



# NovaUCD Newsletter



The Innovation and Technology Transfer Centre

**December 2010**

Dear Colleagues and Friends

Welcome to the final issue of the NovaUCD Newsletter for 2010 in which we review activities, events and news of interest during the last quarter of the year.

The 15<sup>th</sup> NovaUCD Campus Company Development Programme (CCDP) Awards Evening took place in November and JLizard was the overall winner. The company has developed a cloud-based product to enable organisations to reduce the time required to analyse the log data of their IT systems from days to minutes. JLizard was established earlier this year by Dr Trevor Parsons and Dr Viliam Holub as a spin-out from the Performance Engineering Laboratory in UCD's School of Computer Science and Informatics.

Veutility, a participant on this year's CCDP, was also in the news in November as the overall winner of the *Globe Forum's Innovators Challenge Competition*.

The Innovation Dublin 2010 festival took place over 12-days in November. UCD organised over 30 events as part of the festival in the University and across Dublin. NovaUCD held several events including a joint event with TCD's Technology Transfer Office. Entitled *Entrepreneurial Universities Showcasing the Impact of Research*, the event took place in the Science Gallery and involved 5 spin-out companies from each institution.

NovaUCD and NovaUCD clients featured in two recent publications by leading US media organisations. The first article entitled, *Ireland May be EU's 'Comeback Kid,'* aired on Bloomberg.com at the end of October while the second, entitled *Ireland Looks to Academe to Re-ignite its Economy*, was published by The Chronicle at the end of November.

The 15<sup>th</sup> NovaUCD 'Entrepreneurs Live!' seminar series which is supported by the Dún Laoghaire-Rathdown County Enterprise Board has now been completed. To date over 80 entrepreneurs have contributed to these seminars which have continued to attract a large audience and to stimulate lively debates on issues relating to entrepreneurship and new venture formation.

Dr Emmeline Hill co-founder of Equinome has been named the *2010 IMAGE Entrepreneur of the Year*. Congratulations are also due to HeyStaks Technologies, which has successfully secured a €1 million investment from The Ulster Bank Diageo Venture Fund and ServiceFrame, winner of the *Emerging Software Business Award* at the 2010 Irish Software Awards.

In this issue we also report on recent developments for other NovaUCD client companies, Equinome, OncoMark and The Innovation Foundation.

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 Campus Company Development Programme Awards Evening**

The 15<sup>th</sup> NovaUCD Campus Company Development Programme (CCDP) Awards Evening took place in a packed William Jefferson Clinton Auditorium in mid-November.

The aim of NovaUCD's CCDP is to assist academic and research entrepreneurs in the establishment and development of new high-tech ventures to commercialise the output of their research activities. The Programme assists participants in defining, developing and transforming their innovative ideas into commercially feasible ventures and in preparing detailed business plans.

At the awards evening the promoters of each of the new ventures which completed this year's Programme delivered a short 'elevator pitch'. The promoters of three ventures short-listed for awards then presented their business plans in more detail.

The short-listing and selection of award winners was performed by an independent evaluation panel chaired by Dr Brian Kelly, co-founder & CEO, Celtic Catalysts and included Rob Corbet, Arthur Cox; Greg Hogan, Deloitte and Bernie Cullinan, CEO, Clarigen.

The guest speakers at the Awards evening were Michael Moriarty, Enterprise Ireland and Philip Sharpe, Chairman, DANU Technologies.

Fourteen new ventures completed this year's CCDP bringing to 170 the number of ventures which have completed this Programme which has run annually since 1996.

### **Overall Winner – JLizard**

JLizard, which has developed a cloud-based product to enable organisations to reduce the time required to analyse the log data of their IT systems from days to minutes, was the overall winner of this year's Programme.

JLizard was established earlier this year 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.



Dr Trevor Parsons and Dr Viliam Holub

Log data, analogous to CCTV for IT systems, is currently the fastest growing data source in large organisations, and is a particular problem for those using cloud-based systems. Many large organisations may produce up to 10,000 log events per second across their IT infrastructures, ranging from mobile phones to large enterprise applications.

Log data contains information on the state of IT systems and is often reviewed in real-time to assist in the understanding of what is happening as a system runs. Such data is also often reviewed afterwards to understand what was happening at some point in the past, in the case of security threats, performance issues or system crashes.

However log data analysis can be difficult, time consuming and costly, especially when a critical issue occurs and a system requires a quick resolution. Complicating factors include that in typical enterprise systems log data is produced by multiple sources, is stored in numerous locations, typically in different formats, and the volume of data is enormous.



(l-r) Philip Sharpe, Dr Brian Kelly, Dr Trevor Parsons, Michael Moriarty, Dr Viliam Holub, Dr Pat Fraun and Bernie Cullinan





To solve this problem JLizard has developed a software-as-a-service log management tool, [www.logentries.com](http://www.logentries.com), which is focused on the system reliability of IT applications, especially those running on cloud-based infrastructures. The tool, which is scheduled to go live later this year, will be the first to market logging-as-a-service tool focusing on cloud-based systems.

Using [logentries.com](http://logentries.com), organisations can automatically collect, analysis and visualise live log data and automatically detect system problems in real-time. The product also enables organisations to avoid the need for complex log management set-ups in the cloud environment which can be difficult for them to manage and maintain.

In addition to the NovaUCD 2010 Start-Up Award, JLizard was also presented with a cheque for €5,000, €5,000 worth of legal services from Arthur Cox and six-months free desk space at NovaUCD. JLizard will also receive a year's free subscription to AccountsIQ software which allows SMEs to manage their entire accounting requirements via the internet.

Earlier this year JLizard also completed the inaugural NDRC LaunchPad Programme.

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

### **Runner-ups: Restored Hearing and Belfield Technologies**

Two other ventures, Restored Hearing and Belfield Technologies, participating on this year's Programme, received runner-up awards, cheques for €3,000 and €2,000 along with €3,000 and €2,000 worth of legal services from Arthur Cox respectively in addition to six-months free desk space at NovaUCD.

**Restored Hearing** has developed and is marketing Somtus™, an online sound therapy for the sufferers of temporary tinnitus which alleviates the effects of this form of tinnitus after only one minute. Temporary tinnitus, or ringing in the ears, occurs when an individual experiences loud noise or music and can last from a couple of hours to a few days.



Anthony Carolan and Rhona Togher, co-founders, Restored Hearing

The company, co-founded by Anthony Carolan, Eimear O'Carroll and Rhona Togher, is based at NovaUCD.

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

**Belfield Technologies**, a new energy management venture, has developed a technology to assist public and private organisations to reduce their energy costs and associated carbon footprints.

The HID LightSaver™, a High Intensity Discharge (HID) lighting control system, is programmable and compatible with Building Management Systems and is easily retrofitted into existing lighting control systems.



Dr Kevin McDonnell, Dr Ger Devlin and Brian McDonnell, Belfield Technologies

Belfield Technologies has evolved from research undertaken by Dr Ger Devlin, Dr Kevin McDonnell, David Megan, Barry Bowen and Brian McDonnell in the Bioresources Research Centre, UCD School of Agriculture, Food Science and Veterinary Medicine.

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

### **Other Participating Ventures**

11 other new ventures completed the NovaUCD 2010 CCDP.





**Advanced Microbe Control** is developing services, using ozone technology, to control the effects of odours and microbial contamination in the food processing and waste management industries.

Promoters: Dr Tom Curran and Professor Colm O'Donnell, UCD School of Agriculture, Food Science and Veterinary Medicine.

**Dublin Ethical Testing** is developing products and services, using micro-organisms, for the ethical testing of drugs and chemicals in the pharmaceutical industry assisting industry players comply with new EU legislation.

Promoters: Dr Cormac Murphy and Jessica Amadio, UCD School of Biomolecular and Biomedical Science.

**EDCo Industrial Development Company** aims to exploit modern power generation methods to create a local market for sustainable biomass, and simultaneously catalyse local economic development through the provision of green electricity in Sierra Leone and in Sub-Saharan Africa.

Promoters: Donal Lennon, Dr William Smith, Dr Sheila Convery and Dr Finbarr Brereton, UCD Urban Institute of Ireland.

**Innovation Research Unit - Business Branch** is developing an advanced software suite and consultancy service to enable commercial and non-commercial users scan, map, analyse and simulate their innovation networks in order to improve their business strategies or policies.

Promoters: Professor Petra Ahrweiler and Dr Michel Schilperoord, UCD Innovation Research Unit.



Some of the participants on the NovaUCD 2010 CCDP

**Irish Centre for Design and Manufacturing Innovation** is developing an "internationally networked" centre of excellence in applied research to support Irish industry in design,

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development and manufacture of high-value products for global markets.

Promoters: Professor Gerry Byrne, Dr Eamonn Ahearne, UCD School of Electrical, Electronic and Mechanical Engineering and Paul Killeen, UCD Research.

**Magnetic Diagnostics** is developing an easy-to-use and portable point-of-care biosensor that can detect trace amounts of disease causing agents and thus rapidly identify multiple infectious diseases within minutes.

Promoters: Dr Gemma Cannon, Professor Gil Lee and Professor William Hall, UCD National Virus Reference Laboratory, UCD School of Chemistry and Chemical Biology, UCD Centre for Research in Infectious Disease.

**NanoOpticSolutions** is developing specialist high-resolution imaging tools that enable detailed information about the chemical make-up of materials in very small volumes or material areas to be made known which is greatly in demand especially in nanotechnology industries.

Promoter: Dr James Rice, UCD School of Physics.

**PreTract** has developed a magnetic resonance imaging method that provides health professionals with a unique insight to screen for the early onset of injury in athletes.

Promoters: Dr Kathleen Curran, Dr Niall Colgan and Stephen Meredith, UCD School of Medicine and Medical Science and UCD School of Electrical, Electronic and Mechanical Engineering.

**Sruth** is being established to brand and disseminate the publications of Comhairle Bhéaloideas Éireann, largely based on the National Folklore Collection at University College Dublin, to a wider national and international customer base.

Promoter: Dr Kelly Fitzgerald and Professor Ríonach Uí Ógáin, UCD Folklore Collection of Ireland.

**Tetra Materials** is developing novel mould inserts for high volume injection moulding of microfluidic devices.

Promoters: Dr David Browne, Dermot Stratton and Dr James Mulcahy, UCD School of





Electrical, Electronic and Mechanical Engineering.

**Veutility** is developing a hosted utility consumption portal and benchmarking service.

Promoters: Dr Antonio Ruzzelli and Anthony Schoofs, UCD School of Computer Science and Informatics.

### **NovaUCD 2011 Campus Company Development Programme**

NovaUCD is now accepting applications for the 2011 Campus Company Development Programme which will commence in Q1 2011. If you would like to participate please contact Dr Ciara Leonard.

**Contact:** Dr Ciara Leonard, Project Manager, Enterprise Development, tel: 01-716 3714, email: [ciara.leonard@ucd.ie](mailto:ciara.leonard@ucd.ie).

## **Innovation Dublin 2010**

The Innovation Dublin 2010 festival took place over 12-days in November. The aim of the festival, which is now in its second year, is to raise public awareness of the innovation and creativity that is happening on a daily basis in Dublin, to inspire and stimulate innovation and creativity and to encourage networking opportunities.



As part of the 2010 festival UCD hosted over 30 events in various locations around the University and around Dublin.

These events took place in areas such as education, research & development, science, business, enterprise and culture and included seminars, workshops, conferences, exhibitions, performances, showcases and competitions.

As part of the festival NovaUCD, which co-ordinated UCD's participation in Innovation

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Dublin 2010, hosted several events, including the NovaUCD 2010 CCDP Awards Evening and an 'Entrepreneurs Live!' seminar, which are reported elsewhere in this newsletter.

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

### **TCD-UCD Innovation Alliance Event**

As part of the Innovation Dublin 2010 festival, NovaUCD together with TCD's Technology Transfer Office jointly organised an event to showcase the entrepreneurial impact of research undertaken in both institutions.

The event entitled *Entrepreneurial Universities Showcasing the Impact of Research* took place in the Science Gallery and involved 5 spin-out companies from each university.



Dr Redmond Shouldice and Helen Kane, UCD spin-out company BiancaMed with TCD Provost Dr John Hegarty, Science Gallery

These companies, ranging from early-stage to well established, currently employ 100 people between them and plan to grow to 250 within the next 2-3 years.

The event, which attracted a diverse audience, involved a series of product/service demonstrations and presentations by company promoters.

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

## **NovaUCD and International Media**

NovaUCD and NovaUCD client companies have featured in two recent US publications.

### **Ireland May Be EU's 'Comeback Kid'**

*Bloomberg.com* reporter John Cookson and his camera crew were in Dublin at the end of





October as part of the Dublin Web Summit event.

While in Dublin they visited and filmed at NovaUCD and interviewed RendezVu, a NovaUCD client company, as part of a report entitled *Ireland May Be EU's Comeback Kid*.

In his piece, which aired on 29 October, John reported on Irish entrepreneurs and foreign technology firms that are starting to draw investment back into the country helped by

the skills of the local workforce.

RendezVu, an e-learning venture, has developed a next generation learning platform to provide immersive education for languages and other subjects using virtual world and gaming technologies.

RendezVu was the overall winner of the 2009 David Manley Emerging Entrepreneur Award and the NovaUCD 2008 Campus Company Development Programme.

To watch the video click on [www.ucd.ie/nova/mediacentre/2010pressreleases/novanewstitle,69000,en.html](http://www.ucd.ie/nova/mediacentre/2010pressreleases/novanewstitle,69000,en.html)

### **Ireland Looks to Academe to Re-ignite its Economy**

Goldie Blumenstyk, a senior writer with *The Chronicle of Higher Education*, and her colleague, Aisha Labi, visited Dublin in October.

The Chronicle is a leading media organisation for higher education news, based in Washington D.C.

The overall purpose of their trip was to report on how Ireland is using its universities and technology transfer system to help revive the Celtic Tiger. The reporting trip was part of The Chronicle's expanded international effort which is an element of a new Global Chronicle.

While in Dublin Goldie and Aisha visited NovaUCD and met with several of our company promoters, UCD researchers and NovaUCD staff members. They will also visit TCD, DCU and DIT and attended Enterprise Ireland's recent *Big Ideas Showcase* in Croke Park.

Goldie's article, *Ireland Looks to Academe to Re-Ignite Its Economy*, was published on 21 November.

To read the article in full click on

[www.ucd.ie/nova/mediacentre/2010pressreleases/novanewstitle,71756,en.html](http://www.ucd.ie/nova/mediacentre/2010pressreleases/novanewstitle,71756,en.html)

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

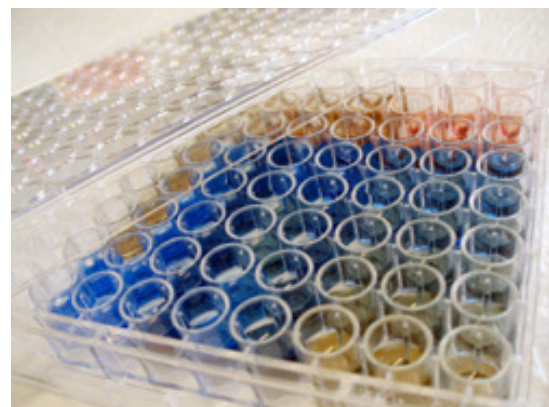
### **Protection and Commercialisation of Intellectual Property**

NovaUCD is responsible for the implementation of UCD's policies relating to the commercialisation of intellectual property and for the management of the intellectual property arising from UCD's research programmes.

A key priority of NovaUCD is to work with UCD researchers in identifying, protecting and commercialising the intellectual property arising from their research programmes and to take innovative ideas from proof-of-principle to full commercial success.

### **UCD 2010 Invention Disclosures and Patent Filings**

Over 50 invention disclosures have already been disclosed by UCD researchers to NovaUCD during 2010.



**UCD patents** filed to date during 2010 include:

*A method and system for monitoring sleep*, Professor Conor Heneghan, UCD School of Electrical, Electronic and Mechanical





Engineering. A US national patent application.

*A method for the selective concentration of a specific low abundance biomolecule*, Professor Kenneth Dawson, UCD School of Chemistry and Chemical Biology. A PCT patent application.

*A new design for DSSC*, Professor K. Ravi Thampi, UCD School of Chemical and Bioprocess Engineering. A national and provisional US patent application and a regional European patent application.

*A polymeric nanoparticle*, Professor David Brayden, UCD School of Agriculture, Food Science and Veterinary Medicine and TCD. A priority UK patent application.

*A system level power evaluation method*, Dr Damian Dalton, UCD School of Computer Science and Informatics. An Irish priority patent application.

*Catalyst for the release of dihydrogen from ammonia borane*, Dr Andrew Phillips, UCD School of Chemistry and Chemical Biology. A UK priority patent application.

*Causal therapy of diseases or conditions associated with CNS or PNS demyelination*, Dr Keith Murphy, UCD School of Biomolecular and Biomedical Science. A PCT patent application.

*Compounds*, Dr Matthias Tacke, UCD School of Chemistry and Chemical Biology. An Irish priority patent application.

*Digital predistorter for RF power amplifiers*, Dr Anding Zhu, UCD School of Electrical, Electronic and Mechanical Engineering. A PCT patent application.

*Effective product recommendation using the real-time web*, Professor Barry Smyth, UCD School of Computer Science and Informatics. A provisional US patent application.

*Energy monitoring system*, Dr Antonio Ruzzelli, UCD School of Computer Science and Informatics. An Irish priority patent application.

*Fibrosuppressant biotherapeutics*, Professor Catherine Godson, UCD School of Biomolecular and Biomedical Science. A PCT and US national patent application.

*Heat expanded food products*, Professor Dolores O'Riordan, UCD School of Agriculture, Food Science and Veterinary Medicine. A national US patent application.

*Markers of oocyte quality*, Dr Lorraine Brennan, UCD School of Agriculture, Food Science and Veterinary Medicine. A European priority patent application.

*Method and apparatus for stimulating the lower back and abdominal muscles*, Dr Brian Caulfield, UCD School of Physiotherapy and Performance Science. A PCT patent application.

*Method and apparatus for stimulating pelvic floor muscles*, Dr Brian Caulfield, UCD School of School of Physiotherapy and Performance Science. A PCT patent application.

*Method and system for analysing most recently used registry keys*, Yuangdong Zhu, UCD School of Computer Science and Informatics. A PCT patent application.

*Method and system for image analysis*, Professor William Gallagher, UCD School of Biomolecular and Biomedical Science. A national US patent application.

*Method for producing polyhydroxylkanoate*, Dr Kevin O'Connor, UCD School of Biomolecular and Biomedical Science. A regional European patent application.

*Methods of manufacturing photovoltaic electrodes*, Dr Denis Dowling, UCD School of Electrical, Electronic and Mechanical Engineering. An Irish priority patent application.

*MSTN polymorphism*, *MSTN insertion/discovery*, *Thoroughbred*, Dr Emmeline Hill, UCD School of Agriculture, Food Science and Veterinary Medicine. An Irish priority patent application.

*Non-linear magnetophoretic separation device, system and method*, Professor Gil Lee, UCD School of Chemistry and Chemical Biology. A UK priority patent application.

*Novel biomarkers for cardiovascular disease*, Dr John Baugh, UCD School of Medicine and Medical Science. An Irish priority patent application.

*Plasma shutter*, Dr Fergal O'Reilly, UCD School of Physics. An Irish priority patent application.

*Protease anti-prion protease*, Dr Hilary McMahon, UCD School of Biomolecular and





Biomedical Science. An Irish and European priority patent application.

*Real-time information filter for news*, Professor Barry Smyth, UCD School of Computer Science and Informatics. A US national patent application.

*Wetting a surface of a solid substrate with a liquid metal*, Dr Fergal O'Reilly, UCD School of Physics. A regional Europe patent application.

**Contact:** For further information contact Dr Ciaran O'Beirne, Manager, Technology Transfer, t: +353 1 716 3713, e: [ciaran.obeirne@ucd.ie](mailto:ciaran.obeirne@ucd.ie).

### 15<sup>th</sup> NovaUCD 'Entrepreneurs Live!' Seminar Series

The 15<sup>th</sup> 'Entrepreneurs Live!' seminar series, run by NovaUCD in association with Dún Laoghaire-Rathdown County Enterprise Board commenced in early November and ran over 4 consecutive weeks.

Each of the four speakers shared their creative and entrepreneurial experiences in setting-up and running successful enterprises. They also discussed the strategic role that design, creativity and innovation can play in assisting companies to navigate through the current downturn to place them in pole position to take advantage of the economic recovery to come.

The second seminar in this series, delivered by Damini Kumar, took place as part of the Innovation Dublin 2010 festival.

The guest speakers who took part in this series, which had a design and creativity theme, were:

#### Vincent Cleary, MD, Glenisk



#### Damini Kumar, European Ambassador for Creativity and Innovation



#### Emmet O'Neill, Smiles Dental



#### Brian Stephens, Design Factory



To date over 80 well known entrepreneurs have now contributed on this very popular seminar series. The aim of the 'Entrepreneurs Live!' seminar series is to promote a spirit of entrepreneurship among the academic, research and student population at UCD.

The 16<sup>th</sup> seminar series will commence in Spring 2011 and further details will be available in due course.





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

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

## Companies at NovaUCD

### Companies at NovaUCD

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

The latest companies to locate at NovaUCD are **3 Strata Technologies** and **HeyStaks Technologies**.

**AER** is the latest company to graduate from NovaUCD. A total of 19 companies have now graduated from NovaUCD and moved on to new premises.

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).

## People/Companies in the News

### Dr Emmeline Hill

Dr Emmeline Hill, a genomics researcher in UCD's School of Agriculture, Food Science and Veterinary Medicine, and co-founder of Equinome has been presented with the 2010 IMAGE Entrepreneur of the Year Award.

Dr Hill was presented with the accolade in recognition of her innovative idea and its

transformation into a commercial success as a UCD equine genomics spin-out company.



Dr Emmeline Hill, Equinome

The judging panel, chaired by Nick Mulcahy, editor, *Business Plus*, comprised IMAGE Publications director Robert Power; *The Sunday Business Post* deputy editor and *Dragon's Den* presenter Richard Curran; Orla Nugent, MBA Programme Director, UCD Michael Smurfit Graduate Business School; Caroline Kennedy, MD, *Kennedy PR*, and last year's winners Domini and Peaches Kemp of *Itsa*.

### Equinome

Dr Emmeline Hill has also been shortlisted for the 2010 David Manley Business Entrepreneur of the Year Award.

Equinome was established in 2009 to assist the bloodstock industry to maximise the genetic potential of Thoroughbred horses. In this multi-billion euro industry, Ireland has earned a reputation as a global leader through its consistent production of world champion horses.

The company, which was overall winner of the NovaUCD 2009 Campus Company Development Programme, has already secured major clients in Australia, France, Ireland, UK and USA and has new products scheduled for release in 2011 and 2012.

The judging panel for the 2010 Awards is chaired by Alfie Kane with vice-chair, Dr Chris Horn. The other two shortlisted entrepreneurs in the business entrepreneur category are Ed Hendrick, founder, Sonru and Mary Kelly, Founder, FeePay.ie.

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



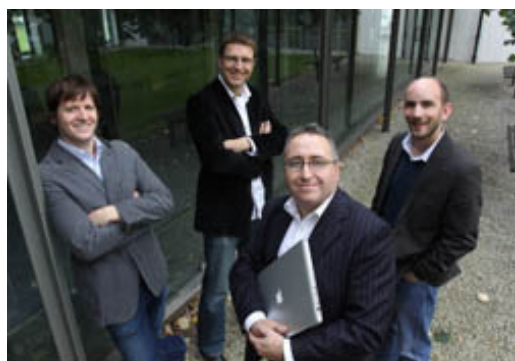


### **HeyStaks Technologies**

HeyStaks Technologies, the NovaUCD-based social web-search start-up company, has secured €1 million of equity funding from The Ulster Bank Diageo Venture Fund, which is managed by NCB Ventures.

The funding will be used to develop the company's unique product offering, expand its existing operations and open an office in San Francisco, California, the heart of one of the company's target markets.

HeyStaks currently employs 4 people and aims to increase staff numbers to 14 by the end of next year and to over 40 by the end of 2013.



(l-r) Dr Maurice Coyle, Professor Barry Smyth, Leo Hamill, Partner, NCB Ventures and Dr Peter Briggs

HeyStaks, established in 2008 by Dr Peter Briggs, Dr Maurice Coyle and Professor Smyth, is a spin-out company from the Science Foundation Ireland funded CLARITY Centre for Sensor Web Technologies at University College Dublin.

The company has developed a patent protected, desktop mobile solution that allow users to harness their social networks as they search on their favourite search engines, and thereby get the benefit of their trusted peers' searches. HeyStaks delivers community-enhanced search results that are more personalised and relevant than conventional search engine results.

Leo Hamill will represent the Ulster Bank Diageo Venture Fund on the board of HeyStaks.

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

### **OncoMark**

OncoMark the life sciences company whose vision is to make a mark in the fight against

cancer has appointed Dr Dara FitzGerald as its new CEO. Dr FitzGerald, who has 20 years of experience in the IT and biotechnology sectors, plans to drive and accelerate the company's growth and development.



Dr Dara FitzGerald, OncoMark's newly appointed CEO

OncoMark currently provides a range of scanning and screening services and employs 9 people between its headquarters in NovaUCD, and laboratory facilities in UCD's Conway Institute. With the appointment of Dr FitzGerald the company plans to be employing 20 people within the next 2 years.

OncoMark, which has secured over €2 million in research funding from European Framework 7 Programmes, is dedicated to the discovery and development of novel diagnostics and therapeutics that help to improve the quality of life of cancer patients.

Currently 1 in 3 people in Europe and the US will develop cancer at some point during their lifetime. This rate is expected to increase due to the aging population in the developed world. While the management of cancer patients has improved significantly, the availability of reliable indicators, or biomarkers, of the therapeutic response and prognosis for cancer treatments is a key outstanding issue.

OncoMark's primary focus is on the discovery of reliable cancer biomarkers and the development and provision of automatic and high-throughput multi-marker assays or tests. Such tests will improve the monitoring of the therapeutic response in patients undergoing anti-cancer therapy.

OncoMark was co-founded by Professor William Gallagher and Steve Penny in 2007 as a spin-out company from the UCD School of Biomolecular and Biomedical Science.





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

### **ServiceFrame**

ServiceFrame, a NovaUCD-based company, has won the *Emerging Software Business Award* at the 2010 Irish Software Awards.

ServiceFrame is an evidence-based governance tool for outsourced and shared services. Having identified a new market opportunity that is currently underserved with an alternative SaaS-based business model, ServiceFrame offers a compelling capability at a price point significantly below competitors.

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

### **The Innovation Foundation**

All business leaders want to improve the innovation performance of their companies, but for many, innovation is still more of a buzzword rather than a competence. To assist business leaders accelerate innovation, The Innovation Foundation has launched the Irish Innovation Index.



Peter Robbins launching the Irish Innovation Index at NovaUCD

The Irish Innovation Index is a new, free, online tool developed to assist Irish companies, of all sizes, to grow and develop their businesses through innovation. Launched to coincide with the Innovation Dublin 2010 festival, the Irish Innovation Index offers organisations a rigorous, original and definitive online tool to assess and develop their innovation capabilities.

Now, for the first time, business leaders can complete a straight forward online survey of 30 questions which should take less than 10 minutes to complete. By return email they receive an accurate, tailored assessment of just how innovation-centric they are, combined with practical suggestions on how they can enhance their innovation skills, processes,

structures and portfolio to deliver tangible results. By using the Irish Innovation Index tool companies, large and small, can develop a roadmap to improve their own innovation performance.

The Irish Innovation Index has been developed by The Innovation Foundation in conjunction with the UCD Geary Institute and was partially funded through Enterprise Ireland's innovation voucher scheme.

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

### **Veutility**

Veutility was declared the overall winner of the Globe Forum's *Innovators Challenge Competition* which took place in Dublin as part of the Innovation Dublin 2010 festival.



Dr Antonio Ruzzelli, co-founder, Veutility

Veutility, a participant on the NovaUCD 2010 Campus Company Development Programme, is developing a hosted utility consumption portal and benchmarking service.

Veutility is offering large and SMEs enterprises real-time, personalised, hosted community, utility consumption data which enables them to benchmark their utility consumption against others of a similar industry, size or geography and also enables them to understand their utility-use profile by site, building, room and even appliance level energy consumption fingerprinting from a single point energy monitor.

The co-founders of Veutility are Dr Antonio Ruzzelli and Anthony Schoofs, UCD School of Computer Science and Informatics and the CLARITY Centre for Sensor Web Technologies.





## NovaUCD and Social Media

### **Social Media Tools**

NovaUCD is now on Twitter. If you would like to follow NovaUCD visit

[www.twitter.com/novaucd](http://www.twitter.com/novaucd)

NovaUCD has also established a LinkedIn Group. The purpose of the NovaUCD LinkedIn 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>

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

