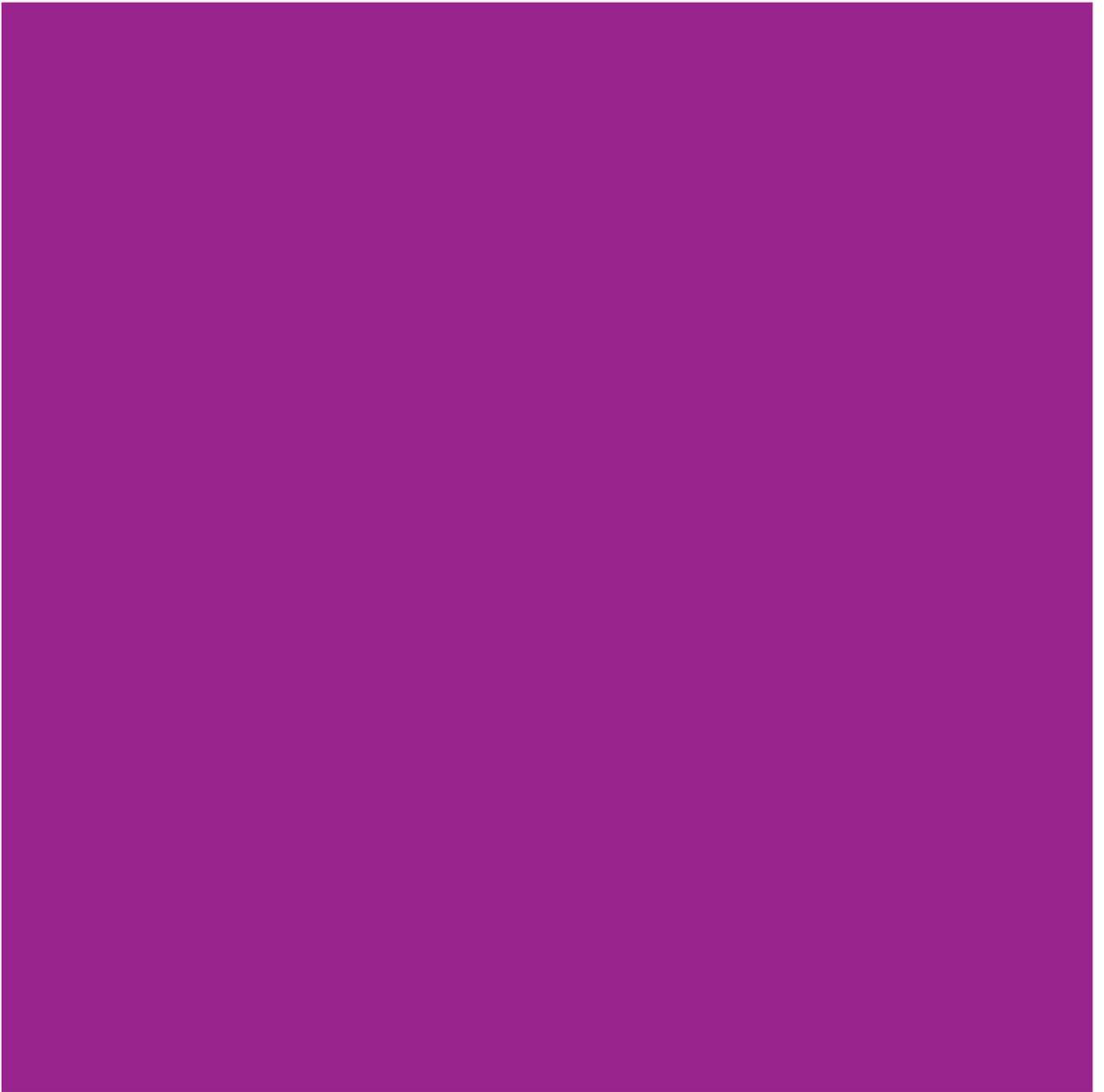




**KTI**  
Knowledge Transfer Ireland  
Where Research & Business Connect



**KTI**  
IMPACT  
AWARDS  
**2015**



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The KTI Impact Awards recognise successful commercialisation of Irish State-funded research that translates knowledge and expertise for the wider benefit of our economy and society.

The awards also acknowledge and celebrate the work carried out in Technology Transfer and Industry Liaison Offices (TT/ILOs) at State-funded research performing organisations (RPOs) and the professionals involved.

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## About the awards

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Knowledge Transfer Initiative of the Year  
Knowledge Transfer Achiever of the Year

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## Categories

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Dr. Ena Prosser, Fountain Healthcare Partners (Chair)  
Dr. Alison Campbell, Knowledge Transfer Ireland  
Laura O'Mahony, Royal Irish Academy  
Dr. David Secher, University of Cambridge

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## Judging panel

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**Knowledge Transfer Initiative of the Year award**

The Knowledge Transfer Initiative of the Year award recognises innovative and creative approaches to the business of knowledge transfer conducted in the Technology Transfer/Industry Liaison Offices (TT/ILOs) at State-funded RPOs. The category is not prescriptive, allowing TTOs and ILOs the freedom to showcase the diverse best practice that they are developing to meet their business needs.

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**Shortlist**

**The early career researcher innovation and research commercialisation module**

Commercialisation Office,  
Maynooth University

**IP management and commercialisation review programme**

Trinity Research &  
Innovation, Trinity College  
Dublin

**Novel online licensing platform**

NovaUCD

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The Commercialisation Office at Maynooth University (MU) has developed and delivered a credit-bearing programme (module), entitled “Innovation and Research Commercialisation”. This module aims to radically enhance the culture of commercialisation amongst researchers; to equip researchers with the skills to commercialise the outcome of their research; and to prepare them for interaction with industry. Initially delivered to early career researchers at MU, the programme was subsequently opened up to its TTSI2 consortium partner institute researchers in AIT, IT Carlow and WIT. The reality of early career researchers from all four institutes participating and working together has helped to embed the culture of collaboration, innovation and research commercialisation across the institutions.

The module includes lectures, workshops, business plan presentations and extensive contact time with the MU commercialisation managers. Participant feedback has been positive with many aspiring to create their own companies in the future. Others now have a stated understanding of how to position their research to be more aware of the commercial opportunities even at the early stages of research projects.

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**The early career researcher innovation and research commercialisation module**

Commercialisation Office, Maynooth University



**Maynooth University**  
National University of Ireland Maynooth

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## IP management and commercialisation review programme

Trinity Research & Innovation, Trinity College Dublin

Trinity Research & Innovation challenged itself to optimise its commercialisation strategy to maximise a return from its patent portfolio and other IP assets. As part of this, Trinity Research & Innovation considered itself to understand the appropriate patent portfolio for a university of its size. Having developed an understanding of international best practice, it undertook a programme of review that included: involving external experts with the commercialisation team to critical review the patent portfolio; a prioritisation of patent opportunities to enable focus on commercialisation; a new marketing strategy (online and networked); implementation of a CRM system for managing licensing leads.

Outcomes from the process have included lapsing a proportion of the patent portfolio; concentration and further investment in the lead opportunities within the portfolio; and a reduction in patent costs. The licensing strategy has been tailored to enable swifter licensing of lower value/early stage opportunities, thus enabling a concentration on higher potential opportunities with an increase in associated licensing and revenue. The IP management and commercialisation review programme is now embedded in Trinity Research & Innovation's business processes.



**TRINITY COLLEGE DUBLIN**  
COLÁISTE NA TRÍÓNÓIDE, BAILE ÁTHA CLIATH

THE  
UNIVERSITY  
OF DUBLIN

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NovaUCD has created an online licensing platform ([www.ucd.ie/innovation](http://www.ucd.ie/innovation)) for research tools which includes a simple non-negotiable one-page licence agreement and an online payments system. Research tools offered include reagents and software. Driven by a combination of market opportunity and process improvement, the development of the licensing platform ensures that a range of products that have commercial utility are made widely and easily available which would otherwise be lying dormant or given away by the researchers. Where the TTO could not justify spending significant time negotiating bespoke licences for low value products on a case-by-case basis, they can now be licensed on a non-exclusive basis to multiple users for a relatively small one-time payment in a seamless manner.

The platform is scalable and has been expanded during its development so that academic parties can also seek non-commercial licences to certain technologies. It also enables users to make enquiries from the TTO in relation to other UCD technologies which require more bespoke licensing negotiations such as patented inventions. The functioning licensing platform is now available for use by other TTOs under licence from the third party developer, Aficionado Technologies.

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### **Novel online licensing platform**

NovaUCD



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**Knowledge Transfer  
Achiever of the Year  
award**

The Knowledge Transfer Achiever of the Year award recognises the individual at a Technology Transfer/ Industry Liaison Office (TT/ILO) in an Irish State-funded RPO who has gone the extra mile to deliver on a case, project or business area within the last year.

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**Shortlist**

**Peter Conlon**

Commercialisation  
Executive  
Commercialisation Office,  
Maynooth University

**Dr. Graham McMullin RTTP**

Technology Transfer  
Case Manager (Physical  
Sciences)  
Trinity Research &  
Innovation, Trinity College  
Dublin

**Emma O'Neill RTTP**

Director of Business  
Development (Life  
Sciences)  
Invent DCU

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Peter joined the Maynooth University (MU) team in 2013 as a Commercialisation Executive focusing on the broad areas of information and communications technologies and engineering. In addition to his commercial role at MU, Peter has responsibility to support IT Carlow as part of the Maynooth technology transfer consortium. Working closely with Brian Ogilvie at IT Carlow, Peter developed a plan to draw out commercial project opportunities from the staff base that includes management, support and lecturing staff. Taking a structured approach, Peter managed a system of engagement across this wide

range of staff. Having mined for new opportunities, he has gone on to provide project scoping and development support to assist in securing commercialisation funding. Through this proactive partnership approach, IT Carlow now has a number of Enterprise Ireland funded projects underway. In addition, Peter works closely with the Enterprise Ireland commercialisation specialist to advise on IP management of those projects.

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**Peter Conlon**

Commercialisation  
Executive

Commercialisation  
Office, Maynooth  
University



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**Dr. Graham McMullin**  
**RTTP**

Technology Transfer  
Case Manager (Physical  
Sciences)

Trinity Research &  
Innovation, Trinity  
College Dublin



Graham joined TCD in 2008 to work in the technology transfer team. In the past year he has delivered on a complex commercialisation strategy which has resulted in maximising the return from commercialisation of platform intellectual property. The IP was developed before and during a collaborative project and although this project was 100% industry-funded, the company was persuaded to let the IP ownership remain with the university with preferred rights to exploitation confined to a narrow field of use.

The outcomes to date comprise four licences which include elements such as significant upfront fees and a defined pathway to high value royalty revenues, coupled with further collaborative contracts and the option to license the IP to new

partners, and to utilise it to underpin further industry-funded research. This was an extremely challenging strategy to implement to enable all companies involved to obtain the required freedom to operate, while allowing them have a commercial advantage and on terms which were attractive to the university. Graham managed all aspects from the IP structure of the research contract, to the patent protection, the IP commercialisation and the full circle of new research contract engagement and funding.

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Emma joined Dublin City University in 2006 as the Intellectual Property Manager for the Biomedical Diagnostics Institute and since 2013 she has been responsible for developing the life sciences business at Invent DCU. During the qualifying period for this award, Emma has played a key role in the formulation, professional management and execution of a specific neuropharmaceutical therapeutics funding and commercialisation strategy. Part of realising the ambitions in this field involve DCU having a Good Manufacturing Practice facility available on site. Emma was responsible for securing a financially attractive consultancy and contract research agreement with a major pharmaceutical company client for this facility which has contributed significantly to the viability of the facility. This commercial breakthrough with an international

pharmaceutical manufacturer – not previously a DCU client – enabled the development of a new relationship that has already been of considerable benefit both to DCU and the company. Emma ably steered the dialogue with the client, involving many review meetings on IP, commercial agreements and project management. In parallel, Emma has managed many aspects of the neuropharmaceutical project including IP tactics and management, and clinical and commercial case development leading to the grant of a substantial Enterprise Ireland Commercialisation Fund award. This has involved managing often complex internal and external relationships with sensitivity and great professionalism.

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**Emma O’Neill**  
**RTTP**

Director of Business Development (Life Sciences)

Invent DCU



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