



NovaUCD Newsletter



The Innovation and Technology Transfer Centre

December 2009

Dear Colleagues and Friends

Welcome to the final issue of the NovaUCD Newsletter for 2009 in which we review activities, events and news of interest which took place during the last quarter of the year. NovaUCD, as the hub of knowledge transfer activities at UCD, has had another successful year in supporting the commercialising of the university's research outputs. Six new UCD spin-out companies have been incorporated, 84 inventions have already been disclosed by UCD academics and 42 patent applications have been filed.

The 14th NovaUCD Campus Company Development Programme (CCDP) Awards Evening took place in November. Equinome which is developing genetic tests to optimise decision-making in the breeding and racing of Thoroughbred horses was the overall winner. Equinome was founded by Dr Emmeline Hill, a leading horse genomics researcher in UCD's School of Agriculture, Food Science and Veterinary Medicine, in partnership with Mr Jim Bolger, a leading Irish race horse trainer.

UCD spin-out, HeyStaks Technologies, which has developed a revolutionary social Web search platform, was declared the overall winner of the inaugural, Europe-wide, UNICA Entrepreneurship Competition for Students and Young Researchers at an event held in Paris. HeyStaks, along with the elearning venture RendezVu, has also been short listed for the 2009 David Manley Emerging Entrepreneur Award.

Congratulations are also due to Yuandong Zhu, a PhD student in UCD's School of Computer Science and Informatics, and a participant on this year's CCDP, who was awarded the student medal at the 2009 Irish Software Association Awards.

The 13th NovaUCD 'Entrepreneurs Live!' seminar series which is supported by the Dún Laoghaire Rathdown County Enterprise Board has now been completed. To date 75 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. The series will run again during 2010.

In this issue we report on recent developments for Alternative Energy Resources, Duolog Technologies, Fitfone and Visor. In other news we report on the €23 million expansion of the AIB Seed Capital Fund and recent developments in the InterTradeIreland All-island Innovation Programme along with profiling WirelessLAB, the new innovation network for Ireland's wireless technology community.

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

Dr Pat Frain, Director

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NovaUCD 2009 Campus Company Development Programme Awards Evening

The 14th NovaUCD Campus Company Development Programme (CCDP) Awards evening took place in a packed William Jefferson Clinton Auditorium on 18 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 four 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 Ray Bulger, CEO, Duolog Technologies which also included Rob Corbet, Arthur Cox; Greg Hogan, Deloitte and Mark O'Donovan, Raglan Capital.

The guest speakers at the Awards evening were Dr Hugh Brady, President, UCD, Tom Hayes, Enterprise Ireland and Deirdre Somers, Chief Executive, Irish Stock Exchange.

Fifteen new ventures completed this year's CCDP bringing to 158 the number of new ventures which have completed this Programme which has run annually since 1996.

Overall Winner – Equinome

Equinome, a new biotech company, was the overall winner of the 2009 NovaUCD CCDP. Equinome received the NovaUCD 2009 start-up award and a cheque for €5,000.

Equinome, located in NovaUCD, is developing genetic tests to optimise decision-making in the breeding and racing of Thoroughbred horses.

Equinome was founded earlier this year by Dr Emmeline Hill, a leading horse genomics researcher in UCD's School of Agriculture, Food Science and Veterinary Medicine, in partnership

with Mr Jim Bolger, a leading Irish race horse trainer.

The Thoroughbred horse breeding and racing industry is an international, multi-billion euro business. While over 100,000 Thoroughbred foals are registered globally each year, breeding techniques have remained relatively unchanged for hundreds of years. Breeders currently rely on combining successful bloodlines together, hoping that the resulting foal will contain the winning combination of genes which have contributed to the success of the bloodlines to date.



Dr Emmeline Hill and Jim Bolger, Equinome

Until now, whether those winning genes have or have not been inherited, can only be surmised by observing the racing and breeding success of the horse over a period of three to seven years after its birth.

Equinome, plans to launch commercially in early 2010, and it will become the first company to provide genetic tests for performance associated genes in Thoroughbred horses.

Runner-ups: Novocept and bettie™

Two other ventures participating on this year's Programme, Novocept and bettie™ received runner-up awards, prizes of €3,000 and €2,000 respectively and six-months free desk space in NovaUCD.

Novocept is developing a suite of bioinformatic software packages for the biotechnology and pharmaceutical industries to assist them in reducing the time and costs involved in producing new drug candidates and in the re-design of industrial enzymes.

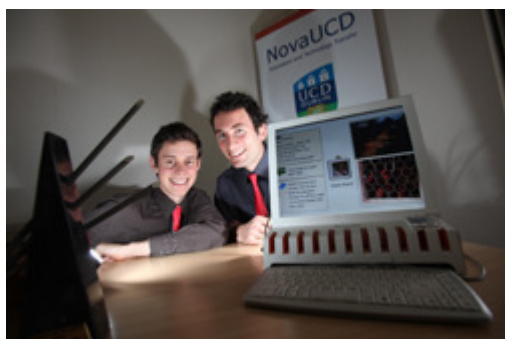




Dr Michael Johnson, Dr Martin Peters and Dr Ian Walsh, three of the co-founders of Novocept and CCDP participants

The promoters of Novocept are Dr Jens Erik Nielsen and Dr Michael Johnston from UCD's School of Biomolecular and Biomedical Science; Dr Gianluca Pollastri and Dr Ian Walsh from UCD's School of Computer Science and Informatics, and Dr Martin Peters.

bettie™ (www.bett.ie) is a new communications device designed specifically for the ageing population to allow older people keep up-to-date and stay in touch more easily with family and friends.



Ben Arent and Zoran Škrba, founders, bettie

The promoters of bettie™ are Ben Arent, an interaction designer and Zoran Škrba, a senior software engineer, in UCD's School of Computer Science and Informatics, working in the TRIL (Technology Research for Independent Living) Centre.

Nanolytic Laboratories: A Special Commendation Award

A fourth new venture, Nanolytic Laboratories, received a special commendation award of six-months free desk space at NovaUCD.

Nanolytic Laboratories is a new specialist imaging and material analysis venture. It is being established to provide imaging and material analysis for both the Research and

Development and Quality Assurance departments of companies in the semi-conductor, medical device, aerospace, pharmaceutical and related technology sectors.

The promoter of Nanolytic Laboratories is Dr Ian Reid, research manager of the Science Foundation Ireland funded Nano Imaging and Material Analysis Centre in UCD's School of Chemical and Bioprocess Engineering.

Other Participating Ventures

Agri-Time is developing real-time, practical management support tools, delivered over the internet on mobile phones and computers, to assist farmers in running and managing their farms.

Promoters: Professor Nick Holden, Agnieszka Piwowarczyk and Marian Hennessy, UCD School of Agriculture, Food Science and Veterinary Medicine.

Anura Therapeutics is developing a novel process for the identification of potent bioactive peptides for drug discovery.

Promoter: Professor Stephen Pennington, UCD School of Medicine and Medical Science.

BedrockMaths is developing a suite of multi-media, web-based interactive assessment, teaching and learning support systems to assist students who have difficulties in learning mathematics.

Promoters: Máirín Barry and Dr Ruichao Wang, UCD School of Education.

BoFinn Diagnostics will provide a bulk tank milk testing service to the dairy industry for the rapid and inexpensive diagnosis of infectious diseases.

Promoter: Dr Mary Sekiya, UCD School of Agriculture, Food Science and Veterinary Medicine.

Cernam is a specialist digital investigations company developing unique software products in the area of online investigations.

Promoter: Owen O'Connor, NovaUCD client company.





GliúMara is utilising biomimetic technology to produce adhesives that provide strong, rapid and biocompatible adhesion to wet surfaces for biomedical applications.

Promoters: Dr Anika Mostaert and Professor Suzi Jarvis, UCD School of Biology and Environmental Science and UCD School of Physics.

Insite Analytics is developing automated, real-time analytics software to improve the performance of retail units in retail locations such as large shopping centres and department stores, by analysing shopper movements and behaviour.

Promoters: Ross Shannon, Adrian K. Clear and Dr Aaron Quigley, UCD School of Computer Science and Informatics.

Inviver is developing novel diagnostics and vaccine products for infectious diseases in the veterinary health industry.

Promoters: Dr Jarlath Nally and Pablo Rojas, UCD School of Agriculture, Food Science and Veterinary Medicine.

Retinostics is developing a novel ultra-high resolution scanning laser ophthalmoscope for diagnostics of the human eye retina.

Promoters: Dr Brian Vohnsen and Dr Diego Jose Rativa-Millan, UCD School of Physics.

TraceHunter is developing easy-to-use, highly automated tools to revolutionise computer forensic investigations.

Promoters: Dr Pavel Gladyshev, Yuandong Zhu and Joshua James, UCD School of Computer Science and Informatics.

VIDAS is developing peer-to-peer video distribution technologies for more efficient use of computer networks.

Promoters: Dr Sean Murphy, Dr Hamid Nafaa and Professor Liam Murphy, UCD School of Computer Science and Informatics.

NovaUCD 2010 Campus Company Development Programme

NovaUCD is now accepting applications for the 2010 Campus Company Development Programme which will commence in Q1 2010. If

you would like to receive an application form please contact Dr Ciara Leonard.

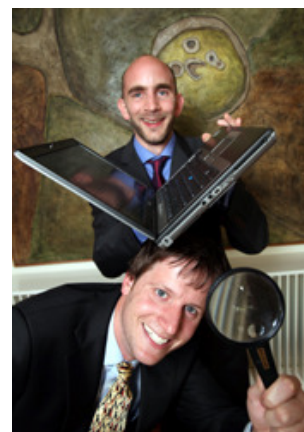
Contact: For further information contact Dr Ciara Leonard, Project Manager, Enterprise Development, tel: 01-716 3714, email: ciara.leonard@ucd.ie.

HeyStaks Technologies wins Inaugural UNICA Entrepreneurship Competition

HeyStaks Technologies the UCD spin-out company was declared the overall winner of the inaugural, Europe-wide, UNICA Entrepreneurship Competition for Students and Young Researchers and won a prize of €20,000.

HeyStaks, a NovaUCD client company, has developed a revolutionary social Web search platform which enables searchers to better organise and easily share the resources they find while searching and browsing the Web.

UNICA, a network of 42 universities from European capital cities, invited each university, including UCD, to nominate one entry for this competition, sponsored by the Cyprus Research Promotion Foundation.



Dr Maurice Coyle and Dr Peter Briggs

The winner was announced, following Dragons' Den-style presentations by three short listed finalists to a five-person judging panel, during UNICA's 2009 General Assembly, held on early November, in the Université Pierre et Marie Curie, Paris.

The Web search market is driven by the need to find relevant information quickly and efficiently. The problem with today's





search engines, such as Google, Yahoo! and Bing is that they offer a one-size-fits-all approach to search result selection and ranking, without regard for the differing needs of individual users.

Current search engines do not also take into account the context of a user's search. They fail to recognise that a friend or colleague of the searcher may have already done all the hard work by finding the required information. Until now there has been no effective solution which allows users who are searching on a common goal or shared interest to search in a collaborative fashion.

HeyStaks' technology enables key collaboration and organisational features to be added as a layer on top of existing mainstream search engines so that users may benefit from social search enhancements without having to leave their favourite engine.

HeyStaks' patented, social re-ranking core technology was developed by company co-founders Dr Peter Briggs and Dr Maurice Coyle during their PhD research at UCD's School of Computer Science and Informatics.

Professor Barry Smyth, a leading UCD researcher in recommender systems, was their PhD supervisor and is the company's third co-founder. Professor Smyth is an experienced entrepreneur who was Chief Scientific Officer and co-founder of the UCD spin-out ChangingWorlds Ltd, acquired last year by Amdocs for \$60 million.

Dr Briggs and Dr Coyle are currently UCD postdocs in CLARITY, the Science Foundation Ireland funded Centre for Sensor Web Technologies, a joint initiative between DCU, Tyndall National Institute and UCD.

HeyStaks is currently in beta release mode and the company intends to launch Version 1 of its technology shortly.

HeyStaks was selected as UCD's nominee for the UNICA competition following its success in winning SUSSED!, UCD's €10K Entrepreneurship Competition organised and run earlier this year by NovaUCD.

UNIKI, an intelligent media development company, representing the University of Ljubljana, Slovenia, was the competition

runner-up and received a €10,000 prize. Parelectrics, which has developed a non-invasive device for the diagnosis of skin cancer, representing Freie Universität Berlin, Germany was the third finalist.

www.heystaks.com

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

2009 David Manley Emerging Entrepreneur Awards

Two NovaUCD companies, HeyStaks Technologies and RendezVu are among nine companies short listed for the 2009 David Manley Emerging Entrepreneur Award.

HeyStaks and RendezVu have been short listed in the Business category. The two other categories are Arts and Social and three companies have been short listed in each category. The Awards carries a prize package worth more than €100,000.

For further information on HeyStaks, see above.

RendezVu is an e-learning venture located in NovaUCD. There is currently no convenient way for most students learning languages to practise their language skills other than travelling to foreign destinations which can be expensive and impractical.



Paul Groarke and Garrett Hussey

To address this issue in the learning environment RendezVu has developed a next generation learning platform to provide immersive education for languages and other subjects using virtual world and gaming technologies.





RendezVu was co-founded in 2008 by Paul Groarke and Garrett Hussey, both ex-Baltimore Technologies employees, and it was the overall winner of the NovaUCD 2008 CCDP.

The David Manley Emerging Entrepreneur Awards was established in 2003 and nurtures the enterprising spirit in Business, the Arts and in the Social community. The Award provides a €10,000 in cash to the overall winner and €1,000 to each of the other two category winners.

It was also the first Award scheme to offer "The Gift of Time", mentoring and business advice valued at €100,000 from leading experts in finance, law, accountancy, management consultancy, payroll & accounts software, corporate and brand identity and public relations. Membership of the Dublin Chamber of Commerce is also included. For the first time in the history of the Awards, all nine short-listed entrants will receive mentoring, courtesy of Enterprise Ireland.

The winner of each category will be decided on within the next few weeks and the overall winner will be announced at a ceremony in January 2010. The chairman of the judging panel is Alfie Kane.

www.rendezvu.co.uk

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

UCD Student wins Student Medal at the 2009 Irish Software Association Awards

Yuandong Zhu, a PhD student in UCD's School of Computer Science and Informatics has been awarded the student medal at the 2009 Irish Software Association Awards.

The Awards, sponsored by Enterprise Ireland, William Fry and Software Skillnet, recognised the outstanding contribution of companies and individuals in the software industry to the development of Ireland's smart economy.

Yuandong was presented with the Award in recognition for developing the most commercially viable piece of research in 2009 by a student. He is developing easy-to-use, highly automated tools to revolutionise computer forensic investigations. Yuandong's

research is funded by Science Foundation Ireland's 2007 Research Frontiers Programme.



Dr Sean Baker, ISA Chairman, Yuandong Zhu and Tracey Donnery, Software Skillnet

Yuandong is also a co-promoter of TraceHunter, a new venture which participated on NovaUCD's 2009 CCDP established to commercialise the output of this research. The other co-promoters are Dr Pavel Gladyshev, Yuandong's PhD supervisor, and Joshua James.

Contact: For further information contact Micéal Whelan, Communications, t: +353 1 716 3712, e: 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 2009 Spin-out Companies

Six new UCD spin-out companies have already been incorporated during 2009:

Aremon, Professor Dolores Cahill, UCD Conway Institute of Biomolecular and Biomedical Research,





Bioplastech, Dr Kevin O'Connor, UCD School of Biomolecular and Biomedical Science,

Capsten Healthcare, Professor Alan Baird, UCD School of Agriculture, Food Science and Veterinary Medicine

Darius Medical, Dr Scott Rickard, UCD School of Electrical, Electronic and Mechanical Engineering,

Equinome, Dr Emmeline Hill, UCD School of Agriculture, Food Science and Veterinary Medicine,

ERG Consulting, Paul Kenny & Vivienne Brophy, UCD School of Architecture, Landscape and Civil Engineering.

UCD 2009 Invention Disclosures and Patent Filings

Eighty-four invention disclosures have already been disclosed by UCD researchers to NovaUCD during the first six months of 2009.



UCD patents filed to date during 2009 include:

A cutting tool, Professor Gerald Byrne and Eamonn Ahearne, UCD School of Electrical, Electronic and Mechanical Engineering. A PCT patent application.

A macrocyclic derivate and assemblies formed therefrom, Professor Rafe Darcy, UCD School of Chemistry and Chemical Biology. A PCT patent application with University College Cork.

A method of concentration of a specific low abundance biomolecule, Professor Kenneth Dawson, UCD School of Chemistry and Chemical Biology. A European priority and US provisional patent application.

A method and system for Therapeutic Exergaming, Dr Brian Caulfield, UCD School of School of Physiotherapy and Performance Science. A provisional USA patent application.

A modified promoter sequence, Professor Therese Kinsella, UCD School of Biomolecular and Biomedical Science. A PCT patent application.

A process for cleaning a membrane supported biofilm reactor, Dr Eoin Casey, UCD School of Chemistry and Bioprocess Engineering. A PCT patent application.

A searching system having a server which automatically generates search data for shared searching, Professor Barry Smyth, UCD School of Computer Science and Informatics. A national (USA) patent application.

Alternatively transcribed genes associated with memory consolidation, Professor Ciaran Regan, UCD School of Biomolecular and Biomedical Science. A PCT patent application.

Alternatively transcribed genes associated with Schizophrenia, Professor Ciaran Regan, UCD School of Biomolecular and Biomedical Science. A PCT patent application.

Amyloid and amyloid like structures, Professor Suzi Jarvis, UCD Conway Institute for Biomolecular and Biomedical Research. A national (Hong Kong) patent application with Trinity College Dublin.

An auditory test for compensation method, Dr Scott Rickard, UCD School of Electrical, Electronic and Mechanical Engineering. A European priority patent application with NDRC.

An encoding scheme and a decoding scheme using a series of LDPC codes based on finite inversive spaces, Dr Mark Flanagan, UCD School of Electrical, Electronic and Mechanical Engineering and Dr Marcus Greferath, UCD School of Mathematical Science. A regional European patent application.

Athletic performance, Dr Emmeline Hill, UCD School of Agriculture, Food Science and Veterinary Medicine. An Irish priority and a US provisional patent application.

Automated building outline detection, Dr Hamish Carr, UCD School of Computer





Science and Informatics and Dr Debra Laefer, UCD School of Architecture, Landscape and Civil Engineering. A PCT patent application with Trinity College Dublin.

Bull fertility, Dr Emmeline Hill, UCD School of Agriculture, Food Science and Veterinary Medicine. An Irish priority patent application.

Captodiamine, Professor Ciaran Regan, UCD School of Biomolecular and Biomedical Science. A PCT patent application.

Causal symptomatic and/or prophylactic therapy of diseases or conditions associated with CNS or PNS demyelination, Dr Keith Murphy, UCD School of UCD School of Biomolecular and Biomedical Science. A provisional USA patent application.

Conjugated linoleic acid derivatives, Dr Orina Belton, UCD Conway Institute for Biomolecular and Biomedical Research. A PCT patent application.

Digital predistorter for RF power amplifiers, Dr Anding Zhu, UCD School of Electrical, Electronic and Mechanical Engineering. An Irish priority patent application.

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

Meparfynol, Professor Ciaran Regan, UCD School of Biomolecular and Biomedical 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. An Irish priority patent application.

Method and systems for analyzing most recently used lists, Dr Pavel Gladyshev, UCD School of Computer Science and Informatics. An Irish priority patent application.

Method and system for automatic test pattern generation, Dr Joao Marques-Silva, UCD School of Computer Science and Informatics. An Irish priority patent application.

Method and system for providing inter-gateway mobility support in mesh networks, Dr Liam Murphy, UCD School of Computer Science and Informatics. A short term Irish patent application.

Method for performing magnetic resonance measurements and apparatus for executing said method, Dr Marcus Greferath, UCD School of Mathematical Science. A PCT patent application.

Method for producing polyhydroxyalkanoate, Dr Kevin O'Connor, UCD School of Biomolecular and Biomedical Science. A PCT patent application.

Microwave plasma sintering, Dr Denis Dowling, UCD School of Electrical, Electronic and Mechanical Engineering. A PCT patent application.

Novel fluorescent near-infrared dyes, Professor Donal O'Shea, UCD School of Chemistry and Chemical Biology. An Irish priority patent application.

Pseudomonas putida styrene monooxygenase variants, Dr Kevin O'Connor, UCD School of Biomolecular and Biomedical Science. A PCT patent application.

Real time information feed processing, Professor Barry Smyth, UCD School of Computer Science and Informatics. An Irish priority and provisional USA patent application.

Speech synthesis, Dr Peter Cahill, UCD School of Computer Science and Informatics. An Irish, European and USA priority patent application with DCU.

System and method for multi-source streaming of media content, Dr Liam Murphy, UCD School of Computer Science and Informatics. An Irish priority patent application.

The conversion of a mixture BTEX compounds by defined mixed cultures to medium chain length polyhydroxyalkanoate (BTEX to PHA), Dr Kevin O'Connor, UCD School of Biomolecular and Biomedical Science. A national (USA) patent application.

Wetting a surface of a solid substrate with a liquid metal, Dr Fergal O'Reilly and Dr Ken Fahy, UCD School of Physics. A PCT patent application.

Wireless communication network, Dr Chris Bleakley, UCD School of Computer Science and Informatics. An Irish priority patent application.





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

UCD Technology Licensed to Polecat

Polecat, a market intelligence provider based in Dublin and in the UK, has signed an exclusive, worldwide licence for advanced software algorithms developed by UCD researchers to enhance its strategic market intelligence platform.

The technology licensed by Polecat arises from a research programme funded by Science Foundation Ireland at UCD's School of Computer Science and Informatics. The licensing deal was negotiated by NovaUCD, and Beauchamps Solicitors, the Dublin-based legal firm.

Polecat's MeaningMine platform analyses statistical and linguistic trends in publically available digital and broadcast media by mining 300,000 articles and 4 million blog posts daily. Using a combination of data mining and text analytics Polecat can extract dominant themes and emerging trends which enables its clients to be informed, monitor and report on the value of their strategic and communication activities.

Using its current platform Polecat can provide clients with insight into emerging trends, influencer networks, competitive analysis and dominant discussions empowering senior organisational strategists to keep up-to-date with relevant market intelligence data.

As Polecat's mining of digital and broadcast media grows and develops the software tools licensed from UCD, combined with its current technology, will enable it to offer faster and more dynamic market intelligence information to worldwide businesses and global organisations.

The advanced software algorithms, or machine learning technologies, developed by Professor Pádraig Cunningham and Dr Derek Greene, researchers in UCD's School of Computer Science and Informatics, are based upon 'unsupervised learning' algorithms, which enable smarter and faster ways to collect and analyse vast amounts of online data from which meaningful knowledge can be extracted.

This technology has particular applications where there are enormous amounts of data to

be extracted and analysed from "noisy" sources such as the Internet and internal organisation networks.

www.meaningmine.com

13th NovaUCD 'Entrepreneurs Live!' Seminar Series

The 13th 'Entrepreneurs Live!' seminar series, run by NovaUCD in association with Dún Laoghaire-Rathdown County Enterprise Board commenced in early October and ran over 5 consecutive weeks.

The 13th seminar series was launched to coincide with the launch of Innovation Dublin 2009 and the guest speaker was Dr Eddie O'Connor, founder and CEO, Mainstream Renewable Power.

The entrepreneurial guest speakers who took part in this series, which had a clean tech theme were:

Dr Eddie O'Connor, Mainstream Renewable Power



Dr Peter Daly, Cleantech Ireland





Tom Marren, CES Energy



A total of 76 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 14th seminar series will commence in Spring 2010 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.

Dr Hugh Henry, Bord na Móna



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

Companies at NovaUCD and Companies in the News

Companies at NovaUCD

Twenty-four innovative new ventures, occupying 35 incubation units are currently located in NovaUCD.

Equinome is the latest company to locate at NovaUCD. Equinome, overall winner of the NovaUCD 2009 CCDP Awards is profiled above.

gsmExchange.com recently graduated from NovaUCD. A total of 16 companies have now graduated 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.

Panel: Andrew Parish, Wavebob, John Travers, AER and André Fernon, SolarPrint



At these seminars the guest entrepreneurs talked about their experiences of setting-up and running their own business, emphasising the highs and lows encountered on their entrepreneurial journey, and highlighting the lessons they learnt along the way.

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



Alternative Energy Resources

Alternative Energy Resources (AER), the alternative energy company which supplies bioethanol to the Irish market and is developing algae-fuel technology for the worldwide market, has been awarded the national 'Rising Star' Award at the 2009 Deloitte Technology Fast 50 Awards.

The Fast 50 Programme, now in its 10th year in Ireland, ranks the 50 fastest growing technology companies, operating for a minimum of 5-years, in the Republic of Ireland and Northern Ireland. The 'Rising Star' Award recognises younger technology companies with the fastest growth over the past three years.

AER, which is based in NovaUCD, is a leading Irish alternative energy company with a world class performance record in three key areas; production and supply of sustainable biofuels in the Irish market, next generation biofuels research and development, alternative energy strategies for international energy companies and government agencies.



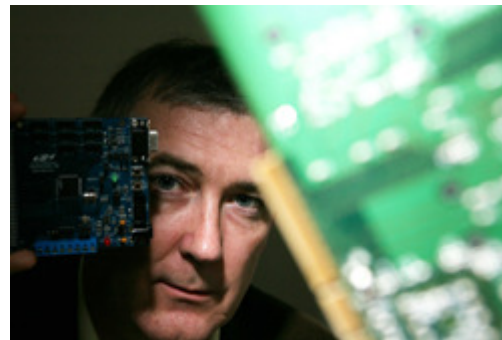
Mark Webster, Sunday Business Post, John Travers, AER and James Grier, Ulster Business

There were two winners of this year's Rising Star category. AER was the Republic of Ireland's winner, while Learning Pool, an e-learning provider for the public sector was the Northern Ireland winner.

www.aer.ie

Duolog Technologies

Duolog Technologies, the NovaUCD graduate company, has announced that Intune Networks, a leading innovator in optical networking, has chosen its Bitwise tool to manage the register and memory-map infrastructures of Intune's next generation telecommunications networking products.



Ray Bulger, co-founder & CEO, Duolog Technologies

Bitwise forms part of Duolog's award-winning SOCRATES Chip Integration Platform. Bitwise captures and validates register and memory-map information and auto-generates design documentation, VHDL & Verilog RTL, C/C++, SystemC and SystemVerilog code.

Bitwise users can also create their own template-based generators. Bitwise is designed to slot non-disruptively into any chip design flow, seamlessly interfacing to open standards such as IP-XACT and supporting the import and export of data from Microsoft Excel, Adobe FrameMaker and other legacy formats.

www.duolog.com

Fitfone

Fitfone a revolutionary new mobile phone technology was formally launched recently at NovaUCD by Irish rugby legend Keith Wood and award winning medical expert Dr Conor O'Brien.

Downloadable on to mobile phone handsets, Fitfone is a cost-effective, easy to use application for anyone wishing to lose weight or increase their fitness levels.

Fitfone was the overall winner of NovaUCD's 2006 Campus Company Development Programme.

It has been estimated by the American Medical Association that 250,000 Americans die each year directly because of the lack of regular exercise. In Ireland the comparable figure is 5,500. 18% of the Irish population is clinically obese, a figure that is increasing yearly given that Ireland has one of the highest daily calorie intakes in the western world.





Dr Conor O'Brien and Keith Wood with models Sarah Morrissey and Baiba Gaile

Dr O'Brien, a leading Irish consultant neurophysiologist and sports physician, developed Fitfone to directly address this exercise problem by providing an easy-to-use, medically effective, secure and cost effective technology.

Fitfone implements a revolutionary method of assessing and measuring people's fitness using a patented algorithm which uses a metric called Metabolic Equivalents. The algorithm is implemented within a software application that runs on GPS enabled mobile phones so people can conveniently carry the application with them, rather than having to use a separate device.

It is a pioneering health and fitness assessment system, which can be used to:

- Measure your fitness level
- Exercise for your maximum benefit, tracking your progress in real time
- Analyse your fitness metrics on each step of the way

Everybody has their own personal fitness level, and this level will change over time as we exercise. Fitfone takes account of these differences, and can be used to customise exercise programmes around your fitness level and your personal needs.

Fitfone uses Global Positioning System (GPS) technologies embedded in mobile phones, together with real-time analysis based on the latest sports and medical science.

www.fitfone.ie

Visor

Visor the Irish software company which has developed accountsIQ, an internet-based online accounting platform, has announced that it has completed a €3.5 million funding round.

Data Electronics Investments (DEI), the investment arm of Data Electronic Services (DES), the Data Centre and IT Managed Services provider, led the round with support from existing investors Enterprise Equity, AIB Seed Capital Fund and industry veteran Gerry McKeown.

The funding will facilitate Visor's continued international expansion and product development plans through to profitability. As part of its investment, DES will provide a Service Continuity Guarantee to underwrite the provision of the accountsIQ service.



Tony Connolly, Visor

Visor, a graduate of NovaUCD was established in 2004 by Tony Connolly, a former partner with Farrell Grant Sparks (FGS). Visor has developed accountsIQ into an innovative online accountancy platform which allows accountants, franchisors and businesses with multiple locations to access their accounts and business records via the Internet in real time with total security and minimal overhead costs. It was launched commercially in 2007 and already has over 1,500 live users in Ireland, UK, Australia, USA, India and Portugal.

www.accountsIQ.com



Other News

€23 million Expansion of AIB Seed Capital Fund

The Government has launched a new €23 million expansion of the AIB Seed Capital Fund. The expansion will bring the total fund size to €53 million and will target investments in start-up and early stage businesses with a particular focus on technology, financial services, clean and green sectors, and also businesses in the medical devices sectors.

AIB and Enterprise Ireland are joint partners in the new €23 million fund expansion, contributing €15 million and €8 million respectively.

The Fund is managed on behalf of AIB and Enterprise Ireland by Dublin Business Innovation Centre (DBIC) and Enterprise Equity which collectively have over 40 years experience in helping small businesses to develop and providing equity capital.

It is administered by the AIB Seed Capital Fund's office in NovaUCD.

This new fund expansion marks a second collaboration between AIB and Enterprise Ireland under the Venture Capital Programme 2007-2012 in making seed capital funding available to Irish entrepreneurs and businesses.

The original €30 million AIB Seed Capital Fund was launched in mid-2007 and to date has made 24 investments of over €7 million in 20 new early stage Irish companies.

www.aibseedcapitalfund.ie

InterTradeIreland All-island Innovation Programme

Professor Henry Chesbrough, Executive Director, Centre for Open Innovation, University of California, Berkeley visited Ireland in November as part of the InterTradeIreland All-island Innovation Programme.

With a unique background as both a practitioner and researcher, Professor Chesbrough spent 10 years in senior product planning and strategic marketing positions in Silicon Valley.

His book, *Open Innovation*, which puts forward a new theory for organising and managing research and development, was named a *Best*

December 2009

NovaUCD - The Innovation and Technology Transfer Centre at UCD

Business Book by Strategy and Business magazine.

While in Ireland Professor Chesbrough delivered an Innovation Lecture entitled, *Open Innovation - a new model for Research & Development* in Queen's University Belfast and in NUI Galway and he also delivered a series of Master Classes.

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

The All-island Innovation Programme is a partnership between InterTradeIreland, Queen's University Belfast, NovaUCD and NUI Galway which aims to promote and encourage innovation across the island of Ireland.

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



Professor James McElnay, Pro Vice Chancellor, QUB, Professor Henry Chesbrough, Liam Nellis Chief Executive, InterTradeIreland and Dr Nola Hewitt-Dundas, QUB.

In Spring 2010 NovaUCD and Queen's University Belfast will be hosting the next Innovation Programme and further details will be available early in the new year.

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www.innovationireland.org





WirelessLAB

WirelessLAB, a new innovation network for Ireland's wireless technology community has just been announced. It has been established to foster and stimulate the development of an innovation environment for Ireland's wireless technology community.

WirelessLAB's objectives include the development of a collaborative network which encourages interactions between members, the promotion of Ireland as a centre of excellence for wireless technology and providing members with networking opportunities and a platform to increase their visibility within Ireland and internationally. WirelessLAB also aims to assist in building active links between relevant academic researchers and the wireless industry throughout Ireland.

Joe Moore, founder of Socowave, the technology start-up developing pioneering active panel antenna technology to enable faster internet access for cellular users, is the driving force behind WirelessLAB and is the network's first chairman.

WirelessLAB will be initially located in NovaUCD where Socowave is headquartered. Other members of WirelessLAB's founding board include Professor Anthony Fagan, UCD School of Electrical, Electronic and Mechanical Engineering, Sam Samuels, Director, Bell Labs Ireland & UK and Dr Conor Hanley, co-founder and CEO, BiancaMed.



Joe Moore, Chairman, WirelessLAB

A key collaborative activity for WirelessLAB will be the establishment of special interest groups (SIG), or industry-led technical forums. The SIGs will be designed to keep members up-to-date with the latest developments in key areas and to assist them in exploring new business opportunities. WirelessLAB members will also participate in networking events designed to

share information and encourage co-operation between members.

In addition to access to WirelessLAB's SIGs and networking events, members will also be able to participate in Cambridge Wireless' networking and SIG events. Established SIGs are already active in areas such as wireless healthcare, games development and wireless sensing.

Membership of WirelessLAB is offered at full, start-up and associate levels with differing benefits available at each level. Membership fees have been set on a sliding scale depending on company headcount.

WirelessLAB will be formally launched at a keynote event scheduled to take place on 1st February 2010.

www.wirelesslab.ie

NovaUCD and Social Media

Social Media Tools

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

