

## Welcome to the Summer edition of **Connect+Innovate**.

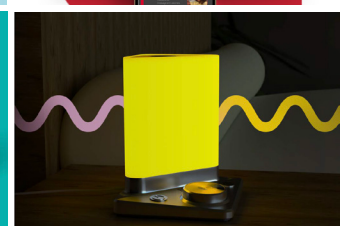
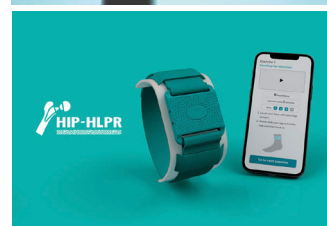
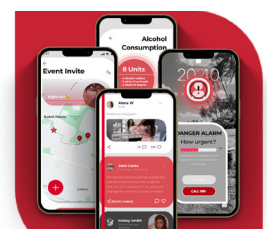
Engagement and collaboration are key factors in success. Here at MaynoothWorks we promote and create opportunities for both. In this edition we highlight how our Product Design students worked with a broad spectrum of external stakeholders to develop a range of innovative product concepts

demonstrated at their recent degree show; we outline how MaynoothWorks BIC has added an array of new programmes all aimed at improving a company's ability to better target their markets and lastly, we profile ways Maynooth University can help company's hire our graduates on placements or as new employees.

## STUDENT SUCCESS IN EMERGING ENTERPRISE EVENTS

June saw the showcase of the Department of Design Innovation's Product Design & Innovation Degree show, highlighting the innovative solutions generated by the next generation of developers to solve everyday challenges. 39 projects were developed in close consultation with user communities, patient groups, and professional practitioners to meet the needs of the public in applications ranging from wireless electric vehicle charging to mobility assistance.

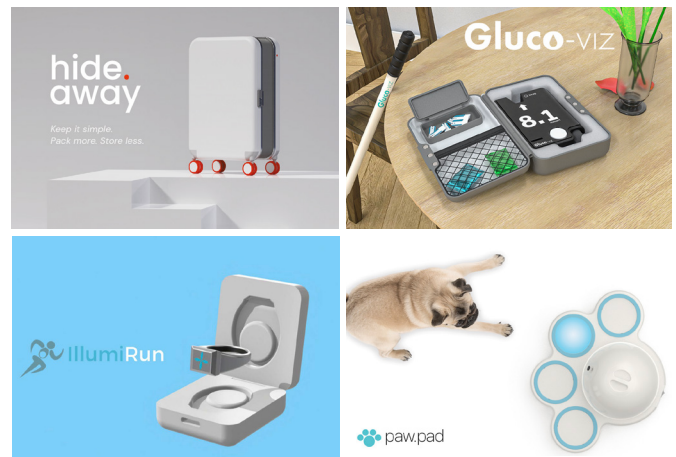
This year's graduates and their designs were met with spectacular success in national competitions. For example, Olivia Rampersaud's system for managing dysphagia in dementia patients was shortlisted for Enterprise Ireland's Student Entrepreneurship Awards and highlighted in the



Ross Moore Heslin (Plumb), Jordan Hendy (Homesafe X), Eve Hyland Martin (Hip-Hlpr), Niall Keane (Somna),

Sunday Independent; Eve Hyland Martin and Oisín Sheil were both recipients of the HSE Design on the Frontline Spark Scholarship; and Gary Kelly, who was one of gradireland's undergraduate of the Year for Innovation finalists also won Product Design Student of the Year for his lighting system designed to boost circadian rhythm and productivity. The products designed by the students showed great potential, and a shortlist of students have been selected to explore their ideas further with MaynoothWorks and our commercial skills and start-up management partners, Spin-Up Science Ltd. These graduates will be trail-blazers for the cohorts behind them, demonstrating the strength of Maynooth University's entrepreneurial culture and the depth of our skill base.

For more information about the show and a summary of the products developed, please see the page at the [Maynooth University Department of Design Innovation](#).



Hudson Souza Santos (Hideaway), Danny Tuite (Glucoviz), Lucy Smith (IllumiRun), Carl Murray (Paw.pad)



Photo: Professor Eeva Leinonen and Hyehmi Nolan

## MAYNOOTHWORKS BIC IN TRANSITION

MaynoothWorks Business Incubation Centre (BIC) provides dedicated space and support to start-up companies spinning in and out of Maynooth University and acts as a regional development promoter and knowledge centre.

The start-up/ micro business landscape is constantly changing, with new emphasis on quality rather than quantity and MaynoothWorks transitioned from an Incubation Centre to a Business Innovation Centre; with a more engaged approach to providing company supports; one that builds innovation capability better supports companies reach economic sustainability.

Current business thought leaders are calling for a more scientific approach to supporting start-ups/ micro companies and MaynoothWorks has answered this call through the development of a suite of innovation-oriented programmes. These include the following:

- **Balanced Innovation Model:** an innovation capability mapping framework, ideal for helping companies assess their capabilities, identify innovation gaps and access knowledge supports to improve capabilities.
- **Real Customer Discovery:** early-stage companies struggle to identify their real customer—the customer who owns the problem and has the authority and budget to implement change. MaynoothWorks' customer discovery training programme helps differentiate between stakeholders and decision-makers and, in turn, shapes the company's value proposition.
- **Video messaging:** is a scientific tool to validating the company's real customer, in a fast and flexible way. The programme helps founders to script nuanced messages and capture them on video for deployment on digital platforms to gauge their attractiveness.

The suite of programmes is being rolled out in the autumn to MaynoothWorks' client companies and to our partner network including the Mid-East Local Enterprise Office and ESA BIC Ireland.

Maynooth University President Professor Eeva Leinonen recently recognised MaynoothWorks' proactive response to the changing environment and presented Hyehmi Nolan with an innovation award for her role in building these programmes.





## RECRUIT MAYNOOTH UNIVERSITY STUDENTS

Maynooth University has a wealth of talent amongst its student body.

The Careers Service, Placement Office and Experiential Learning Office offer effective gateways to recruit students for graduate, placement or internship roles.

- **Looking to recruit Graduates?** The Careers Service offers a free advertising service to employers looking to advertise graduate jobs, graduate programmes, graduate internships and immediate start graduate roles.
- **Looking to recruit students for a 3, 6, 9 or 12 month period?** The Placement Office manages paid and full time accredited placements for students studying in the School of Business, Computer Science, Chemistry, Design Innovation, Electronic Engineering and Economics.
- **Looking to recruit a student for a short term project?** The Experiential Learning Office's Micro Internship programme provides a gateway to hiring students from any discipline year-round on a short-term basis, from one day a week (part-time) to a maximum of two and a half weeks (full-time during the summer months - 100 hours maximum).

### Recruit Maynooth University Talent Today!

#### Next Steps

To advertise opportunities:

1. Register on Maynooth University's Careers and Employability Portal, MU FutureConnect. [Find out more about MU FutureConnect here.](#)
2. Navigate to the relevant partition using the drop down menu in the top right hand corner:
  - Careers Connect - Advertise Graduate Jobs, Graduate Programmes, Graduate internships, Immediate start graduate jobs, Entry-level jobs, and relevant part-time jobs.
  - Future Ready Connect - Advertise Micro Internships.
3. Post your opportunity!

#### For Placement Opportunities:

E-mail [placement@mu.ie](mailto:placement@mu.ie)