



QUARTERLY NEWSLETTER Q1 2015

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: maynoothuniversity.ie/commercialisation

TRINSIGHTS SPINOUT COMPANY

MAYNOOTH UNIVERSITY UPDATE

Maynooth University recently spun out **Trinsights**, a start up company operating as organisational performance specialists in the human resources sector. Trinsights is now considered investment ready at a level of Euro 260k with appropriate exit strategies for the right investor. Trinsights will operate in a market that generates US\$250bn annually. Dr Paul Donovan, School of Business at Maynooth University and Trevor Dagg are key shareholders of Trinsights.

Trinsights addresses a key organisational problem where high quality training fails to transfer into application in the workplace. Rectifying that expensive phenomenon is what Trinsights does. The Trinsights product is called STAR, a new tool that has been two years in development in multiple client locations. STAR is a cloud based application that identifies and controls the factors that lead to effective training transfer. STAR ensures greater tangible and intangible returns from training.

Trinsights has already made exciting progress and is working with large beta partners such as a gaming company, several international banks, an airline and an international social media company. It was chosen by Enterprise Ireland as one of its selected organisations to present at the Innovation Showcase in December 2014. It has also been shortlisted for an award at the Irish Institute of Training and Development National Awards Ceremony on 6th March 2015.

Trinsights is aiming to become the gold standard in training analysis. As the service builds it will provide data on trends, allowing benchmarking, and sector analysis.

Trinsights has already nurtured significant sales channels in the UK and US and has gathered a strong team with experience and knowledge. Enterprise Ireland have indicated, through their investment of time, energy, and money to date, that this business has strong potential, scalability, offering the opportunity of long term success for everyone involved.



Photo: LtoR, Trevor Dagg and Dr Paul Donovan

www.trinsights.com

The Commercialisation Office at Maynooth University has just completed a two year Mid Term Review (MTR) as consortium lead of an Enterprise Ireland funded technology transfer alliance in partnership with Waterford Institute of Technology (WIT), Athlone Institute of Technology (AIT), and Institute of Technology Carlow (ITC). National TT consortia were reviewed by a panel of international experts and our consortium received the accolade of an A rating (achieved by 2 of the 8 national consortia, comprising 25 research performing organisations (RPO's)). Our consortium was deemed to be "robust and a consortium that shows trust, engagement, sharing and effectiveness. The sharing of MU established networks with partners is a great example of such trust. There is excellent leadership and mentoring from the lead MU".

The MTR panel recognised our success as a consortium stating that "this as an impressive consortium that truly sees itself as a team serving four institutions and working together in partnership. A strong KT strategy with effective KT operations is evident. There is also strong evidence of trust, sharing and a good working relationship between the partners". The Panel noted that metrics have been met and/or exceeded to date, and admired the attention to quality of output. Overall the Panel concluded "that this is a strong consortium and particularly applauded the shared marketing initiatives, transfer of expertise and general collegiality and trust between the partners". The panel further noted "that this consortium represents a genuine partnership delivering value for money and successfully achieves its metric targets. Maynooth University TTO was singled out for the partnership ethos within their consortium in which all members were treated equally, and their excellent leadership and mentoring".

2014 ANNUAL METRICS

MAYNOOTH UNIVERSITY UPDATE

Each year Maynooth University tracks its performance levels in terms of new spinout companies, new licence deals, new industry links etc. These metrics are reported quarterly at consortium level to Knowledge Transfer Ireland (KTI). KTI tracks the impact of these metrics on a national level and publishes an annual report highlighting key activities and the impact for the Irish economy in terms of jobs created and sustained.

<http://knowledgetransferireland.com/KTI-Reports/>

During 2014, Maynooth University created two new spinout companies, Trinsights (outlined over-leaf) and Green Energy Optimisation trading as Wave Venture, a technical consulting company spun out by Dr Ronan Costello to provide software and related services for modelling and optimisation of green energy related technology. The software licensed to Green Energy Optimisation is the latest technology to be commercialised as part of the TEOWEC project, at the Centre for Ocean Energy Research at Maynooth University, under Prof John Ringwood.

www.wave-venture.com

2014 PERFORMANCE METRICS

2 NEW SPIN-OUT COMPANIES

6 NEW LICENSE DEALS

3 NEW PATENTS FILED

14 NEW INVENTION DISCLOSURES

109 NEW INDUSTRY LINKS

