



Photo courtesy of Maura Boyle.

Welcome to the Summer 2021 edition of the **MaynoothWorks' newsletter**. We are delighted to introduce two new initiatives to help our business community adapt to the post Covid world.

MaynoothWorks is responding to the changing needs of client companies in our Business Innovation Centre and have recently launched a new remote membership model for hybrid working start-ups.

We are also hosting a virtual conference series, bringing you insights of digital transformations in key sectors, with several companies sharing their own personal journey.

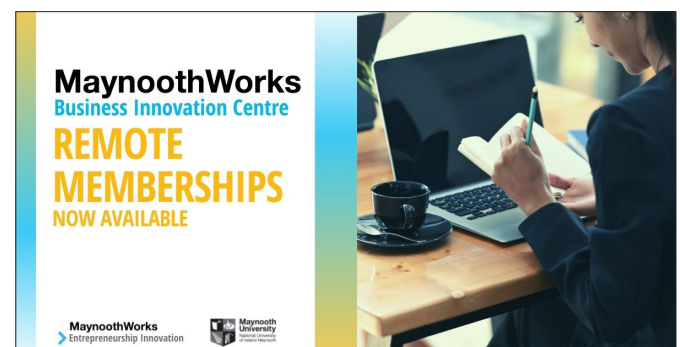
MaynoothWorks encompasses knowledge transfer, entrepreneurship innovation and enterprise partnership.

www.maynoothuniversity.ie/maynoothworks

MAYNOOTHWORKS BIC LAUNCHES A NEW MEMBERSHIP MODEL FOR HYBRID WORKING START-UPS.

WHAT IS IT?

If you're looking for access to MaynoothWorks' Business Innovation Centre (BIC) to help scope out an idea or a new venture but don't want to commit to full membership, MaynoothWorks' Remote Membership is for you. It's ideal for those occasions when you want to connect to a lively community of entrepreneurs or have a place to meet prospective clients, and offers access to top-flight business mentor supports and validation aids. For those with radical solution concepts in need of light-touch research supports, it's a conduit through to the expertise and facilities of Maynooth University, and a connection to the wider entrepreneurial ecosystem in Europe.



WHO IS THIS FOR?

The BIC membership is ideal for technology-enabled companies, who have progressed beyond the ideation stage and who are preparing for investment to build their business, or want to establish a beachhead in the European market to be part of an active innovation community backed by an innovative knowledge provider. Whether you are new to our community or have already graduated from MaynoothWorks BIC, we are here to support your continued growth.

MEMBERSHIP CRITERIA

- your company has progressed beyond the ideation stage
- you are building technology or technology-enabled solutions
- you are open to potential engagement with the University
- you are excited to join our innovation community and open to outside support and advice.

If you are still working out the edges of your idea, please get in touch regardless: we have a range of other support options to help you with the first steps in your new venture.

REMOTE MEMBERSHIP FEATURES

MaynoothWorks remote membership offers flexible access to the BIC, on 3 or 6-month terms, to those at the start of their business journey, and focused on concept validation.

The membership package includes 15 hours access per week to hot-desk spaces in a professional spec office, access to meeting rooms and to light-touch **mentor support**. You will also be part of our Innovation Community which includes access to networking events and masterclasses. Finally, you will have our office support services such as mail handling and an Irish business address. Our premium services include access (at an hourly rate) to our cutting-edge Media Suite for broadcasting your digital sales and investment pitches.

APPLY via our web-form here

For more information or if you have any questions, please contact Hyehehmi at Hyehehmi.Nolan@mu.ie or Maynoothworks.bic@mu.ie

THINKCONNECT! VIRTUAL CONFERENCE SERIES

The world has changed dramatically since the onset of the COVID-19 pandemic; to survive and thrive in this new environment, companies need to evolve in response, and many are radically rethinking their product or service portfolios. Digital tools and infrastructure are key to these transformations, and are developing and multiplying at a rapid pace: to guide companies through this often-bewildering landscape, we have launched **THINKConnect!**, a virtual conference series hosted in May on the topic of **Digitalising the Future Economy**.

Digitalising the Future Economy addressed the enforced changes in living and working conditions which have transformed the digital environment, catapulting forward companies' business processes and R&D cycles by years or even decades. From remote working, to client engagement, to the way in which we socialise and access traditional services, companies have had to react very quickly to changing market conditions and consumer behaviours. While some have had the infrastructure and resources to evolve in a short time frame, many organisations have been significantly challenged.

This event acted as a trail guide to companies of all sizes seeking to innovate around their business model or offering, navigating them through the approaches and supports available. It showcased lessons learnt by companies such as **NearForm**, which has developed from its beginnings in Waterford in 2012 into a team of 150 people, offering their COVID tracker app to an



international audience. We had presentations from experts in the area of **cybersecurity, user experience (UX), and blockchain** offering perspective and analysis of industry trends, presenting opportunities for organisations to develop cyber-security as a sales strategy, the value of developing a UX roadmap before committing to technical change and utilising blockchain for your business.

Our next conference on **October 21st** will focus on the **"Digitalisation of AgriTech"**, presenting insights into digital technology-driven advances that will generate increased revenues from sustainable approaches in the agricultural sector.

If **"Digitalisation of AgriTech"** is of interest to you please **Click HERE** to add your email address for a personal invitation.

THINKCONNECT! SPEAKERS



Cian O'Maidin
Founder &
President,
NearForm



Frances Cleary
Head of Division,
Walton Institute,
WIT



Dr John Qiao
Senior Research
Fellow, Software
Research Institute,
AIT



Paul Hickey
Technical Lead,
Walton Institute,
WIT



Prof David Malone
Senior Researcher,
Hamilton Institute,
Maynooth
University



Dr James O'Sullivan
Technology
Transfer Office
Manager, WIT



Joan Mulvihill
Digitalisation Lead
for Siemens, MC

Maynooth University and our consortium partners are here to assist Irish based-based companies, to meet the demands created by a post COVID world. Addressing the challenges of Ireland's key sectors is key to our economic recovery: whether you are in ICT, Manufacturing, Food, Pharma or Services we are on hand to support you in your digitalisation journey, and to help you find the necessary funding and expertise to make the difference.

Let THINKConnect! be your guide through this emerging landscape, and help you identify the key tools and trends that will maximise business' sales and productivity.

THINKConnect! is an initiative of the Technology Transfer Office consortium of Maynooth University, Athlone Institute of Technology, Waterford Institute of Technology, and Institute of Technology Carlow, supported by Knowledge Transfer Ireland.



RESEARCHER PROFILE

Dr. Ian D. Marder

Lecturer in Criminology, Department of Law
Coordinator, Restorative Justice: Strategies for Change

Dr. Ian Marder collaborates with justice ministries, criminal justice agencies, NGOs and community groups in several countries to develop restorative justice policies and practices (RJ). RJ is a process that enables victims and offenders to communicate, either face-to-face or indirectly, if they wish to do so. The aim is to facilitate all those with a direct stake in an offence to participate actively in addressing and repairing the harm done. Research indicates that RJ can help victims recover, and offenders desist, from crime, but most countries do not have comprehensive RJ services.

In 2017/18, Ian acted as Scientific Expert to the Council of Europe, with whom he drafted Recommendation CM/Rec(2018)8 concerning restorative justice in criminal matters. Ian now coordinates Restorative Justice: Strategies for Change (RJS4C), a project involving ten European countries that are collaborating to implement the Recommendation.

One country participating in this project is Estonia, where RJS4C partners include persons from the Ministry of Justice, as well as service managers and academics. In August 2019, Ian travelled to Estonia to deliver workshops that brought together prosecutors, government officials, police, prison and probation officers and others to help develop a national RJ action plan, and to consider the particular role of RJ in prisons. Ian facilitated these workshops using principles and exercises from the fields of restorative practice and design innovation, in which he has training.

Since then, in 2020, Ian was invited to speak at a national Ministry-led conference in Estonia, and to write pieces on RJ and probation, and RJ and domestic violence, for the Estonian Social Work Journal. In 2021, he is working with the Ministry and the University of Tartu to integrate RJ into law curricula, and with the Estonian Social Insurance Board to organise and deliver training on neighbourhood mediation and other elements of RJ practice for practitioners.

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