



NovaUCD Newsletter



The Innovation and Technology Transfer Centre

October 2009

Dear Colleagues and Friends

Welcome to the third issue of the NovaUCD Newsletter for 2009 in which we review activities which took place during the third quarter and promote upcoming events of interest for our readers.

Innovation Dublin 2009, a week long festival of public events to showcase and encourage innovation and creativity in Dublin commences on October 14 and involves over 200 events. To coincide with Innovation Dublin 2009 the 13th NovaUCD 'Entrepreneurs Live!' seminar series, which is supported by the Dún Laoghaire-Rathdown County Enterprise Board, will be launched on October 14. Our guest speaker will be Dr Eddie O'Connor, founder & CEO, Mainstream Renewable Power. NovaUCD is also holding an *Innovation Showcase* on October 19 which will give visitors an opportunity to interact with NovaUCD companies and to meet with members of NovaUCD's community of entrepreneurs.

Congratulations to Nicola Mitchell, founder of Life Scientific and BioScientific Diagnostics who was presented with the NovaUCD 2009 Innovation Award. Congratulations are also due to BiancaMed, the UCD spin-out company, which has successfully raised €6 million in second round funding led by pan-European venture capital firm Seventure Partners.

NovaUCD has recently produced a new 'pocket guide' which summarises the supports available from NovaUCD for innovation and technology transfer.

In this issue we report on recent developments for Alternative Energy Resources and Duolog Technologies. We also provide details of the next *InterTradeIreland* All-island Innovation Programme lecture series which takes place in November in QUB and NUI Galway and includes lectures by Professor Henry Chesbrough, Executive Director, Centre for Open Innovation, University of California.

We also report on the conclusions of a seminar held in NovaUCD investigating start-up opportunities available in information security and provide you with some networking tips which you may find useful. Incubation space is currently available at NovaUCD for new knowledge-intensive ventures, if you would like to find out more, contact ciara.leonard@ucd.ie.

I welcome any comments or feedback on this issue. Please contact Micéal Whelan on t: 01-716 3712 or e: miceal.whelan@ucd.ie.

Dr Pat Frain, Director

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Innovation Dublin 2009

Innovation Dublin 2009 a week long festival of public events to showcase, highlight, promote and encourage innovation and creativity in Dublin will take place from October 14-20 2009, www.innovationdublin.ie.



The aim of this week 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.

Over 200 exciting events and activities are scheduled to take place during Innovation Dublin 2009 including business seminars, science demonstrations, workshops, concerts, discussions, exhibitions, performances, showcases and competitions - on all kinds of topics.

The people involved include CEOs of multi-national corporations, innovators and entrepreneurs in small and medium enterprises, educators, researchers, school children, artists and creators, citizens and communities.

Each Innovation Dublin 2009 event is themed around a key aspect of urban life:

- Public Realm
- Environment
- Enterprise
- People
- Culture.

Innovation Dublin 2009 is a key project of the Creative Dublin Alliance, which was established in 2008, and is being co-ordinated by Dublin City Council. The Creative Dublin Alliance, a collaborative network of representatives from Dublin's local authorities, colleges, including UCD, state agencies, businesses and the not-

for-profit sector, meets to discuss and implement solutions in response to the challenges that Dublin faces as an internationally competitive city region.

NovaUCD is co-ordinating all UCD's events for Innovation Dublin 2009 week and over 35 UCD events are taking place in Belfield, Newman House and across the city of Dublin during the week.

During the festival NovaUCD is launching its 13th 'Entrepreneurs Live!' Seminar Series on October 14 and it is also hosting an Innovation Showcase event on October 19. Further information on both events is given below.

Further details on Innovation Dublin 2009 and all related events, including the UCD events taking place during the week are available via www.ucd.ie/nova/innovationdublin2009/

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

NovaUCD Events During Innovation Dublin 2009

13th NovaUCD 'Entrepreneurs Live!' Seminar Series

As part of Innovation Dublin 2009 the 13th 'Entrepreneurs Live!' seminar series, run by NovaUCD in association with Dún Laoghaire-Rathdown County Enterprise Board will be launched on October 14. Our speaker is Dr Eddie O'Connor, founder and CEO, Mainstream Renewable Power.

Details

Location: NovaUCD, Belfield,
Time: 1pm – 1:50 pm
(refreshments from 12:30 pm)

Speakers:

14 October	Dr Eddie O'Connor Founder & CEO Mainstream Renewable Power
21 October	Dr Peter Daly Co-founder Cleantech Ireland



- 28 October Tom Marren
Founder and MD
CES Energy
- 4 November Dr Hugh Henry
Director of Innovation and R&D
Bord na Móna
- 11 November A panel discussion including
André Fernon, co-founder
SolarPrint
John Travers, CEO, AER

Register: Places at these seminars are limited so to avoid disappointment contact Caroline Gill, t: 01 7163 715, e: caroline.gill@ucd.ie.

At these seminars, which have a clean-tech theme, the guest entrepreneurs will talk 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.

A total of 69 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.

Contact: For further information please contact Caroline Gill, t: 01 7163 715, e: caroline.gill@ucd.ie.

NovaUCD Innovation Showcase

Visitors attending the NovaUCD Innovation Showcase on October 19 will have an opportunity to meet with, listen and talk to members of NovaUCD's successful community of entrepreneurs.

There will also be an opportunity for visitors to witness technology demonstrations by some of NovaUCD's high-tech and knowledge-intensive companies.

Location: NovaUCD, Belfield,

Time: 10 am – 4 pm

Participants in the Innovation Showcase event include NovaUCD client companies as well as projects participating on the NovaUCD 2009 Campus Company Development Programme.

Further details are available via: www.ucd.ie/nova/events/novanewstitle,40855_en.html

To register: If you would like to attend contact Micéal Whelan, Communications, and t: +353 1 716 3712, e: miceal.whelan@ucd.ie.

NovaUCD 2009 Innovation Award

Nicola Mitchell, the founder and CEO of two successful life sciences companies, Life Scientific and BioScientific Diagnostics, was presented with the NovaUCD 2009 Innovation Award by Dr Hugh Brady, President, UCD at an event held in July.



Dr Hugh Brady, Nicola Mitchell and Dr Pat Frain

Nicola established Life Scientific in 1995 with a business idea based on a unique configuration integrating product development with regulatory affairs to enable clients in the agrochemical industry get their products to market more quickly.

Life Scientific has now evolved to the point where end-to-end plant protection product development can be carried out from initial concept to commercialisation.

In 2006 Nicola established her second company, BioScientific Diagnostics, to provide expertise in the development, validation and utilisation of immuno and cell-based methods for investigation of biopharmaceuticals and biomarkers.



Nicola Mitchell, recipient of the NovaUCD 2009 Innovation Award

Today Life Scientific and BioScientific Diagnostics operate from three facilities, including two certified laboratories in Blackrock and NovaUCD along with an office in London. The companies collectively employ over 40 people, the majority of whom are scientists.

Annual turnover is expected to reach €4 million this year, 95% of which is derived from export sales. The companies have established strategic links with key industrial players such as Amgen, Mitsui, FMC, Bayer, GSK and Pfizer.

Having evolved from contract product development, Life Scientific is now producing its own products. Following Enterprise Ireland investment in the company's first in-house R&D programme, Life Scientific currently holds its own product licenses in the UK, Germany, Denmark and Ireland, and Imidasect 5GR, its niche horticultural product, is the UK market leader.

Through the re-investment of retained earnings, and with further support from Enterprise Ireland, Life Scientific is expanding its R&D activities and will have a further three own products ready for the European market by the end of 2009.

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

BiancaMed Secures Additional Funding

BiancaMed, a leading medical technology company and a UCD spin-out company, has received an additional €6 million in funding.

This second round funding was led by pan-European venture capital firm Seventure

Partners. This is the first time that Seventure has invested outside of continental Europe.

Three of BiancaMed's existing investors ePlanet Ventures, Enterprise Ireland and ResMed also participated in this round.

BiancaMed has developed and is marketing SleepMinder™, an accurate, contactless and convenient device for the measurement of sleep and breathing in the home.

This new investment will allow BiancaMed to expand its core team, accelerate the launch of several innovative consumer products with existing 'go-to-market' partners targeting the wellness space. It will also enable the company to continue the development of clinical products targeting unmet needs in areas, such as sleep apnoea screening and disease management.



Dr Conor Hanley, co-founder & CEO, BiancaMed

BiancaMed is headquartered in NovaUCD. The technology at the core of BiancaMed's SleepMinder™ was initially developed at UCD's School of Electrical, Electronic and Mechanical Engineering by Dr Conor Heneghan, Chief Scientific Officer, and Dr Philip de Chazal, Chief Technology Officer.

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

NovaUCD Pocket Guide

NovaUCD is the hub of knowledge transfer activities at UCD. NovaUCD's vision is to become an international leader in the commercialisation of research and other knowledge-intensive activities for the benefit of the economy and society.



Building on prior successes in technology transfer and campus company development, NovaUCD's support for innovation and knowledge transfer is built around 4 key areas:

- Promoting a culture of innovation and entrepreneurship
- Managing technology transfer
- Supporting start-up companies
- Building partnerships.

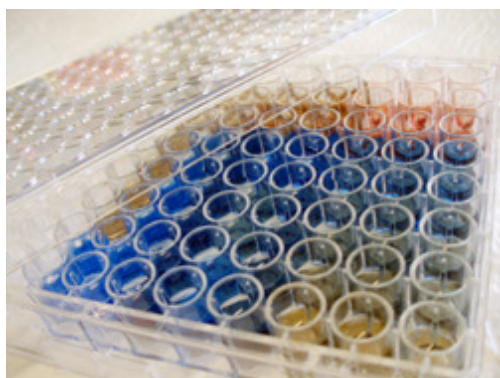
NovaUCD has produced a 'pocket guide' which summarises the supports available from NovaUCD for innovation and technology transfer.

The pocket guide is available online at www.ucd.ie/nova/aboutus/mission/ and hard copies are also available on request.

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 Invention Disclosures and Patent Filings

Seventy-one 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 derivative 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 modified promoter sequence, Professor Therese Kinsella, UCD School of Biomolecular and Biomedical Science. 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.



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.

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

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.

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

Companies at NovaUCD and Companies in the News

Companies at NovaUCD

Twenty-four innovative new ventures, occupying 34 incubation units are currently located in NovaUCD.

Credit Expo Research is the latest company to locate at NovaUCD.

Credit Expo's empirical credit risk management (ECM) product is a highly innovative, patented methodology and software system for measuring and managing credit risk in instalment lending.



Credit Expo Research was founded by Pat Shallow. He also founded Finalysis Ltd in 1990, a specialist treasury and banking consultancy that advises major corporate companies and public bodies on all aspects of liquidity, banking and risk management with offices in Dublin, London and Johannesburg.

www.creditexpo.ie

Java Clinical Research and Lightwave Technologies recently graduated from NovaUCD. A total of 15 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.

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

Company in the News: Alternative Energy Resources

Twelve leading clean tech companies, including NovaUCD's Alternative Energy Resources started a visit to Silicon Valley at the end of September as part of an Enterprise Ireland led visit to reinforce Ireland's credential as a centre of excellence in the development of green technologies.

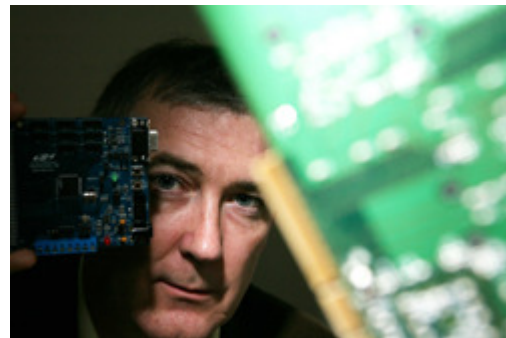
While visiting Silicon Valley, the companies will meet potential customers, partners, investors and other key influencers. The goals of companies, which range from early-stage to mature, are to establish customer connections, forge partnerships and raise funds.

The Irish clean tech sector currently employs 6,800 people and its exports are valued at \$4bn. Enterprise Ireland currently supports 144 companies employing 3,400 people with exports of \$167m last year.

www.aer.ie

Company in the News: Duolog Technologies

Duolog Technologies the leading provider of SoC integration and automation tools, has entered into a distributor agreement with Innotech Corporation for exclusive distribution of Duolog products in Japan. Duolog Technologies is a NovaUCD graduate company.



Ray Bulger, co-founder & CEO, Duolog Technologies

The formation of a distributor agreement with Innotech will enable Duolog to meet the increasing demand for its SoC integration and automation tools in the Japanese market. Innotech will also help to accelerate Duolog's access to new markets such as digital consumer electronics, musical instrumentation and automotive.

Based on the agreement with Duolog, Innotech will provide a dedicated Duolog team, including both sales representatives and Field Applications Engineers (FAEs).

Duolog will leverage Innotech Corporation's extensive experience in the distribution and support of Electronic Design Automation (EDA) tools in the Japanese market.

www.duolog.com

InterTradeIreland All-island Innovation Programme

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



While in Ireland Professor Chesbrough will deliver an Innovation Lecture in Queen's University Belfast (November 10) and in NUI Galway (November 12). While in both universities he will also deliver a series of Master Classes.

The innovation lectures and master classes will be 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.

In Spring 2010 NovaUCD and Queen's University Belfast will be hosting another Innovation Programme and further details will be available later this year.

For further information on Professor Chesbrough's forthcoming visit to Ireland see www.innovationireland.org.

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Start-Up Opportunities in Information Security

The conclusion of a seminar held at NovaUCD during the summer was that Ireland is well positioned to develop a new generation of technology start-ups focused on information security.

As the protection of information becomes a top-level concern for organisations large and small Ireland has the potential to develop dozens of new security companies dealing with problems ranging from protecting consumers online to helping organisations detect security breaches.



Mathieu Gorge, CEO, VigiTrust, Patrick Smith, CEO, FraudHalt and Cian Kinsella, CEO, Digiprove prior to speaking at the ISSA Ireland Seminar

The seminar entitled *Start-up Opportunities in Information Security* was organised by Owen O'Connor, President of the Irish Chapter of the Information Systems Security Association (ISSA).

The ISSA is an international professional body for information security personnel. ISSA has been in operation for 25 years as a volunteer-driven organisation, beginning in the United States and now representing over 10,000 members in 70 countries.

ISSA Ireland was formed in 2003 to provide training, development and networking opportunities for Irish information security professionals.

The seminar was also addressed by the CEOs of successful Irish security firms such as Mathieu Gorge, VigiTrust, which helps companies with credit card security; Cian Kinsella, Digiprove, whose technology proves ownership of digital content and Patrick Smith, FraudHalt, which has developed innovative products to tackle fraud.

www.issaireland.org.

NovaUCD and Social Media

Maximising the Value of Networking

NovaUCD has been invited to contribute to the newly launched O₂ The Ideas Room Blog. www.02.ie/ideasroom.

NovaUCD's initial blog was entitled *Maximising the Value of Networking* and is reproduced below.



Do you know anyone who actually likes business networking events? I have attended countless networking events whilst working in the US, UK and Ireland and I have yet to meet someone that finds them enjoyable. On the plus side networking at conferences and events can be extremely beneficial as a way of meeting potential customers, investors, helping to raise your company's profile and give you greater insight into the industry you are in.

Here are number of tips that can help you to maximise the networking experience before you go:

Before you go...

1. Think about why you are going

What is the purpose of your attendance at the event or conference? Are you there to sell to potential customers, to evaluate potential partners, to research your competition, to try to attract investors? You will probably have more than one purpose so you have to make sure you are prepared and have the right marketing materials ready. Also don't be afraid to ask questions of the event organiser before deciding to attend event e.g. who has already registered? What numbers do you expect? What is the background of individuals attending or is company X attending?

2. Prepare marketing materials

Make sure your business cards are up to date with relevant information. A one pager brochure about your company can be useful. If you have a website make sure it is current and professional and that the branding is same as your other marketing materials. Remember people you give your business cards to may look you up!

3. Prepare a strong elevator pitch

You will be introducing yourself and your company to individuals and you will need to prepare a strong elevator pitch or pitches for different audiences. A few tips:

Try to encapsulate your business' core purpose to grab attention Think about what problem are you solving in the market place, i.e. what is the market need you are meeting? What are you looking for? Why are you there? Think about the person you are talking to as different audiences will prompt different requests e.g. you might say to a potential investor that you have a funding requirement of X and are currently raising funds.

4. Plan meetings beforehand

If you are attending a conference there is a lot of planning you can do before you go to maximise your time. Firstly, try and get a list of exhibiting companies and attendees. Contact those of interest introducing your company and explaining why you would like to meet with them at the conference or event. You'll find that sometimes a "one time only offer" of scheduling a meeting at a conference or event is a good way to get a meeting with a company or individual.

Here are number of tips that can help you to maximise the networking experience when you get there:

When you get there...

5. Arrive early!

It's a temptation to arrive just in time for the start of an event or conference and miss the registration networking. But if you arrive early you can see the name badges of who's coming and ask at registration front desk about the attendees. If a company or individual that you are interested in talking with has arrived and you don't know what they look like just ask the person at registration if they can point him or her out to you.

6. Don't be shy!

Introduce yourself and your company to individuals. A good place to stand is near the tea and coffee as it always attracts people and can be an easy place to strike up a conversation. Ask questions e.g. what speaker are you looking forward to hearing today? By asking questions you can find out information about what is important to them which can be useful intelligence if they are a potential customer, partner or investor. Also, remember someone may be attending the networking event to target you and your company!

7. Be aware of group dynamics

It's easy to join in an existing discussion when there are three people rather than two. When two people are facing each other talking it's very hard to break in and get involved in the conversation as they are in a "closed group" formation. If there are three people in conversation they are usually in a circle or a more "open group" and therefore it is easier



to join the discussion.

8. Maximise your time at the event

Try and avoid tying up your time talking to service providers unless you require one. If you find you are, try and end the conversation and move on. Also be targeted about who you talk to as one significant conversation or meeting with someone that is a potential customer, partner or investor is much more beneficial than meetings with a string of service providers.

Here are number of tips that can help you to maximise the networking experience after the networking event:

After the networking event...

9. Business Cards

Many people have a nice collection of business cards sitting in a drawer collecting dust. It's good practice to write on the back of the business card where you met the individual and the date you met them. Qualify the business cards and then enter the most useful or relevant contacts into your email or contacts database.

10. Follow-up in a timely manner

Try and follow-up with relevant contacts you met at the event in a few days before you slip off their radar. Say that it was good to meet them at such and such an event and that you are following up with regard to X or Y.

These networking tips were prepared by Dr Ciara Leonard, Project Manager, Enterprise Development.

Other 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>

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