierce O'Shea from Coláiste na Sceilge, Co. Kerry, Barry Holland, from Clonakilty Community College, Co. Cork, Kate O'Regan, from Loreto College, St Stephens Green, Dublin and Romy Gerring from Banbridge Academy, Co. Down won the overall group award.



(l-r) Pictured at NovaUCD Barry Holland, Romy Gerring, Colm O'Neill, Managing Director, Business, BT Ireland, Kate Dargen and Katie Pierce O'Shea

The group worked on P-row-tect, a specially designed rowing glove Katie had entered into the BT Young Scientist & Technology Exhibition in January.

The judging panel was impressed by the marketability and originality of the product and Katie's identification of a gap not currently filled in the market. The budding young entrepreneur is getting ready to target teams competing in the London 2012 Olympic Games.

William Clackett also from Banbridge Academy, Co. Down was named best individual for the skills and business acumen he developed over the week of the programme. William's project was based on research into the affects of loo- roll choices on the environment.



Colm O'Neill, Managing Director, Business, BT Ireland with William Clackett

The third level summer placements are organised and funded by the HEA and comprise of a one week placement at University of Limerick and National University of Ireland, Galway.

[www.btyoungscientist.com](http://www.btyoungscientist.com)



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**InterTradeIreland All-island Innovation Programme 2011**

The first innovation lectures to be held as part of the 2011 InterTradeIreland All-island Innovation Programme took place in Queen’s University Belfast and NUI Galway in March.

The innovation lecture, entitled *Rethinking Business Models: Creativity Inspired Innovation*, was delivered by Dr Peter Kelly, School of Science, Aalto University, Finland.

In his lecture Dr Kelly challenge conventional wisdom about developing a business, and also provided practical guidance on how to succeed in the current economic climate. He also offered some concrete suggestions of how to instil more creativity into our innovation system.

In his lecture Dr Kelly argued that Ireland and Europe have all the ingredients to be in a better innovative space and said that we just need the creative courage to explore it.



Dr Peter Kelly speaking in QUB

Dr Peter Kelly is an award winning entrepreneurship educator and practitioner. He is a leading international authority on business angels and was directly involved in the creation of Europe’s first university pre-seed fund and an associated angel network.

Over the past 15 years, he has worked with entrepreneurs in Finland, Sweden, UK, Portugal, Russia, Latvia, Estonia, Norway, Switzerland, and Canada.

Peter’s experience includes a period as an investment and corporate banker in Canada where he managed a portfolio of high profile

clients in the cable television and publishing industries.

He has also had teaching positions and faculty appointments at Helsinki University of Technology, Helsinki School of Economics and Business Administration, London Business School, University of Notre Dame and Wilfrid Laurier University. He has also been involved with the Stockholm School of Entrepreneurship since its founding.

The innovation lectures and other related master classes were delivered as part of the InterTradeIreland All-island Innovation Programme.

This Programme, a partnership between InterTradeIreland, Queen’s University Belfast, NovaUCD and NUI Galway, aims to promote and encourage innovation across the island of Ireland.

The Programme enables international expertise and best practice innovation to be shared with business leaders, students, academics, knowledge transfer professionals and policy makers across Ireland via innovation lectures, seminars and master classes.

Podcasts of previous innovation lectures, including Dr Kelly’s, are available via

[www.ucd.ie/nova/podcasts/all-islandinnovationprogramme/#d.en.80070](http://www.ucd.ie/nova/podcasts/all-islandinnovationprogramme/#d.en.80070)

**The next innovation lectures, to be held as part of the InterTradeIreland 2011 All-island Innovation Programme, will be held in mid-June in QUB and UCD.**

**The guest speaker will be Professor Thomas Lawton, Professor of Strategy and International Business, EMLYON Business School, France.**

**Further details will be available shortly.**

**Contact:** For further information contact Miceal Whelan, Communications, t: +353 1 716 3712, e: [miceal.whelan@ucd.ie](mailto:miceal.whelan@ucd.ie).



## Upcoming NovaUCD Events

### ***NovaUCD 'Entrepreneurs Live!' Seminar Series***

The 16<sup>th</sup> 'Entrepreneurs Live!' seminar series, run by NovaUCD in association with the Dún Laoghaire-Rathdown County Enterprise Board will commence in May and further details will be announced shortly.

**Podcasts** of previous seminars are available via: <http://www.ucd.ie/nova/podcasts/>

**Contact:** For further information please contact Caroline Gill, t: 01 7163 715, e: [caroline.gill@ucd.ie](mailto:caroline.gill@ucd.ie).

## NovaUCD and Social Media

### ***Social Media Tools***

NovaUCD now has over 950 followers on Twitter. If you would like to join-in the conversation you can follow us @NovaUCD.

NovaUCD also has nearly 600 members on its NovaUCD LinkedIn Group.

The purpose of this Group is to connect members of the NovaUCD community which includes entrepreneurs, innovators, UCD staff and researchers, the NovaUCD network of professional contacts, along with any individual who is based or has been based at NovaUCD or is otherwise linked with NovaUCD or who would like to become involved with NovaUCD.

If you wish to become a member of this group please use the URL below or visit the LinkedIn website, [www.linkedin.com](http://www.linkedin.com), and search for 'NovaUCD' under 'Groups'.

<http://www.linkedin.com/e/qis/149865>

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