



**KTI**  
Knowledge Transfer Ireland  
Where Research & Business Connect

**#ktiawards**



 **KTI**  
**IMPACT**  
**AWARDS**  
**2018**



**The KTI Impact Awards recognise and showcase the success in knowledge transfer carried out in Irish Higher Education Institutions and publicly funded research organisations for the wider benefit of the economy and society at large.**

Across six categories, the awards recognise top performance in industry engagement and commercialisation of research and they pay tribute to the business and research performing organisations involved in knowledge transfer.

The awards also acknowledge and celebrate the technology transfer offices and their staff who make this knowledge transfer happen.

Finalists are listed alphabetically.



## **KTI Impact Awards 2018 Judging Panel**

**Timothy Brundle**

DIRECTOR OF RESEARCH AND IMPACT,  
UNIVERSITY OF ULSTER, NORTHERN IRELAND

**Maxine Ficarra**

CEO, PRAXISAURIL, UNITED KINGDOM

**Gemma Irvine**

HEAD OF POLICY & STRATEGIC PLANNING,  
HIGHER EDUCATION AUTHORITY, IRELAND

**Bill Kearney**

VICE PRESIDENT IBM IRELAND LAB AND  
DIRECTOR OF IBM DUBLIN CAMPUS AT IBM

**David Winwood**

ASSOCIATE EXECUTIVE DIRECTOR & CHIEF  
BUSINESS DEVELOPMENT OFFICER, PENNINGTON  
BIOMEDICAL RESEARCH CENTER, USA

**PANEL CHAIR**

**Alison Campbell**

DIRECTOR KTI

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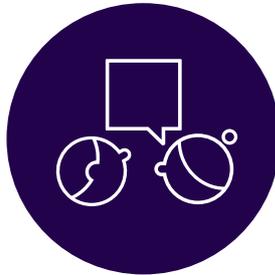
## Categories 2018



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Collaborative  
Research Award

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# Collaborative Research Award

The Collaborative Research Award recognises successful research collaborations between Irish publicly-funded research performing organisations (RPOs) and the business community. Through working on research problems of mutual interest, there will have been a demonstrable impact both for the company and the RPO. Those shortlisted have all shown a significant event for the company that occurred in 2017, which is related to the collaboration. The collaboration itself may have occurred in prior years.

## SHORTLIST

### Teagasc collaborating with Dairy Concepts Irl

#### PRINCIPAL INVESTIGATOR

**Prof Tim Guinee**

**DAIRY CONCEPTS IRL (DCI) IS A CONSUMER LED, TECHNOLOGY DRIVEN FOOD R&D COMPANY. IT HAS BASED ITS PRODUCT DEVELOPMENT FUNCTION AND EUROPEAN MANUFACTURING BASE AT TEAGASC MOOREPARK, FERMOY, WHILE A FRANCHISING MANUFACTURING AND DISTRIBUTION MODEL WILL BE EMPLOYED FOR OTHER INTERNATIONAL MARKETS.**

Established in 2012 as a spin-out from Teagasc, DCI has an enduring collaborative relationship with the research institute. The company creates functional dairy snacks with global appeal using an innovative dairy platform technology developed at Teagasc. DCI has developed a “world-first” range of high protein, hand-held natural dairy snacks. DCI’s first product to market, Fruchee Friends, won Best Children’s Dairy Product at the prestigious 2017 World Dairy Innovation Awards where the judging panel deemed it an “entirely new product category.” DCI secured an agreement in 2017 with a leading multinational partner to distribute/market Fruchee Friends, which is key to securing large market share and reaching international markets and Fruchee Friends dairy bars have been launched in Ireland and the UK, in selected SuperValu and Tesco stores. The relationship has involved many channels, building from an early feasibility study into collaborative research, consultancy, pilot trials and IP licensing.

According to Sales Director at DCI, Paul Simpson “The support from the TTO during the initiation of the collaboration and its formalisation into a feasibility study and then through negotiations of IP licenses and further collaborations was fantastic and a key enabler for us. It enabled a clear bridge between an academic and commercial organisation with ambitious commercial plans and allowed an outcome that was beneficial to both parties, while also key to building trust between the parties.”

#### UNDERPINNING FUNDING SOURCES INCLUDE

**Enterprise Ireland, Dairy Levy, Industry Funding**

#### TTO SUPPORT

**Relationship Management, Contract Negotiation, Intellectual Property Protection, Licensing**

## University College Dublin collaborating with ENBIO

### PRINCIPAL INVESTIGATOR

**Dr Kenneth Stanton**

**ENBIO IS A WORLD LEADING, SPECIALISED COATINGS COMPANY. THE COMPANY INVENTED A TECHNOLOGY CALLED COBLAST, WHICH OFFERS INDUSTRY THE POTENTIAL TO REDEFINE THE PERFORMANCE, FUNCTION AND VALUE OF METALS ACROSS ALL SECTORS.**

Deep space travel poses many significant environmental challenges to spacecraft. To minimise the risk, protective outer coatings are required. ENBIO had worked with the European Space Agency (ESA) to develop a thermal control coating. When ESA asked the company for a white version, ENBIO contacted Dr Kenneth Stanton from the School of Mechanical and Materials Engineering in UCD for help. This was the start of a long-term collaborative research project leading to the development and commercial delivery, in 2017, of SolarWhite, a thermo-optical coating developed to reflect radiation and protect spacecrafts. Rigorously tested for space-flight readiness, it is the only qualified white coating on the €1.7 billion Solar Orbiter mission. In 2017, ENBIO secured additional funding to further develop SolarWhite. It has doubled its workforce, in Dublin and Clonmel, including locating new laboratories at UCD to maximise the benefits of the research. ENBIO CEO John O'Donoghue has stated "Collaborative Research with UCD not only led to a breakthrough technology but enabled us to double our workforce, and was transformative for the company's business model."

The TTO supported ENBIO in its research collaborations at UCD, filing a patent application and subsequently licensing the patented technology to the company. Additional support has been provided to assist the company to locate at NovaUCD and in the application process for additional research funding.

### UNDERPINNING FUNDING SOURCES INCLUDE

**European Space Agency**

### TTO SUPPORT

**Relationship Management, Contract Negotiation, Intellectual Property Protection, Licensing, Support for Funding**

## University of Limerick collaborating with EJ Access Solutions

### PRINCIPAL INVESTIGATOR

**Dr Walter Stanley**

**EJ IS THE GLOBAL LEADER IN THE DESIGN AND MANUFACTURE OF INFRASTRUCTURE ACCESS SOLUTIONS WHICH INCLUDE COVERS AND FRAMES FOR WATER, SEWER, DRAINAGE AND TELECOMMUNICATIONS DISTRIBUTED IN OVER 140 COUNTRIES.**

EJ is a US company with operations in USA, Europe and Asia, whose Irish plant is based in Birr, Co. Offaly. In 2013 EJ commenced an innovation partnership with Irish Composites Centre (IComp), an EI funded Technology Centre at the University of Limerick, to develop an access cover made from composite materials to supplement its extensive range of steel and cast iron products. The work encompassed the full development cycle from concept to production. The outcome was a new high-quality prototype access cover with significantly higher performance-to-weight ratio, meeting the requirements of the EU standard EN 124:2015. The project finished in 2016. The success of the project saw significant investment from the parent organisation through 2016/17 and additional job creation. Dr. Vincent Cooper, Composite and Plastics Product Manager at EJ, noted: "Our projects with IComp have provided us with access to valuable knowledge and expertise which has helped EJ in Ireland become the centre for composite product development and supply to our European customer base."

The TTO was heavily involved in the initial proposal preparation and creation of IComp in 2009 and in subsequent proposal development and contract negotiations with EJ.

### UNDERPINNING FUNDING SOURCES INCLUDE

**Enterprise Ireland**

### TTO SUPPORT

**Relationship Management, Contract Negotiation**

# Consultancy Award

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The Consultancy Award recognises consultancy provided through an Irish publicly-funded research performing organisation (RPO), by its researchers, to a business or public sector organisation. The consultancy activity will have resulted in a demonstrable economic and/or public benefit. Recognising that it can take some time from providing the consultancy support to achieving an outcome, the consulting engagements put forward for this award may have taken place within the past five years.

## SHORTLIST

### Dublin City University and Irish Life Health

#### LEAD

**Prof Niall Moyna and Dr Sarah Kelly**

**IRISH LIFE (THE PARENT COMPANY OF IRISH LIFE HEALTH) IS ONE OF IRELAND'S LEADING FINANCIAL SERVICES COMPANIES WITH OVER 1 MILLION CUSTOMERS. IRISH LIFE HEALTH PROVIDES INNOVATIVE HEALTH INSURANCE PLANS TO OVER 430,000 MEMBERS.**

The "Move Your MET" Workplace Fitness Challenge targets the Irish workforce, encouraging Ireland's 1.9 million employees to improve their fitness. The free "Move Your MET" smartphone app has helped establish Irish Life Health as an innovator in the health and wellness field using technology to incentivise and empower individuals to maintain a healthy and more active lifestyle. This innovative programme was developed by Irish Life Health in conjunction with Prof. Niall Moyna and Dr. Sarah Kelly from DCU's School of Health and Human Performance. Companies of all sizes are encouraged to participate, with each employee anonymously measuring and recording their fitness level using the "Move Your MET" app. Over the course of six weeks, employees receive educational tips about how to increase physical activity during the working day. Data anonymously gathered through the app is collated to select the winning companies, which were those with the largest improvements in fitness and those with the fittest employees overall. This initiative has been a huge success with over 220 companies participating and 50,000 downloads. The Workplace Fitness Challenge builds on an earlier engagement with the team at DCU in 2013, the highly successful Schools Fitness Challenge.

The DCU Invent team has supported the project from its inception, including business development and contract negotiations.

#### UNDERPINNING FUNDING SOURCES INCLUDE

**Irish Life Health**

#### TTO SUPPORT

**Marketing and Business Development, Support for Funding, Business Assessment, Contract Negotiation**

## University of Limerick and Xtract 360 Ltd

### LEAD

**Kevin Brosnan**

**XTRACT IS AN IRISH START-UP THAT HAS DEVELOPED A CONNECTED CLAIMS PLATFORM FOR ALL INTERNET OF THINGS (IOT) CRASH DATA. THE COMPANY AGGREGATES AND VISUALIZES DATA FOR MOTOR CLAIMS HANDLERS AT THE MOMENT OF IMPACT WHICH EMPOWERS THEM TO DETERMINE LIABILITY, DEFLECT FRAUD AND AUTOMATE VEHICLE DAMAGE TRIAGE.**

Profitability in the global motor insurance market is rapidly deteriorating partly due to undetected fraudulent claims, difficult liability assessment and lengthy processing times. Aiming to develop a software application that can re-create a car crash in real time to alleviate these issues, in 2017, Xtract commissioned a consultancy project with the Mathematics Applications Consortium for Science and Industry (MACSI) at the University of Limerick. The MACSI researchers developed mathematical and statistical modelling techniques. The physical model detects impacts using GPS and accelerometer data recorded prior to and during an accident and identifies the time and force of an impact, the physical point of impact on the vehicle and provides an estimation of the trajectory taken by the vehicle and aspects of the driving itself. The research team worked closely with Xtract's software team to ensure seamless implementation of the mathematical model into the Xtract software. The company now aims to further scale business development across Europe and the US, armed with a robust, production ready model for the motor claims industry. Michael Flanagan, CEO at Xtract says; "The model produced during this consultancy project provided Xtract with the technical foundations that subsequently enabled us to secure pilots, commercial contracts and build strong global partnerships."

The TTO supported the interaction through provision of the KTI consultancy agreement template tailored to MACSI's Model needs.

### UNDERPINNING FUNDING SOURCES INCLUDE

**Science Foundation Ireland, Irish Research Council**

### TTO SUPPORT

**Contract Support**

## Waterford Institute of Technology and Sulzer Pump Solutions Ireland Ltd

### LEAD

**Dr Ramesh Raghavendra**

**SULZER PUMPS IRELAND HAS A WIDE RANGE OF PUMP MANUFACTURING CAPABILITIES INCLUDING MACHINING, ASSEMBLY, MOTOR WINDING, PACKAGING AND SHIPPING OF SUBMERSIBLE PUMPS RANGING FROM 100 W TO 52 KW FOR USE IN THE WASTEWATER INDUSTRY.**

Sulzer's contact with SEAM began in September 2015 with the re-design of a rotorshaft on the XFP PE3 submersible, solids-handling sewage pump. This is the second largest pump built at the Sulzer plant in Wexford with P2 of 22kW. The Wexford facility currently employs 270 people. SEAM utilized a wide range of analysis techniques on PE3 pumps and studied numerous field samples leading to investigation of a number of design options with the final option validated by Sulzer. The company proceeded to prototyping with a minimum of cost and high confidence and, in January 2017, over 5000 units were shipped to customers. There have been zero shaft or fixing screw failures reported. The interaction with Sulzer has been of great benefit to SEAM and has broadened its capabilities and opened new business opportunities. Ben Breen of Sulzer says that "SEAM provide a complete materials investigation, design support and failure analysis service. Design improvements implemented on the XFP PE3 ... based on the above collaboration with SEAM have proven to be entirely successful." The project cemented the Sulzer-SEAM relationship and there has been subsequent work from Sulzer in many different materials-related areas.

The TTO supported contracting with Sulzer and the management of Intellectual Property within the project and also advised on funding models.

### UNDERPINNING FUNDING SOURCES INCLUDE

**Sulzer Pump Solutions Ireland**

### TTO SUPPORT

**Contract Support, Intellectual Property Management, Funding Advice**

# Licence2Market Award

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The Licence2Market Award is given in respect of a product or service that is active on the market or delivering customer benefit and value to the licensee. The product or service must be based on a licence to intellectual property rights (IPR) from an Irish publicly-funded research performing organisation (RPO). The product or service must have reached the market in 2017. Recognising that in some sectors it takes time for products or services to come to the market, the execution of the underpinning licence may go back several years.

## Dublin City University Machine learning software licence to **Iconic Translation Machines Ltd**

**ICONIC TRANSLATION MACHINES LTD. IS A LANGUAGE TECHNOLOGY SOFTWARE COMPANY PROVIDING SOLUTIONS TO LANGUAGE SERVICE PROVIDERS, MULTINATIONAL CORPORATIONS, AND GOVERNMENT INSTITUTIONS ACROSS EUROPE, NORTH AMERICA, ASIA, AND THE MIDDLE EAST.**

The software allows organisations to translate more content in less time, cost effectively. Founded in 2017 as a spin-out from DCU, exclusive access to DCU's software has been pivotal to Iconic's success. A number of successful products have been launched as result of the licence granted by DCU to Iconic. The world's first Patent specific translator (IP Translator) was launched by the company based on the licence. In 2017, Iconic launched a new enterprise product to allow companies to automatically translate their customer support documentation in multiple languages and a new translation product to support legal e-discovery cases involving foreign languages. The original technology arose from research and development funded SFI, Enterprise Ireland and EU FP7. Raising seed funding of €405k in 2015, the company has grown to 14 employees and is now profitable. Iconic has a continuing research collaboration relationship with DCU and the SFI Adapt centre.

The TTO, DCU Invent, led commercial negotiations and supported the IP strategy including ensuring that the IP could be licensed cleanly. It also helped with the commercial justification to secure grant funding for the early technology development within the university.

### UNDERPINNING FUNDING SOURCES INCLUDE

**Science Foundation Ireland, Enterprise Ireland and EU FP7**

### TTO SUPPORT

**Intellectual Property Strategy & Management, Licensing and Funding Advice**

## **NUI Galway**

### **Management information software and copyright licence to Qpercom**

**QPERCOM HAS BECOME A GLOBAL LEADER IN PROVIDING ADVANCED ASSESSMENT SOLUTIONS AND EXPERTISE TO INSTITUTIONS WORLDWIDE.**

Its software solutions are used in high stakes evaluation-based exams, such those of medicine and law, and in other scenarios where assessing a person's capabilities in a fair and accurate manner is paramount. Qpercom claims 70% reduction in administration time and elimination of human error by taking out the laborious paper trail. A 2008 spin-out from NUIG, Qpercom took a licence to copyright-protected material and know-how relating to Management Information Systems (MIS) technology and in 2017 launched a new product to market, Qpercom Entrust, based on this licence. It is an Entrustable Professional Activity (EPA) management software tool across mobile and web-based platform and was created and rolled out in the College of Anaesthetists of Ireland (CAI). An EPA is a key task of a discipline that an individual can be trusted to perform in a given health care context, once sufficient competence has been demonstrated. Until the new software tool was launched, EPAs were paper-based and inaccessible to educationalists, registrars and consultants. The product was nominated for three national awards in 2017. The product is now being developed for international markets and the team has grown to eight.

The TTO at NUIG led the licence negotiation and has been pro-active in supporting from early days of technology development through to housing the company in the university incubator facility.

#### UNDERPINNING FUNDING SOURCES INCLUDE

**Enterprise Ireland**

#### TTO SUPPORT

**Licensing, Relationship Management**

## **University College Dublin and Trinity College Dublin**

### **Genetic testing patent licence to Plusvital Limited**

**PLUSVITAL IS A RECOGNISED LEADER IN EQUINE SCIENCE GROWING OUT OF IRELAND'S WORLD-FAMOUS RACING AND SPORT HORSE TRADITIONS.**

Plusvital services and products include tests which analyse the DNA of the horse to predict optimum performance potential. Clients include leading trainers, owner and breeders in the major Thoroughbred regions around the world. CoQ10 is the key nutrient associated with energy generation and is essential for stamina in thoroughbred horses. A multidisciplinary research collaboration with UCD and TCD led to the discovery that CoQ10 production in equine muscle cells is impacted by genetic background. A UCD-TCD patent application was filed and UCD led the licensing of the IP to Plusvital in 2017. A significant innovative development for the equine nutrition industry, the technology is now sold as "EnerGene-Q10", the world's first nutrigenomic supplement for horses that contains the CoQ10. Initial sales have been successful and include a significant number of sales to leading racehorse trainers in Ireland, the UK and to suppliers in Australia, Mongolia and UAE. Top trainers from these areas are already trialling the product and have been impressed by the depth of research and science behind the product, noting that it is superior to competitors. The company predicts that it will need to increase its manufacturing base in rural Westmeath and will require additional R&D and salesforce staff. The relationship with the universities has been strengthened through an EI Innovation Partnership project with the company in 2017.

UCD TTO, with the assistance of TCD TTO, provided support through patent protection, management of inter-institutional IP arrangements and licensing.

#### UNDERPINNING FUNDING SOURCES INCLUDE

**Science Foundation Ireland**

#### TTO SUPPORT

**Intellectual Property Strategy & Management, Licensing, Relationship Management**

# Spin-out Company Award

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This award recognises a spin-out company from an Irish publicly-funded research performing organisation (RPO) that has achieved a successful and “significant event” in 2017. The award celebrates both the company success and its heritage in the RPO, including the support provided by the TTO. A spin-out company is one that is based on RPO research and at the time of formation was dependent on the exploitation of specific intellectual property rights (IPR) of the RPO. The RPO may have/had equity in the spin-out and will have licensed IPR to the company.

## Dublin City University and Ambisense

### ACADEMIC FOUNDERS

**Dr Fiachra Collins & Prof Dermot Diamond**

### AMBISENSE PROVIDES ENVIRONMENTAL ANALYTICS IN THE RAPIDLY GROWING INTERNET OF THINGS SECTOR.

Spun out of DCU in 2014 as an Enterprise Ireland High Potential Start-Up with private investment and a licence to a DCU proprietary gas sensing platform, the company was named one of Europe’s ‘Top 5 Cleantech Start-ups’ at the European Venture Summit the following year. In 2016, it launched GasfluX™, the world’s first online, continuous and adaptive ground gas risk assessment platform for use in land remediation, oil & gas, and waste management applications. In 2017, Ambisense achieved investment of €1M to scale-up its business and to expand into additional overseas markets. The financing round, led by Atlantic Bridge’s University Bridge Fund, enabled the company to accelerate growth through revenue, undertake further product development and to scale up the team. Revenues grew three-fold over the previous year and the company’s installed base of products grew five-fold across UK & Ireland and Australia. The company is based at DCU Alpha, DCU’s Innovation campus and now employs nine people with plans for further growth in 2018.

DCU’s TTO worked closely with the research team to identify the commercial potential of the underlying technology, to validate the market opportunity, to make the case for Enterprise Ireland funding and to identify a suitable commercial lead. The TTO built a package of IP that it licensed to the company, supported the founders with feedback on the business plan, investment term sheets and executed the shareholders agreements to enable the company to exploit the Ambisense technology.

### UNDERPINNING FUNDING SOURCES INCLUDE

**Enterprise Ireland and Environmental Protection Agency**

### TTO SUPPORT

**Company Formation, Contract Support & Negotiation, Intellectual Property Strategy & Management, Funding Advice, Licensing**

## NUI Galway and NVP Energy

### ACADEMIC FOUNDER

**Prof Vincent O'Flaherty**

**NVP ENERGY HAS CHANGED WASTEWATER TREATMENT FROM A PROCESS WHICH TRADITIONALLY EXPENDS LARGE AMOUNTS OF ENERGY, TO A PROCESS WHICH PRODUCES USABLE ENERGY.**

Through its ground-breaking technology, licensed from NUIG, NVP Energy drives down costs and reduces the carbon footprint of its customers. NVP Energy's technology exploits the natural action of anaerobic bacteria which convert the organic pollutants present in wastewater to high-quality biogas. The technology's ability to harness nature's powerful natural processes means it can work at low temperatures and needs no external heat. Since its founding in 2013, the company has secured over €12 million in funding and investment. An outstanding 2017 has seen NVP Energy secure UK-based projects with Heineken and projects with a malting site and a municipal treatment utility in 2018. The company's head office is in Galway with additional offices in Dublin and the UK. The rapid growth of the company has seen the NVP Energy team grow to 12 people in 2017 with plans for further growth in 2018. The company has won numerous awards since its formation with a further three in 2017: Irish Times Innovation Awards; the "Best Food & Drink Industry AD Project" at the AD & Biogas Industry Awards and the "Best Technology Innovation Award" at the BlueTech Forum.

The NUIG TTO worked with the researchers to develop the business proposition and to protect and license the intellectual property to the company. Support for patent prosecution has continued leading to a successful US patent grant in 2017.

### UNDERPINNING FUNDING SOURCES INCLUDE

**Science Foundation Ireland, Irish Research Council, Horizon 2020, Environmental Protection Agency, European Union**

### TTO SUPPORT

**Company formation, Intellectual Property Strategy & Management, Licensing**

## Royal College of Surgeons Ireland and SurgaColl

### ACADEMIC FOUNDER

**Prof Fergal O'Brien**

**SURGACOLL™ TECHNOLOGIES IS AN INNOVATIVE VENTURE-FUNDED MEDICAL DEVICE COMPANY SUPPLYING NOVEL TISSUE REGENERATION PRODUCTS FOR THE SURGICAL TREATMENT OF DISEASE OF THE BONE, CARTILAGE AND OTHER HUMAN TISSUE.**

The company was spun-out of RCSI in 2012 with a foundational license to two ground-breaking RCSI technologies in the regenerative medicine space: HydroxyColl and ChondroColl. The company's lead product, HydroxyColl, is a medical implant designed to replace the use of patient's own bone tissue when repairing bone damaged by trauma or cancer. In November 2015, the company obtained CE Mark market approval for HydroxyColl and the first sale took place in 2017. Surgacoll is now seeking approval from the FDA to market HydroxyColl in the USA. The company's second product, ChondroColl, repairs articular joints by stimulating host stem cells to regenerate both bone and cartilage, using the composition and architecture of the biomaterial to actively direct tissue formation. ChondroColl is highly effective in the treatment of early joint cartilage damage, particularly in the knee and is a significant advance for sports medicine. It is currently undergoing the European CE marking process. The Company continues to expand its manufacturing and R&D activities within Ireland and now employs eight FTE.

The Innovation Office at RCSI supported company development from the outset, assisting with commercialisation funding applications, IP portfolio development and licensing. Both licensed patents are now granted many jurisdictions. The Innovation Team maintains an active relationship with the company.

### UNDERPINNING FUNDING SOURCES INCLUDE

**Enterprise Ireland, Science Foundation Ireland, Health Research Board, European Research Council**

### TTO SUPPORT

**Company Formation, Intellectual Property Strategy & Management, Funding Advice, Licensing**

# Knowledge Transfer Initiative Award

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The Knowledge Transfer Initiative of the Year Award recognises a commitment to the continuous development within the Technology Transfer Office (TTO). The scope of the initiative is broad and for the TTO to define and reflects how the TTO has pushed forward with knowledge transfer in 2017.

## DIT Hothouse Strategic Inbound Marketing Strategy

**DIT HOTHOUSE DEvised A NEW INITIATIVE TO IMPLEMENT A STRATEGIC INBOUND MARKETING STRATEGY WITH IMPRESSIVE RESULTS.**

Historically, DIT Hothouse had adopted an outbound marketing strategy—making contacts at networking events and using databases to cold-call leads. As a number of different marketing tools were used it was impossible to evaluate or nurture leads in an organised way. The team examined the levers that would pull industry to working with DIT and, in 2017, introduced a different marketing strategy with a new CRM system at its core. Results from restructuring marketing around the client's journey exceeded the team's expectations, driving additional prospects and revenue. Visibility of the DIT offer increased. Direct traffic to the website increased by 15% and traffic from social media to the website by 42%. Twitter followers were up 113%. 22% of all Knowledge Transfer Office mentions on Twitter for 2017 were for DIT Hothouse. There was a significant increase in deal flow e.g. the number of Innovation Vouchers increased by 500%, 9 Research Agreements were signed and two licences executed. The adoption of the new marketing strategy received senior management buy-in early on and this has been key to its success. DIT Hothouse has now adopted a holistic approach to its marketing with the whole team involved in inbound marketing tactics.

## Royal College of Surgeons Ireland Strategic Industry Partnership Seed Fund

**THE RCSI CREATED A NEW FUND TO STIMULATE HIGH VALUE INDUSTRY PARTNERSHIPS WHICH IS ALREADY SHOWING RETURNS ON INVESTMENT.**

The RCSI Strategic Industry Partnership Seed Fund was established by the RCSI Innovation Team to seed high value (>€250,000) strategically aligned partnerships with industry and to further develop and commercialise RCSI Intellectual Property assets. It has provided RCSI researchers with a unique mechanism to engage with new companies with a research focus strategically aligned to RCSI's research strengths and IP portfolio, enabling engagements not eligible under existing co-funded mechanisms from State funders. The initiative has extended the internal "reach" of the Innovation Team and has increased RCSI's ability to catalyse initial conversations with companies with whom RCSI has not previously engaged and convert these conversations into significant industry supported programmes at RCSI. 75% of the programmes supported under the initiative have involved Principal Investigators who have not secured industry funded programmes at RCSI in the last three years and companies who had never engaged with RCSI previously. As at the end of 2017, three projects commenced, one was approved and two applications were in the pipeline. The Innovation team drove this initiative from initial development of the business case required to secure college investment in the initiative all the way through to programme launch and operationalisation.

## Bridge Network Consortium Meet-the-Investor initiative

**THE BRIDGE NETWORK CONSORTIUM OF UCC, IT TRALEE, CIT AND TEAGASC CREATED A FORUM FOR NASCENT SPINOUT COMPANIES TO ENGAGE WITH INVESTORS AT AN EARLY STAGE TO UNDERSTAND HOW TO BUILD EFFECTIVE STRATEGIES AND PITCHES THAT CAN ATTRACT FUNDING.**

Established in 2017, "Meet-the-Investor" is a bi-annual forum that connects company creators with venture funders and seasoned entrepreneurs. Working together the research partners have a platform that their individual scale wouldn't support. Hosted in turn by each of TTOs, selected companies from across the consortium are invited to give a short presentation, with advice from their TTO. The investors on the panel are selected for their experience in dealing with HEI spinouts and are briefed on the companies by the TTO. In a confidential setting, the company and investors discuss strategy and the technology development plans for the company. The TTOs facilitate subsequent discussions and provide a feedback channel for the participants. By leveraging the critical mass of the Bridge Network Consortium, Meet-the-Investors provides a single structured learning environment and creates a pathway for impactful relationships to develop. "The group described the event as a fantastic way of seeing what's going on in a short timeframe in a relaxed non-committal atmosphere" says Declan O'Mahoney, seed investor and former CEO of both HeartSine Technologies and Firecomms. Of the companies that presented at the initiative launch, half have had follow up meetings with members of the investor panel.

# Knowledge Transfer Achiever Award

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The Knowledge Transfer Achiever Award recognises the personal achievement of a staff member in a TTO who has made a significant contribution to the business of that office. This category is open to any individual based at the TTO who is below Director or Head of Technology Transfer level. The Achievers may be nominated by their peers or managers and the nominated person must hold a current post within the office. The winner is announced at the awards ceremony.

## Nominees

### Stacey Kelly

CASE MANAGER,  
TECHNOLOGY TRANSFER,  
UNIVERSITY COLLEGE  
DUBLIN

### Margaret Lawlor

TECHNOLOGY TRANSFER  
OFFICER,  
UNIVERSITY OF LIMERICK

### Linda Moloney

DIT HOTHOUSE MARKETING  
MANAGER,  
DUBLIN INSTITUTE  
OF TECHNOLOGY

### Anthony Morrissey

CASE MANAGER,  
TECHNOLOGY TRANSFER,  
UNIVERSITY COLLEGE CORK

### Jacinta Thornton

ASSOCIATE DIRECTOR,  
TECHNOLOGY TRANSFER,  
NUI GALWAY

### Emily Vereker

SENIOR PATENTS &  
LICENSING MANAGER,  
TRINITY COLLEGE DUBLIN



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