



**Welcome to the latest edition of the information sharing newsletter from the Maynooth University Commercialisation Office. Our goal is to share relevant market news and activities on the commercialisation of Maynooth University research. We hope you enjoy this newsletter.**

**For more information visit: [www.maynoothuniversity.ie/commercialisation](http://www.maynoothuniversity.ie/commercialisation)**

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## **KNOWLEDGE TRANSFER UPDATE CONNECT EVENT 2016**

Our biennial CONNECT event was held in Carton House Hotel Maynooth on April 5th. CONNECT has run since 2009 and provides a networking platform for companies and entrepreneurs to establish broad collaborations with Maynooth University (MU) and our partner institutes. The programme included a line-up of speakers presenting on topics such as leveraging supports for research collaborations, accessing facilities and opportunities for consultancy and postgraduate student support.

We also hosted five knowledge transfer “partnership clinics”: research collaboration, consultancy, facilities use, postgraduate student supported projects and start-up company incubation. Each one included case studies and hands-on guidance to help our partners navigate the financial supports available nationally to optimise their benefits. The clinics were very well attended, with about 100 of the overall 130 delegates attending the clinics.

Among our guest speakers was Enda Keane, CEO and co-founder of Treemetrics, an Irish company which is now the global leader in forest management technology. Enda outlined the story of the company’s formation and growth and how it has benefitted from collaborations with universities, speaking glowingly about his work with Tim McCarthy of NCG. Forest plantations present different challenges in classifying representative species, computing volume and timber quality as well identifying crop stress and damage caused by severe weather events, drought, disease and pest infestation. Treemetrics tackle these forest mapping and monitoring challenges by using a variety of sensor and information extraction tools. The company’s collaboration with universities and the availability of supporting funding from EI, SFI and the EU has had a significant impact on the success of their business.

Knowledge Transfer from MU presents a real opportunity for business. Recent developments in national policies and associated State supported research funding represent significant opportunities for companies to leverage a broad range of supports from 3rd level institutes.

The National Intellectual Property (IP) Protocol published in 2012 outlines the rules of engagement for IP ownership and exploitation, Innovation 2020, published last year, continues the trend, outlining a clear vision for research and innovation led economic growth. Companies that engage in terms of research and development programmes can avail of significant funding supports such as those from EI, SFI and EU (Horizon 2020) and can also access additional benefits offered by incentives such as the Knowledge Development Box. As well as research collaboration, companies can avail of consultancy services across broad sectors of expertise and avail of state-of-the-art services and facilities. The growing desire of institutes to support national policy and engage with companies and to help them develop and commercialise new ideas has resulted in significant changes in the profiles and activities of Irish 3rd level institutes.

This translates as an opportunity for companies willing and able to engage with the sector. Making this as easy as possible for companies is the key to encouraging and growing such collaboration.

The bottom line is that there has never been a better time for companies to collaborate with 3rd level institutes, and they can receive substantial benefits from engaging with the national system. Such engagement has multiple forms, all coming under the banner of Knowledge Transfer, which summarises the key goal – knowledge generated by State funding should be transferred outward for social and economic benefits. Research collaboration, consultancy, use of facilities and equipment, engagement with the undergraduate and postgraduate student pool all provide opportunities for companies at varying stages of development and growth.



Enda Keane of Treemetrics and Tim McCarthy of Maynooth University



CONNECT attendees at Carton House Hotel



Partnership Clinics at CONNECT



Knowledge Transfer consortium members from MU, WIT, AIT and ITC



Comments & Questions to  
E [commercialisation@nuim.ie](mailto:commercialisation@nuim.ie)

T +3531 7086589

[www.maynoothuniversity.ie/commercialisation](http://www.maynoothuniversity.ie/commercialisation)

