



July 2011

NovaUCD Newsletter



The Innovation and Technology Transfer Centre

Dear Colleagues and Friends

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

In one of the major success story of the year so far BiancaMed, the UCD medical technology spin-out company, has just been acquired by ResMed for cash. BiancaMed will become part of ResMed's newly created Ventures and Initiatives Unit and ResMed plans to build the BiancaMed team at NovaUCD. ResMed, quoted on the New York Stock Exchange and the Australian Securities Exchange, is a leading developer, manufacturer and distributor of medical equipment for treating, diagnosing, and managing sleep-disordered breathing and other respiratory disorders. BiancaMed was co-founded in 2003 by Dr Philip de Chazal, Dr Conor Hanley and Professor Conor Heneghan to commercialise research undertaken in UCD's School of Electrical, Electronic and Mechanical Engineering. The success of BiancaMed will hopefully be an inspiration for other research entrepreneurs who are interested in establishing new ventures to commercialise innovative ideas emerging from UCD research programmes.

Professor William Gallagher, a leading cancer biology researcher in UCD's School of Biomolecular and Biomedical Science, was presented with the NovaUCD 2011 Innovation Award. His research has to date resulted in the formation of a UCD spin-out company, OncoMark, whose mission is to support cancer drug development through tissue-based biomarker development and validation. The company employs 12 people at NovaUCD and plans to double its workforce within the next two years.

Professor Thomas Lawton, Professor of Strategy and International Business, EMLYON Business School, delivered the InterTradeIreland 2011 Innovation Lecture at UCD entitled *Innovate for Advantage: A Strategic Toolkit for Designing and Delivering a Breakout Strategy*. While at UCD Professor Lawton also facilitated three dedicated master classes at NovaUCD for SME owners and senior managers and early-stage entrepreneurs.

Over 40 high-tech and knowledge-intensive companies, employing more than 250 people, are now located at NovaUCD. Companies which have recently joined our community of entrepreneurs include AER Sustainable Energy, EnBio, Innovois, JLizard, Management Briefs, MuteButton, Wattics and Working Analytics.

In this issue we report on news of interest from our clients; DocoSOFT, MuteButton, RendezVu and SmartBuilder Software.

The 16th NovaUCD 'Entrepreneurs Live!' seminar series will commence in September and run over 10 weeks. The InterTradeIreland 2011 Innovation Conference entitled *Building Capacity for Innovation* will take place in QUB on 4 & 5 October. Innovation Dublin 2011 will take place from 17 October to 18 November and the overarching theme of this year festival is *Innovation by Design*.

Please contact Micéal Whelan, e: miceal.whelan@ucd.ie, if you have any comments or feedback. Dr Pat Frain, Director

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BiancaMed Acquired by ResMed

In one of the major success story of the year so far BiancaMed, the University College Dublin medical technology spin-out company, has been acquired by ResMed for cash. BiancaMed will become part of ResMed's newly created Ventures and Initiatives Unit.



JC Kyrillos, President, ResMed Ventures and Initiatives Unit and Dr Conor Hanley, CEO & Co-founder BiancaMed

ResMed, quoted on the US and Australian stock exchanges, with a market capitalisation of \$4.7 billion and over 3,000 employees, is a leading developer, manufacturer and distributor of medical equipment for treating, diagnosing, and managing sleep-disordered breathing and other respiratory disorders.

BiancaMed has developed and is selling an innovative, convenient, non-contact device to monitor sleep and breathing in the home and hospital markets.

BiancaMed's SleepMinder™ is an accurate, touch-free device that measures sleep and breathing with sophisticated biometric software. The core of BiancaMed's proprietary technology is a motion sensor that can detect respiration and movement without physical contact with the human body. BiancaMed is developing a number of other applications for the technology, across a range of medical and consumer settings.

ResMed is committed to advancing innovative technology in sleep and respiratory medicine and commercialising innovative products incorporating BiancaMed's technologies on a global basis.

ResMed, which has a long-standing relationship with BiancaMed having provided seed investment in 2003, is seeking to expand its

diagnostic range and patient reach through this strategic acquisition.

ResMed plans to maintain and build the BiancaMed team and intends to grow and develop the exciting connected health sector in Ireland.

BiancaMed was co-founded in 2003 by Dr Philip de Chazal, Dr Conor Hanley and Professor Conor Heneghan to commercialise research undertaken in UCD's School of Electrical, Electronic and Mechanical Engineering. BiancaMed is headquartered at NovaUCD and currently employs 29 people.



JC Kyrillos, ResMed, Dr Hugh Brady, President, UCD and Dr Conor Hanley, CEO & Co-founder BiancaMed

BiancaMed's shareholders include Enterprise Ireland, DFJ ePlanet Ventures, Invest Northern Ireland, ResMed, Seventure Partners and University College Dublin.

www.resmed.com and www.biancamed.com

NovaUCD 2011 Innovation Award

Professor William Gallagher, a leading cancer biology researcher in UCD's School of Biomolecular and Biomedical Science, has been presented with the NovaUCD 2011 Innovation Award.



Professor William Gallagher, UCD School of Biomolecular and Biomedical Science



The Award was presented by Dr Hugh Brady, President, UCD to recognise Professor Gallagher's ongoing successes in the commercialisation of intellectual property arising from UCD research programmes.

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 over the coming years due to an aging population in the economically developed regions of the world. While the management of cancer patients has improved significantly, the availability of reliable biomarkers, or indicators, of the therapeutic response of patients to cancer treatments and their prognosis is a key outstanding issue.

Professor Gallagher's research has to date resulted in the formation of a UCD spin-out company, OncoMark, currently employing 12 people at NovaUCD, 7 invention disclosures, 5 priority patent applications, 1 executed license with another license pending.



Dr Hugh Brady, UCD President, Professor William Gallagher and Dr Pat Frain, Director, NovaUCD

Professor Gallagher established OncoMark in 2007 with Stephen Penney to support cancer drug development through tissue-based biomarker development and validation.

The company has already secured over €3.5 million in research funding from European Framework 7 (FP7) Programmes and has embarked on its own biomarker discovery programme whilst also in-licensing technologies for validation and product development.

OncoMark, which also provides digital pathology and tissue processing services to pharma and biotech industry, plans to double its workforce at NovaUCD by 2013.

A major focus of Professor Gallagher's research at UCD has been on the identification and validation of candidate biomarkers of breast cancer and melanoma and the translation of his research results into clinically relevant assays

or tests which can help to improve the quality-of-life of cancer patients.



Professor William Gallagher with his daughter Kate, aged 3.

Professor Gallagher has secured over €17 million in research funding as principal investigator within University College Dublin from Science Foundation Ireland, the Irish Cancer Society, the Health Research Board of Ireland, Enterprise Ireland and the European Commission.

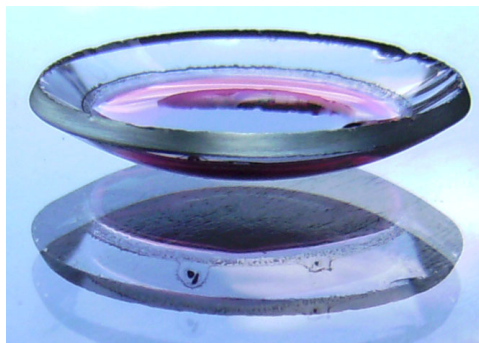
Professor Gallagher is co-ordinator of a large-scale FP7 collaborative project, entitled *RATHER*, which is focused on providing new rationalised therapy options for difficult-to-treat breast cancer subtypes. This €6 million project involves 6 academic groups and 2 industrial parties, including Agendia, a Dutch molecular diagnostics company, across 5 European countries.

Professor Gallagher is also co-ordinator of the *Target-Melanoma* consortium, which in 2009 received over €1.7 million in funding as part of the Marie Curie Industry-Academia Partnerships and Pathways Programme. The focus of *Target-Melanoma*, which involves 7 partners (5 academic and 2 industrial partners, including Cellix, a TCD spin-out company) from across 5 European countries, is to identify and validate novel molecular determinants of melanoma progression.

www.oncomark.com

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 2011 Invention Disclosures and Patent Filings

Over 20 invention disclosures have already been disclosed by UCD researchers to NovaUCD during 2011.

UCD patents filed to date during 2011 include:

A macrocyclic derivative and assemblies formed therefrom, Dr Rafe Darcy, UCD School of Chemistry and Chemical Biology with UCC. A US national/regional patent application.

Affinity separation means and uses thereof to separate, purify or concentrate a target molecule, Professor Gil Lee and Dr Julien Muzard, UCD School of Chemistry and Chemical Biology, with NIBRT. A European priority patent application.

An apparatus and method for inhibiting melatonin synthesis in a horse, Dr Barbara Murphy and Professor John Sheridan, UCD School of Agriculture, Food Science and Veterinary Medicine. An Irish priority patent application.

An electrical load monitoring system, Dr Antonio Ruzzelli and Anthony Schoofs, UCD School of Computer Science and Informatics and Alex Sintoni, CLARITY Centre for Sensor Web Technologies. An Irish and European priority patent application.

An energy monitoring system, Dr Antonio Ruzzelli, Professor Gregory O'Hare and Anthony Schoofs, UCD School of Computer Science and Informatics. A PCT patent application.

Anti-angiogenic compounds, Dr Breandán Kennedy, UCD School of Biomolecular and Biomedical Science. An Irish priority patent application.

Determining biofilm thickness in a membrane supported biofilm reactor, Dr Eoin Casey, Dr Eoin Syron and Mark Heffernan, UCD School of Chemistry and Chemical Biology. A US and European national/regional patent application.

Methods for performing magnetic resonance measurements and apparatus for executing said method, Dr Marcus Greferath and Dr Eimear Byrne, UCD School of Mathematical Science and RWTH Aachen. A US national/regional patent application.

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

Modified Thromboxane A2 receptor promoter sequence, Professor Therese Kinsella, Dr Anne Marie Gannon, Dr Libby Turner and Dr Garret Keating, UCD School of Biomolecular and Biomedical Science. A US and European national/regional patent application.

Network analysis tool, Dr Martin Harrigan, UCD School of Computer Science and Informatics and Dr Daniel Archambault, CLIQUE. A UK priority patent application.

Novel biomarkers for cardiovascular disease, Dr John Baugh, UCD School of Medicine and Medical Science with Heartbeat Trust. A PCT patent application.

Phosphine borane synthesis, Professor Declan Gilheany, Dr Jaya Kudavalli and Kamalraj Rajendran, UCD School of Chemistry and Chemical Biology. A UK priority patent application.

Somatostatin mimetics, Professor Paul Murphy, UCD School of Chemistry and Chemical Biology with NUI Galway. An Irish priority application.

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

InterTradeIreland 2011 Innovation Lecture at UCD

Business leaders and entrepreneurs who want to lead high-performance, double-digit growth companies, need to assemble an integrated strategic toolkit to design, develop and deliver a strategy to breakout beyond average economic performance.

That was the key message from Professor Thomas Lawton when he delivered the InterTradeIreland 2011 Innovation Lecture at University College Dublin in June.



Professor Thomas Lawton

Organised by NovaUCD, his lecture was entitled *Innovate for Advantage: A Strategic Toolkit for Designing and Delivering a Breakout Strategy*.

Professor Lawton is Professor of Strategy and International Business at EMLYON Business School (France), one of Europe's top ten business schools, and visiting Professor at the internationally renowned Tuck School of Business at Dartmouth (USA).

During his innovation lecture Professor Lawton outlined the strategic tools that business leaders need to gather in order to breakout and achieve double digit growth.

These include:

- (i) identifying the business route to industry breakout and market success;
- (ii) clarifying and communicating a vision of where they want to go and what they want to be
- (iii) aligning their value proposition with customer needs and expectations
- (iv) assembling a business model that is both efficient and effective; and

- (v) balancing people-oriented culture within their business with their IT-enabled processes.

Speaking during his lecture Professor Lawton said, "Having a joined-up approach to strategy, regardless of the company size or industry sector, is what differentiates breakout companies from the average. It also requires business leaders to be innovative in their capacity to rapidly and preemptively adopt or adapt in markets or industries."

He added, "This results in the creation of a 'magnet' company which excites markets, attracts and retains customers, repels new entrants and renders competitors unable to respond."



Nicola McGuinness, InterTradeIreland, Professor Thomas Lawton and Dr Pat Frain, Director, NovaUCD

While at UCD Professor Lawton also delivered three innovation master classes at NovaUCD for SME owners and senior managers and early-stage entrepreneurs.

The titles of these master classes were

- (i) Articulating a strategic vision
- (ii) Aligning your value proposition
- (iii) Assembling your business model.

The innovation lecture and associated 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 the Centre for Innovation and Structural Change at NUI Galway, aims to promote and encourage innovation across the island of Ireland.



A **podcast** of Professor Lawton's innovation lecture is available via

www.ucd.ie/nova/podcasts/all-islandinnovationprogramme/#d.en.80070

Date for Your Diary

The InterTradeIreland 2011 Innovation Conference entitled **Building Capacity for Innovation** will take place in the Whitla Hall, Queen's University Belfast on Tuesday 4 October and Wednesday 5 October next.

The keynote speaker on both days of the conference will be **Professor Rosabeth M. Kanter, Harvard Business School** who will explore how innovation contributes to success.

The event is free to attend.

You can already register to attend and further event information will be available shortly via

www.intertradeireland.com/all-island-innovation-programme.

Contact: For further information contact Micéal Whelan, Communications, t: +353 1 716 3712, e: miceal.whelan@ucd.ie.

Companies at NovaUCD

Companies at NovaUCD

Over 40 innovative new ventures, employing more than 250 people, are currently located in NovaUCD, either in incubation units or in NovaUCD's desk space. Companies which have recently located at NovaUCD include

AER Sustainable Energy

AER Sustainable Energy develops low-cost, scalable biochemical processes to extract valuable products from algae biomass. **CEO:** Donal MacNioclais.

www.aer.ie

EnBIO

EnBIO provides innovative technology for medical implant surface modification and the application of drugs to such surfaces with the intent of delivering therapy directly to the surgical site leading to improved patient outcomes. **CEO:** Brendan Farrell

www.enbiomaterials.com

Innovios

Innovios aims to become a global leader in the development of easy-to-use data capture solutions to seamlessly fit into organisations existing processes. **Founders:** Aaron Keegan and Conor Hoey.

www.innovois.com

MuteButton

MuteButton has developed a novel medical device to successfully treat people suffering from permanent tinnitus. **Founder:** Dr Ross O'Neill.

www.mutebutton.ie

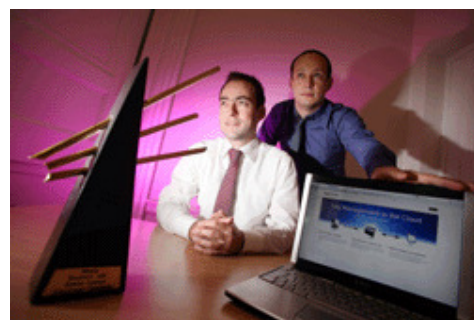
Working Analytics

Working Analytics provides the best of career coaching content with a career decision making framework as an online software service. **Founders:** Kevin Sorohan, Gerard Cunningham and John Costello.

<http://rationalcareers.com>

JLizard

JLizard provides a cloud-based log management as a service technology to enable organisations to reduce the time required to analyze the log data of their IT systems from days to minutes. **Founders:** Dr Trevor Parsons and Dr Viliam Holub, UCD School of Computer Science and Informatics.



Dr Trevor Parsons and Dr Viliam Holub, co-founders, JLizard

www.logentries.com

Management Briefs

Management Briefs publishes easy-to-read books for busy managers. The books are all focused on practical content that can be used by managers in their day-to-day work. **Founder:** Frank Scott Lennon.

www.managementbriefs.com



Wattics

Wattics provides an innovative software in energy monitoring for large enterprises and SMEs. Their hosted platform utilises intelligent software to decompose a building's power consumption from a single metering unit down to individual appliances and delivers bespoke reports, highlighting solutions that optimise energy usage which can significantly reduce energy cost. **Founders:** Dr Antonio Ruzzelli and Dr Anthony Schoofs, UCD School of Computer Science and Informatics.

<http://wattics.com>

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

NovaUCD Companies in the News

DocoSOFT

DocoSOFT has announced that Ark Syndicate Management Ltd at Lloyd's has gone live with the DOCOsoft claims solution. Ark, which has an annual underwriting capacity of £400 million, has adopted the DOCOsoft package, an ECF2 (electronic claims file) workflow solution, to enable its claims process to become quicker and more efficient.



Aidan O'Neill, Managing Director, DOCOsoft

DOCOsoft a document management and workflow software solutions company operates globally from its headquarters in NovaUCD and from offices in London and Tokyo.

The DOCOsoft claims solution, offering Lloyd's and Company underwriters an 'all-in-one' ECF2 workflow application across both markets in London, processes real-time claims workflow triggers that will seamlessly extract relevant information from Ark's in-house insurance systems. The solution will alert Ark's claims

teams with the latest claims data through real-time dashboards.

Utilising the single sign-on link to the ECF2 claims acceptance screens, the DOCOsoft package will ensure that Ark's entire claims process is faster and less cumbersome. The solution will also enable Ark's claims operations team to organise and manage functions such as peer review, workload assignment and claims authority limit controls.

The DOCOsoft claims solution is a complete lifecycle claims workflow solution which drives efficiencies in the insurance adjustment process, also facilitates market service level agreements (SLA) compliance and optimises the quality of service offered to the assured client.

DOCOsoft's software solutions incorporate technological know-how gain by Aidan O'Neill from more than 15 years experience in the Japanese software industry. Other DOCOsoft customers in the London Market currently include Managing Agency Partners, Argo Managing Agency and Whittington.

www.docosoft.com

MuteButton

MuteButton which has developed a novel medical device to successfully treat people suffering from permanent tinnitus, has secured a €200,000 investment from Enterprise Ireland.

The funding will enable MuteButton to accelerate large scale clinical trials of its tinnitus treatment device and to secure ISO certification in advance of regulatory approval and device manufacturing. The company plans to launch its new device into the market during 2013.



Dr Keith O'Neill, Enterprise Ireland and Dr Ross O'Neill, MuteButton



MuteButton was established in 2010 by Dr Ross O'Neill, as a spin-out company from the Hamilton Institute, NUI Maynooth where the technology was originally developed by him with Dr Paul O'Grady and Professor Barak Pearlmutter.

The company has recently located to NovaUCD, to develop collaborative partnerships with University College Dublin researchers in the treatment of neurological conditions. The company currently employs 4 people but plans to increase staff numbers to 20 over the next two years as its device nears market release.

Tinnitus, which is not a disease or a syndrome, but a set of symptoms, is the perception of an illusory low-level sound in the absence of a corresponding external stimulus to the ear. It is commonly referred to as 'ringing-in-the-ears'.

Temporary tinnitus, which can be caused by excess fluid or wax in the ear or short-term exposure to loud noises, can be cured.

Permanent tinnitus, which is caused by intense or prolonged exposure to noise, and which is often associated with hearing loss, cannot be cured. Permanent tinnitus is estimated to affect over 20,000 people in Ireland alone and over 40 million people globally.

Permanent tinnitus can have a negative effect on the quality of life of sufferers and can lead to insomnia and depression. In addition no effective treatment for this form of tinnitus is currently available on the market.

MuteButton has developed a non-invasive (Class IIA) device which treats the effects of permanent tinnitus. The device, the size of an ipod or iphone, presents sound to the ear using normal headphones and simultaneously presents this sound as tactile patterns on the tongue using an intra-oral array.

This provides the brain with a multimodal basis for sound which allows neurological mechanisms within the brain to suppress the 'ringing-in-the-ears' of the sufferer for a period of hours.

www.mutebutton.ie

RendezVu

RendezVu, the elearning company, announced the official beta launch of ExamSpeak.com, a next generation language learning platform at the Dublin Web Summit in the RDS in June.

ExamSpeak.com replicates the speaking exam for English language students in real-time, through an immersive environment, so that students develop the skills needed to succeed in their exams.

It is estimated that worldwide there are 2 million language students annually preparing to take internationally recognised English speaking exams such as Cambridge KET (Key English Test), Cambridge PET (Preliminary English Test) and IELTS (International English Language Testing System).

However there is currently no convenient or practical way for most of these students to practise their English language skills.



Student Marthe Buisson and Paul Groarke, Founder & CEO, RendezVu

To solve this problem RendezVu has developed ExamSpeak.com which enables students experience the speaking exam, whenever they want, as often as they want, before actually taking it.

ExamSpeak.com replicates the speaking test environment in real time with real questions and responses so that students can develop and improve the English language skills they need to succeed in the exam.

Students log into the ExamSpeak.com virtual test room and introduce themselves to the virtual examiners and meet other test takers. Here students have the opportunity to take part in an English conversation by answering and asking the same questions which will be asked in the actual speaking exam. As in a real exam, the examiner's questions change depending on the answers given by students.

As students interact, the system shows them their mistakes and helps them to understand their errors so that they can improve their performance.

Students are awarded a score based on the respective English exam marking



scheme. Points are awarded based on fluency, vocabulary, grammar, accuracy and ability to communicate.

Over time students can develop their responses to improve their test score and their ability to communicate in English and develop a deeper and more dynamic understanding of the English language, through using it in context.

RendezVu, headquartered in NovaUCD, has already won a number of Awards including the NovaUCD 2008 Campus Company Development Award and the David Manley 2009 Emerging Entrepreneur Award.

The company was also one of the overall winners of Enterprise Ireland's recently completed second iGAP (Internet Growth Acceleration Programme).

RendezVu was also among the NovaUCD client companies which took part in Enterprise Ireland's High-Potential Start-Up (HPSU) Class of 2010 Showcase event.



Hugh Cooney, Chairman, Enterprise Ireland, Paul Groarke, RendezVu and Richard Bruton TD Minister for Jobs, Enterprise and Innovation

RendezVu was founded in 2008 by Paul Groarke who has over 20 years experience working within the technology sector, including Baltimore Technologies.

www.examspeak.com

SmartBuilder Software

SmartBuilder Software has announced the launch of SmartBuilder1, a powerful web-based mobile software system, for the Irish and UK construction markets. SmartBuilder1, which works on Android smartphones and tablets, is the first complete system of its type for the construction market. It is focused on saving contractors time and money and on helping them to bring in buildings with zero defects.

The construction sector was one of the first to adopt mobile phones. Now with the advent of SmartBuilder1 it is set to join the enterprise mobility revolution with the adoption of smartphones and tablets with sophisticated mobile software systems.



SmartBuilder1 being used on location

SmartBuilder1 is designed to help construction companies deal with some of their greatest on-site challenges; keeping projects on track and delivering them on time, ensuring high-quality, helping project teams become more efficient, achieving timely communication of issues on-site and tracking everything that happens in-field.

SmartBuilder1 allows managers on-site to update progress in-real time, to record reasons for delays, and action people from in-field about issues. The system can be used to identify and tackle problems on-site at the earliest opportunity and to action others to solve them faster than before. This is especially valuable for managers who can communicate detailed information immediately with sub-contractors, clients and their teams.

Users can also perform quality inspections much more efficiently. Instead of taking out drawings, markers, clipboards, notebooks and digital cameras, users can tick issues off the touch screen, image the problem, mark-up the drawings electronically on screen and communicate this to those who need to fix the defects. Smartbuilder1 also provides a valuable audit trail of everything that happens on-site which is then stored securely in "the cloud".

SmartBuilder Software, headquartered at NovaUCD, was established in 2010 by two experienced entrepreneurs Richard Mulcahy



and Peter Daly. They established the company to develop mobile software systems for use on construction sites in Ireland, UK, USA and other international markets. The company is primarily focused on the UK market and also has a London office.

www.smartbuilder1.com

Contact: For further information contact Micéal Whelan, Communications, t: +353 1 716 3712, e: miceal.whelan@ucd.ie.

Upcoming NovaUCD Events

NovaUCD 'Entrepreneurs Live!' Seminar Series

The 16th 'Entrepreneurs Live!' seminar series, run by NovaUCD in association with the Dún Laoghaire-Rathdown County Enterprise Board will commence in September and will run over 10 weeks.

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.

Innovation Dublin 2011

Feedback received following Innovation Dublin 2010 indicated that many of the partners, who had organised a large number of events in 2010 and 2009, would not be able to continue with the same level of activity in 2011.



This combined with other feedback that the 2010 programme was too busy and confusing has resulted in Dublin City Council deciding to concentrate on a smaller number of focused events for Innovation Dublin 2011, spread out over a longer time period, possibly in core venues across the Dublin region.

This year Innovation Dublin will take place from **17 October to 18 November** and the overarching theme of this year festival is **Innovation by Design**.

Innovation Dublin is currently compiling a programme of events for 2011. These events could be by way of promoting an existing or pre-planned event/activity/idea. It could be something completely new, something you'd like to develop with colleagues or in partnership with others. If you would like to submit a proposal for an Innovation Dublin 2011 event visit

http://www.innovationdublin.ie/index.php/news/2011_call_for_events/

where you will find the relevant call for events information and associated event form.

www.innovationdublin.ie

Contact: For further information contact Micéal Whelan, Communications, t: +353 1 716 3712, e: miceal.whelan@ucd.ie.

NovaUCD and Social Media

NovaUCD now has over 1200 followers on Twitter. If you would like to join-in the conversation you can follow us @NovaUCD.

NovaUCD also has over 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, and search for 'NovaUCD' under 'Groups'.

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

Contact: For further information contact Micéal Whelan, Communications, t: +353 1 716 3712, e: miceal.whelan@ucd.ie.