



Touch PAPER

Newsletter of IGNITE Technology Transfer Office, NUI Galway.

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Directors Words

Dear Friends

2010 was a year in which NUI Galway continued to reach new heights in the field of technology transfer. We continued to build upon the strong momentum that began in 2006 when the current Ignite Technology Transfer Office was established. Our commitment to the university and the community then, as it is now, was to create and sustain a world-class technology transfer function to move innovations created by NUI Galway's world class researchers into the marketplace to benefit society. With strong support from faculty, administrators, and the leadership of

the University, and with a dedicated team of professionals, we have built an organization that is now recognized as a national leader and that ranks among the best TTO in the country across a wide range of metrics.

Metrics	2010 (up to Nov.)
Invention Disclosures	63
Licence/Options	14
Spin-outs	6
New patents Filed	11
Industry Collaborative Projects	26

The past year has seen us reach new levels of performance in areas such as invention disclosures received and transactions completed. This is a powerful indication of our engagement with our researchers and with industry, and will translate into more technologies developed at NUI Galway. Since 2006 we have identified 237 invention disclosures, file 86 patents, licensed 69 technologies and created 21 companies.

At a time when our region and country face difficult economic challenges, we are committed to building on our success with new initiatives and investments to spur further economic opportunities.

"The major focus for Ignite TTO for 2010 has been start-up activity, affiliate with experienced business partners and supporting job creation"

NUI Galway-based Company Wins at the Irish Web Awards

A company based in NUI Galway's Business Innovation Centre, OnePageCRM.com, has just been awarded the prestigious Irish Web Award for their online Sales/CRM (Customer Relationship Management) application. OnePageCRM was developed to improve the efficiency and effectiveness of a company's sales process, helping businesses significantly increase sales. Winning the award for Best New Web Application / Service means that OnePageCRM is recognised as one of the best new apps in Ireland. The Irish Web Awards is an annual event that acknowledges people who achieve great things through using the web. This year's nominations were judged by over 150 independent judges worldwide.

The application was developed after Michael FitzGerald, the CEO and founder of OnePageCRM, got frustrated with the products available on the CRM market. Existing solutions lacked focus on the single most important aspect of increasing sales – taking action on sales tasks. Citing that most other products are based around a static list of contacts, leaving the user unmotivated.

The OnePageCRM app drives sales by focusing the user on that Next Action



Michael FitzGerald from onePageCRM.COM

required to move a sale closer to success. And a soon to-be-released new iPhone application will help businesses stay on top of their sales tasks wherever they are.

Speaking on the recent very successful developments for OnePageCRM, Michael says, "The vital difference between our award-winning application and other sales software is that it is action-based. While it has the ability to collect sales prospects information, it is more motivational, encouraging the user in achieving

efficiency to increase sales." Michael continues "OnePageCRM follows the GTD (Getting Things Done) principle of uncluttered focus. It's well known that success in sales comes from focus and action, which is what OnePageCRM is all about."

For further information on OnePageCRM log on to www.OnePageCRM.com

Watch
this space ...

- **Join our Business Innovation Centre networking event in December.**
- **Ignite TTO to launch 7 more Bio YouTube Technology Videos.**
- **TTO next Campus Commercialisation Programme starting early 2011**
- **Watch out for our Intellectual Property Seminar coming soon**

Start-Ups in 3rd Level Innovation Centres Really Do Work

A Company profile : Rocudo Ltd

Location:

NUI Galway Business Innovation Centre

Name:

Rocudo
www.rocudo.com

Sector:

Music & Entertainment for the Web, Mobile and IPTV

Why does the Company Stand Out?

Rocudo is an online music remixing platform (www.rocudo.com) aimed at the growing "Direct-To-Fan" music promotion market, where innovative Artists, DJs and Bands use social networks and mobile Apps to reach their Fans directly.

Rocudo technology and tools empower this market with universal accessibility: at the desktop via PC Web Browser, on the go via Smartphone or from the living room sofa via IPTV.

Rocudo technology makes it possible on one hand for inexperienced music Fans to play with interactive versions of music Tracks while, on the other hand, the content owner gets a direct-to-Fan marketing channel, as well as online business tools to quantitatively measure and improve promotional campaigns. It all happens on social networks and smartphones and the "Freemium" business model allows users to access basic services for Free and upgrade later to premium services.

Origins of the Company:

Rocudo was founded by CEO Culann Mac Cabe, who has for 20 years applied a PhD in Digital Signal Processing from Trinity College Dublin to a wide range of studio recording and audio technology development and consultancy projects. The company has spent the last 3 years developing and deploying its technology and is now commercialising the platform.



Rocudo Remix Widget and iPhone App featuring interactive DJ Deck, allowing users to remix their own version of their favorite Artist's music.

Regional Impact of the Company- e.g. Employment.

Rocudo employs 5 people in Galway and has support staff in Berlin and Palo Alto.

How Company is Progressing Financially and Examples of Funding Received.

Rocudo is funded by private investors and Enterprise Ireland and will by end 2010 be generating initial revenue. Further funding is being sought for key upcoming marketing, business development and commercialisation phases.

Future Plans

In the early months of 2011, Rocudo aims to bring paid iPhone, iPad and Android Apps to market, with IPTV products following thereafter. Rocudo is also constantly expanding its content offering, with tie-ups recently agreed with the likes of Loopmasters in the UK and SoundCloud in Germany and more to come.

For more information and to get remixing, sign up at :

www.rocudo.com

The atmosphere was electric at the JCI Young Entrepreneur Awards 2010

The JCI GYE Award is designed to elevate the prosperous young entrepreneur to new levels, improving their business reputation and support structure in a very difficult economic climate. Following weeks of a judging process - interviews, site visits and the final night presentations - the judges made the decision as to who would be awarded this prestigious title for 2010.

The finalists eagerly awaited the GYE award which took place in the Galway Bay Hotel on Friday the 5th November 2010. The

winner Oisín Concannon was presented with the Galway Young Entrepreneur perpetual trophy, in addition to a substantial package of consultancy and professional services from local businesses and sponsors, including the Galway Advertiser, DHKN Corporate Finance, Castle Print, RDJ Glynn Solicitors, Ignite TTO NUI Galway, Proof Design, Blueprint Coaching & Training, M&R Public Relations and O'Connor & Co. Accounting. The prize package is worth over €30,000.

On the night each of the finalists showcased their businesses with Mr Pádraic O'Maile as Master of Ceremonies. Followed by guest speaker Mr. Mark Fielding CEO of ISME,

excellent Irish dancing by the Mystic Force school of dance and the evening finished with the winner being announced.

An impressive Oisín Concannon highlighted what can be achieved in a short period of time with the right team and the right product in place. His first product, a natural alternative to harmful chemicals, 'Irish Organic Weed Killer' is Ireland's only 100% natural weed killer with visible results in 3 hours. Founded by Oisín Concannon in March 2009 Irish Organic Weed Killer has become one of Ireland's fastest growing companies with agreed exports to 8 countries next year.

A night dedicated to local entrepreneurship and all it has to offer, which proved very entertaining and exciting and a concept Ignite TTO are delighted to be part of.



€ 10 million for the Regenerative Medicine Institute (REMEDI) at NUI Galway funded by Science Foundation Ireland (SFI)

In a major boost for Regenerative Medicine research in Ireland, Minister for Enterprise, Trade and Innovation, Mr Batt O’Keeffe T.D. announced on the 8th November 2010 funding of almost € 10 million for the Regenerative Medicine Institute (REMEDI) at NUI Galway. Funded by Science Foundation Ireland (SFI), REMEDI is Ireland’s leading biomedical research institute focusing on translating stem cell biology to regenerative therapeutics. This announcement will allow REMEDI to take research findings from the first phase of its operation and move towards clinical trials for new therapies and treatments for degenerative diseases.

Regenerative Medicine is an evolving and exciting area of medical science, which aims to regenerate tissue thus avoiding the need for organ replacement and the associated problems with sourcing of donor organs. Developments in the field hold enormous potential for the treatment of currently untreatable degenerative diseases.

In a partnership involving scientists, engineers, clinicians, and industry partners, researchers at REMEDI aim to develop novel



therapies to achieve organ and tissue repair and regeneration. REMEDI is particularly focused on developing new therapies and treatments for diseases such as cardiovascular diseases, diabetes mellitus and osteoarthritis.

As REMEDI’s focus shifts towards translating research into human therapies, its partnerships with industry will take on a new significance. Advances in regenerative medicine will have important advantages for the progression of research and development in the medical device industry, which is critical to the economy of the West of Ireland. The Institute’s already successful collaborative relationship with Medtronic, a global leader in medical device technologies, will continue

to grow; while new partnerships have been established with indigenous SME companies including Creganna-Tactyx Medical, Ovagen, Proxy Biomedical, Ziel Biopharma and EnBIO.

The Ignite TTO in NUIG works closely with the researchers at REMEDI helping to develop their commercialisation opportunities and supporting the partnering of industry and academic collaborations. Says Jacinta Thornton from Ignite TTO - “the TTO are excited about the future prospects following this latest round of funding. With new funding opportunities and R&D collaborations in the pipeline, the TTO are confident of maximising the commercial outputs for the benefit of all partners involved.”

Another great partnership for NUI Galway

Covidien, a leading global supplier of healthcare products which employs over 300 people in Galway, announced on the 11th October 2010 that it is investing € 900,000 in medical technologies research and development projects with NUI Galway, during the next two years. This exciting announcement was made in Dublin on the day and was attended by the Minister for Health and Children, Ms Mary Harney T.D, Scott Flora, President, Surgical Devices, Covidien; Jennifer Broom, Covidien and Professor Terry Smith, Vice-President for Research, NUI Galway.

Speaking at the announcement, Minister Harney said: “University-based facilities



COVIDIEN

enabled by this collaboration with Covidien will help to ensure that Ireland continues to produce high-quality researchers who can innovate new technologies and design robust scientific research. This ultimately produces the valuable data that furthers patient health and safety.”

Through these collaborative programs, Covidien hopes to incentivise students to choose science as a career and promote the continued growth and prosperity of the medical devices sector in Ireland.

The project involves a number of research groups based in the National Centre for

Biomedical Engineering Science (NCBES) at NUI Galway including the Network of Excellence for Functional Biomaterials (NFB) and the Centre for Pain Research (CPR).

Jacinta Thornton of Ignite TTO said: This is another excellent example of Industry collaborating with NUI Galway. By setting up this collaboration Covidien are gaining access to the cutting-edge research which is happening at the university, in the areas of biomaterials and pain research. This will ultimately lead to the translation of the NUI Galway research into improved patient-focused products.

Enterprise Ireland Innovation Funding Information Seminar

On the 30th September, 2010, the NUI Galway REAP team hosted an information session titled "Enterprise Ireland Collaborative Funding Opportunities for Academia and Industry". The seminar was organised in collaboration with GMIT and Athlone IT and was aimed at industry and academia who want to partner together in the area of technical research.

Mr. Cormac Cantwell, Programme Manager in Enterprise Ireland, Dublin gave an overview of the Innovation Vouchers process, guidelines for Feasibility projects and details of the Full Innovation Partnership programme. This was a great opportunity for both industry and academia to get an insight into what is involved in these funding programmes. Cormac covered in particular the revised funding guidelines, the application and evaluation process, intellectual property and the project monitoring process for the Innovation Partnership programme as well as the guidelines and process for the Feasibility and Innovation Vouchers programmes.



There was a very interactive Questions and Answers session and also an opportunity for the attendees to discuss their individual requirements with the experts from Enterprise Ireland. The attendees took the opportunity to network with the representatives from local agencies, industry and academic attendees. Feedback from those who attended was that they found the session very informative and it was great to meet other industry and academia.



Left to Right: Mark Rafferty, AmaTech Teoranta, Galway; Cormac Cantwell, Enterprise Ireland; Niamh Corcoran, TTO, NUI Galway; Breda Lynch, Athlone Institute of Technology; James Kennedy, Athlone Institute of Technology; Alan Rowe, Aró, Galway

This successful event was oversubscribed portraying the strong enthusiasm there is for Industry and Academic partnering.

Further details on both of these initiatives can be found at the following links:

Innovation Vouchers

<http://www.enterprise-ireland.com/en/Research-Innovation/Companies/Collaborate-with-companies-research-institutes/Innovation-Voucher.shortcut.html>

Innovation Partnerships

<http://www.enterprise-ireland.com/en/Research-Innovation/Companies/R-D-Funding/Innovation-Partnerships.shortcut.html>

Accelerating Campus Entrepreneurship (ACE) collaborates with world class Entrepreneur Larry Farrell

The ACE initiative, where NUI Galway is a partner institute held their Train the Trainers Programme (part two) on;

Date: Thursday 9th September 2010
Host venue: IT Sligo
Presenter: MR. Larry Farrell

The ACE project where NUI Galway TTO is a partner, aims through a collaborative approach, to create entrepreneurial graduates. This requires embedding entrepreneurship education into existing programmes and effecting organisational change within and between the partner institutions to reflect entrepreneurial processes involving collaboration between the academic Schools and Departments, incubation and technology transfer offices.

In meeting the project objectives, ACE delivered the Train the Trainers programme to provide participants with an understanding

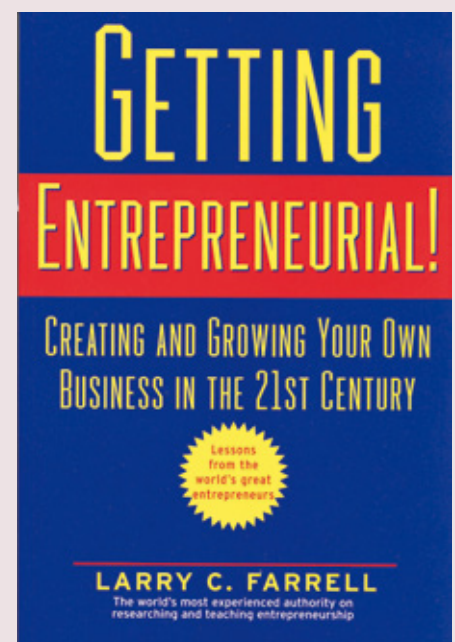
of the main elements of facilitating & teaching entrepreneurial learning within third level education in Ireland. It is critical that all knowledge providers engage in the delivery of enterprise education and activity on a daily basis and as a result the providers must be equipped to deliver the teachings of entrepreneurship.

A fantastic experience was had by the participants during a highly motivating session delivered by Larry Farrell who is chairman of the Farrell Company and author of three books in this space in the last 10 years. The Company is one of the world's leading firms in the area of entrepreneurship, with affiliates on four continents, the organisation has trained close to a million people in forty countries and seven languages. Larry's own experience makes him one of the world's most experienced authority on researching and teaching entrepreneurship.

On the day Larry covered areas such as;

1. What entrepreneurship is and what's really required to become an entrepreneur
2. Why people, companies and entire countries need the entrepreneurial spirit in the 21st century
3. The three global applications of the entrepreneurial spirit

4. The world of entrepreneurship education – tools and tips
5. Key ingredients required to create world-class entrepreneurship programs within the Higher Education System in Ireland



One of Larry Farrell's books presented to the participants on the programme.

Big Ideas from NUI Galway at Enterprise Ireland Showcase

NUI Galway researchers presented two emerging technologies at the Enterprise Ireland Big Ideas showcase at Croke Park in Dublin on October 20th 2010.

Dr. Andrew O'Brien and Dr. Conor Leahy from Prof. Chris Dainty's Applied Optics Group at the NUI Galway School of Physics presented MAC-PI, an ophthalmic instrument for the measurement of Macular Pigment Optical Density (MPOD) in the human eye. MAC-PI featured on Morning Ireland and on the Six-One News on the day of the showcase.

The leading cause of blindness in the US, Europe and other developed countries is age-related macular degeneration (AMD). AMD affects central vision, so the progression of the condition has a particularly deleterious effect on the lifestyle of those affected, resulting eventually in legal and then total blindness. There are many lifestyle risk factors for AMD as well as genetic factors. It is believed that one risk factor is a low value of macular pigment optical density (MPOD) in the retina.

MAC-PI measures the MPOD of the human eye, which when low is a risk factor for AMD. The measurement is non-invasive, and the principal advantage over competitive measurement techniques is the simplicity and speed of measurement, which requires only minimal patient cooperation.

First field tests of MAC-PI will be carried out by a world-leading macular pigment group based in Ireland, starting in early 2011 and a pre-production prototype

will be finished in Autumn 2011. Further ophthalmic instruments are in the roadmap.

With over 2 million new cases of AMD diagnosed in the US alone each year, and projected to increase significantly if no preventative action is taken, we need to stem the increased incidence of this life-changing condition. O'Brien asserts "MAC-PI can make a contribution by enabling at risk individuals to be identified in early adulthood, and assisting them in monitoring their lifestyle and dietary changes."

Also at Big Ideas, Edmond O'Reilly, and his collaborators Prof. Michael Rodgers and Dr. Eoghan Clifford, from NUI Galway's Civil Engineering discipline, presented a Novel Wastewater Treatment Technology based on a patent pending simple robust pumped flow biofilm reactor (PFBR) wastewater treatment technology.

The PFBR system uses readily available plastic biofilm media and simple pumps

in reactor tanks to remove organic carbon, nitrogen and phosphorus at low costs in comparison with more traditional systems.

The PFBR system not only meets international standards for the treatment of wastewaters but can also provide the following market advantages:

- The system is modular in design, facilitating ease of transportation, installation and scaling up
- The only moving parts used during aeration phases are standard pumps, which give robust performances with minimal standard maintenance
- There are no aerators or compressors required, reducing running and maintenance costs.

"With national regulations and EU directives driving the need for purification of wastewaters, great opportunities exist world-wide for our cost-effective, sustainable PFBR technology" adds Edmond O'Reilly.



Dr. Andrew O'Brien, Applied Optics Group, School of Physics, NUI Galway, Mr. Conor Lenihan, T.D., Minister of State for Science and Innovation, and Mr. Feargal Ó Móráin, Enterprise Ireland, with the MACPI system being presented at the TTO stand on the BIG IDEAS day.

Partnerships for Progress - REAP Farmleigh Conference

On the 23rd September, 2010, the REAP Consortium hosted a major conference in Farmleigh House, Dublin. The title of the conference was "Higher Education Institutions and External Engagement – Partnerships for Progress". The Conference aimed to explore the potential scope for external engagement activity and the motivation for partnership as well as how



that activity can be supported and managed and how success can be measured and rewarded.

The conference was opened by the TD Minister for Lifelong Learning, Mr Sean Haughey. The event had three keynote

speakers: Mr. Michael Devane, Chair, American Chamber – Research and Development Working Group, Business and Industry Consultant, Quilly; Professor Eamonn Murphy, Director, Enterprise Research Centre, University of Limerick and Professor José-Ginés Mora, University of London and Valencia University of Technology and a number of panelists, including Dr. James Cunningham, Director, Centre for Innovation and Structural Change, NUI Galway who shared their thoughts on engagement with the audience.

Legal word of Wisdom - Transferring Materials and MTAs

Frequently materials are transferred between academia and industry for the purposes of research, even when at the time of transfer no research collaboration is planned between the parties concerned. The type of materials transferred may include biological materials, such as reagents, cultures, plasmids, cell lines and vectors, and other proprietary materials (including software). In most cases, the materials are transferred under a Materials Transfer Agreement (MTA), a legal agreement which sets out the terms and conditions attached to the use of the materials in question.

Under the MTA, the provider, as owner of the materials and the intellectual property rights (IPR) in the materials, in effect, grants the recipient a licence to use the materials and the IPR in the materials for its internal research purposes. This licence is limited in scope and is subject to the terms and conditions of the MTA. Usually, the materials are provided on a non-exclusive basis, free of charge and without warranty of any kind. Where materials are provided under MTA by a commercial entity to an academic or research institution, the terms of its MTA tend to carry more restrictions, especially where patents, IPR and other



Laura Myles

commercially sensitive information or materials are concerned.

In practice, issues can arise from time to time with MTAs, particularly in relation to ownership, academic publications, confidentiality, use in other research projects and conflicts with existing agreements.

While the provider's standard MTA usually applies, an important starting point, for review purposes, is to look carefully at what constitutes the "materials" under the MTA. For example, does it include the original materials transferred plus any progeny, derivatives or other modifications of the materials and if so, who owns the progeny, derivatives or modifications? If the provider claims ownership of the modified materials, how and to what extent does this limit (or

even prevent) the recipient from using the results of its research in further research (whether internally or in collaboration with a third party) or otherwise? Also, it is not uncommon to see obligations of confidentiality attached to the proprietary materials or confidential information of a party but this too may have a knock-on effect on academic publications or other public disclosures of the results of the research. As regards research agreements, funding terms or other existing agreements (if any) which may govern the research activities of the recipient also require careful consideration to avoid any potential conflict between these such agreements and any proposed MTA.

MTAs set out important legal obligations not only on the recipient but also on the provider and, like any other legal agreement, should not be entered into lightly. Indeed, if from the recipient's perspective the terms appear too onerous, it may be worthwhile considering sourcing the materials elsewhere, where appropriate.

TSL are consultants, advisors and negotiators in the field of intellectual property (IP) and specialise in a range of IP matters. For more information, see www.tsl.ie or contact us at 091 790330.

Technology Snippets: Calling all IT Companies - some interesting bytes?

ACRONYM - Annotation Creation for Your Media is a patented context-aware tagging technology that presents a lightweight, robust and scalable option to both support the abstract way in which users actually think about their personal photos and to compliment content-recognition technology.

"SeDiCi" - is our new online unique authentication service that allows authenticating users in such a way that a password never leaves the user's browser and the verifier is not able to impersonate the user.

To provide security, SeDiCi uses a fast and lightweight userid/password login model based on zero knowledge proof (ZKP). Such an authentication approach is considered to be the most secure way of proving identity.

Atom Interface - The Atom Interface makes your product unique grabbing the attention of the users and supporting their needs and activities better. The data, appearance, and behavior of the interface are specified in one simple XML file. Some of the features of the interface include: transparency, zooming, different shapes, sizes, colors, animation, multiple instances. The Atom Interface has two patented techniques for manipulating increased amount of data.

For more information on any of these IT Technologies contact:

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Email john.mcguire@nuigalway.ie

The Services Offered by the TTO:

Manage University IP - protection commercialization and enterprise development.

Encourage the establishment of spin-off companies and support a campus company programme (CCP) and start up programme (SUS).

Establish Partnerships with Industry and facilitate collaborative research projects.

Manage the Campus Business Innovation Centre and Bio-incubation facility (24 companies and 6 hot desks).

Deliver Policy, processes, guidelines and skills development for researchers and stakeholders.

Build on new business partnerships of investors, business angels and management for NUI Galway.