

Cork County and City Enterprise Boards

CIT Prize for Innovation

Sponsored by Cork County and City Enterprise Boards
Showcase and Awards Ceremony 2012 Programme

Friday 9th March, 2012 (Awards Ceremony)

Nexus Hall, The CIT Student Centre
Cork Institute of Technology

**Incorporating the Regional Finals of the Cork Schools
Enterprise Programme for South Cork and Cork City
And
Innovation Week**

INNOVATION

Programme

Thursday 8th March 2012

Interviews (participants only)

Friday 9th March 2012

- 11.30am** Registration of Guests and Media
Review CIT Prize for Innovation Showcase Exhibition
incorporating the Cork Schools Enterprise Programme
- 12.15pm** Welcome by Michael Delaney, Vice President for Development, CIT
- 12.30pm** Bill Liao, Keynote Speaker
- 1.00pm** Announcement of Prize Winners
- 1.30pm** Light Lunch
Banqueting Hall, Department of Tourism & Hospitality Studies, CIT
- 2.30pm** Close



About the CIT Prize for Innovation

The CIT Prize for Innovation is a competition that awards cash prizes to those whose inventions and business ideas are judged most creative, novel, innovative, and likely to succeed in the marketplace.

The competition is open to all departments within the Institute. Students can use a project that forms part of their coursework for the year as their entry to the competition. Students may participate if they are registered at CIT during the 2011-2012 academic year.

Prize Fund – 10K

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| ● | 1st Prize and coveted title of CIT Entrepreneur(s) of the Year | €4,000 |
| ● | Most Innovative Entry | €2,000 |
| ● | Post Graduate/Part-time Award | €1,000 |
| ● | Best Business Plan and Presentation Pitch | €1,000 |
| ● | Best Exhibition Stand on Innovation Day | €1,000 |
| ● | Social Entrepreneurship Award | €1,000 |

CIT Entrepreneurs of the Year...



2011 PMD Solutions

PMD Solutions is a Patient Friendly Respiratory Rate Monitor.



2010 Hydrostack

Hydrostack is a heat exchanger for chimney flues.



2009 Rigi Jig

A tool that speeds up engine repair by allowing mechanics to access parts of a car's engine that are normally difficult to reach without removing the engine.



2008 Aqua Eye

A swimming aid for the visually impaired, designed to alert swimmers on pool end-wall approach.



2007 Apri-Cot

An apparatus which acts as a sleeping aid for infants.



2006 Fingerfit

A neoprene glove with an inbuilt metal support made of aluminium.

CIT – Enterprise Development and Student Entrepreneurship Activities

CIT plays an important role in terms of economic development regionally and nationally. Promoting innovation and entrepreneurship is evident throughout the Institute. In addition to the high-level of support for entrepreneurs which includes the Enterprise Start, Genesis, Discovery and PINC Programmes, CIT also has its on-campus incubator, the Rubicon Centre. The Rubicon Centre is the most successful incubation centre in the country. Recently extended it now accommodates 57 companies who employ 220 people.

The CIT Prize for Innovation is a very important initiative among a number of other student entrepreneurship activities in CIT.

Supported by the Cork City and County Enterprise Boards (CEBS), CIT has two student interns who promote entrepreneurship amongst the CIT student population. The interns run innovation type competitions for the students, they provide a vital link between the Rubicon Centre and the student population and they are the initial point of contact for students who have a business idea or concept. The interns also run competitions for the second level students during the year.

Another student entrepreneurship initiative is the Summer Intern Programme whereby a number of student projects are developed by student teams in the Rubicon Centre over the summer months. The students receive a package of supports including training, mentoring, office facilities and seed funding. By the end of the summer the concept or idea has an investor ready business plan completed and the product ready to launch.



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In addition to the CIT Prize for Innovation Awards there are a number of events throughout the year to inspire entrepreneurial spirit on campus. The 'Fugitive' Competition run by the (entrepreneurial) Ideahub Society encourages students to learn about the entrepreneurial ecosystem on campus in a fun and engaging way. Lucky winners who do their research and find the fugitive receive a cash prize.



During the CIT Open Day, November 2011, CIT ran a "Bright Ideas" competition for second level students to get them to start thinking about new products/businesses.



Fugitive winners (L - R): Aislainn Maye, Siobhán Meehan, Fugitive; Myles Murray, and Martina Lawless.



Contenders



Go Fog Off

Biomedical Engineering
Mechanical Engineering
Business
Accounting



ScrumTech

Mechanical Engineering
Biomedical Engineering



Cool Counter

Business
Mechanical Engineering
Biomedical Engineering



Road Network Solutions

Biomedical Engineering
Mechanical Engineering
Business



Grip to Stick

Biomedical Engineering
Mechanical Engineering
Business
Accounting



MSI-Muscle Strain Indicator

Biomedical Engineering
Mechanical Engineering
Business
Accounting



INNOVATION

Contenders



Safety 4B Solutions
Mechanical Engineering
Biomedical Engineering
Business



Quick Tyre Fix
Mechanical Engineering
Biomedical Engineering
Accounting



Pyra Aid
Biomedical Engineering
Mechanical Engineering
Accounting



Recipe Right
Multimedia



Cistín
Multimedia



LSL-Mi Bus
Multimedia



Injury App
Entrepreneurship & Business
Springboard



Sugar Diary
Electronic
Engineering

Contenders



Safety While Driving
Electronic Engineering



Jobboards.ie
Multimedia



AdLift Advertising
Multimedia



Smart Sense
Multimedia



Sense Saying Hello
Business Administration
Visual Communications



Agri App Way
Business Information Systems
Agriculture



Lvl-Up
Multimedia



INNOVATION



Keynote Address Bill Liao, Serial Entrepreneur, Philanthropist and Co-Founder of the Coder Dojo Movement

Diplomat, investor, entrepreneur, business mentor, speaker, philanthropist and author, Bill Liao co-founded the business social network service XING and is a venture partner at SOS Ventures, a global venture capital firm and investment management firm. Bill is a special diplomatic envoy for St Kitts and Nevis for sustainable development and the environment. He is also the founder of WeForest.org, an international not-for-profit organisation combating global warming in the most natural way possible by sustainably and holistically reforesting previously degraded land - the organisation is approaching planting its millionth tree. Along with James Whelton, Bill is also the Co-Founder of the Coder Dojo movement to assist young people to learn how to programme.

Bill is dedicated to the vision that business and enterprise, both commercial and social, conducted fairly and with respect for the environment, can and will create a better environment for work, life and the world that we all share. This vision is captured in his book: *Stone Soup; a Secret Recipe for Making Something from Nothing*.

Additionally, Bill is a regular speaker at conferences and seminars speaking on social media and networking, entrepreneurship, how to make something from nothing, global warming and sustainability and development. Events he has spoken at include TED at Long Beach, California; The Globe Forum in Stockholm, Sweden; The London School of Economics; and many others.

CIT Prize for Innovation Adjudication Panel



Kieran Moynihan
Entrepreneur in
Residence, CIT

Kieran is a dynamic experienced entrepreneur and executive with an outstanding track record over his 20 year career in technology businesses. Kieran co-founded Comnitel, a telecoms software company in 1999 and led the company as CEO from initial start-up through a \$30 million series of fundraising with leading international venture capitalists. Over the period 2003 – 2007, Kieran performed the role of Chief Technology Officer for Vallent (a combination of 3 telecoms software companies; Comnitel, Metrica, and WatchMark) driving the company's product and go-to-market strategy leading to the acquisition of Vallent (450 staff) by IBM in February 2007. Kieran took on the role of Vice President and CTO for Telecoms for the IBM Tivoli division and has also been a key strategist and visionary for IBM's overall telecoms business worldwide. Kieran has extensive M&A experience both on the acquirer and acquired side.

Kieran is now focused on providing strategic consultancy and fund-raising support to both early-stage and mid-size companies. Kieran has a particular focus on CEO coaching and actively contributes at a national level to the development of entrepreneurship in Ireland.



Joseph Kelleher
WMJ Kelleher
& Associates

Joe is a mentor with South Cork Enterprise Board. He is also the Principal of WMJ Kelleher & Associates (a Registered Practice of the Institute of Management Consultants & Advisors of Ireland (IMCA). The practice was established in 1995. All assignments undertaken by the practice are completed in accordance with the Institute's Code of Professional Conduct. Joe is a Certified Management Consultant. He holds an MBA Degree, and a Degree in Civil Law (BCL) from UCC. He is a member of the MBA Association of Ireland.

Joe specialises in assisting organisations and individuals to achieve their business goals and objectives by focusing on what is required to improve the financial performance of the business. In the course of any assignment Joe seeks to develop specific solutions to cater for the individual needs of the client organisations.

Joe has actively contributed to management development, and supplier development programmes since 1996 for institutions such as the IMI, the Open University Business School, UCC and CIT. He also provides participants of CIT's Enterprise START with assistance in relation to financial modelling.



INNOVATION



**Veronica Perdisatt,
Co-Founder and Director
of CUBE Business Consulting**

Veronica is a successful business woman with over 30 years experience at Senior and Executive Management level across a range of industries and sectors both in indigenous and multinational companies.

Veronica's initial experience was in Material Planning for a variety of organisations. She joined EMC Ireland in 1988 and rose to the level of Vice President of Manufacturing Operations in Cork in 1996 with responsibility for revenue, budgets, capacity, and product build.

She later became General Manager of the entire Cork operation, with overall responsibility for the 15 functional departments based there. During her time at EMC Ireland, Veronica was instrumental in ensuring that the organisation made a valuable contribution to the local community.

Veronica has served on two State Boards and a Government Taskforce. She is currently serving as a member on a number of advisory boards, including the Department of Economics at University College Cork, the Entrepreneur Centre at Waterford Institute of Technology, and the NIMBUS Technology Centre at Cork Institute of Technology. Veronica is also involved with Enterprise Ireland and the IRD Duhallow mentor programme.



**Richard O'Connor,
General Manager, Cruickshank
Intellectual Property Attorneys**

Richard is a Partner at Cruickshank and plays an important role in client liaison. He is an Irish and Community Trademark Attorney.

Educated at St Conleth's College, the National College of Ireland & Dublin Institute of Technology, Richard holds a BA in Accountancy and Human Resource Management and an MSc in Innovation & Technology. He has worked in a number of industries since completing his education, including marine, manufacturing and tourism, which has given him an insight into the workings and needs of various areas of production and service provision. Before joining Cruickshank in 2003, Richard spent eight years working in the business-to-business services area for the Irish operations of UK Plcs including Reed and Hays. Responsible for the commercial activities of the practice, Richard uses his wealth of practical experience to advise all clients, from individuals to multinationals, how to best protect, utilise and profit from their IPR. Additionally Richard is heavily involved with the valuation of Intellectual Property assets.

Richard is an Irish and Community Trademark Attorney and a member of the Licensing Executives Society (LES). In the past year he has presented several lectures on the Commercial Implications of Intellectual Property in Ireland for organisations such as the Irish Small and Medium Enterprises Association (ISME) the Cork and Dublin Institutes of Technology (CIT & DIT), The Michael Smurfit School (UCD) and The Marine Institute. He also provides consultancy for some of the regional BICs including Carlow, Leitrim, Letterkenny, and Sligo. He is formally the Chair of the American Chamber of Commerce IP committee. In his leisure time, Richard is very involved in competitive sailing and enjoys playing snooker. He is also a keen supporter of Leinster and Irish rugby and a very poor golfer.

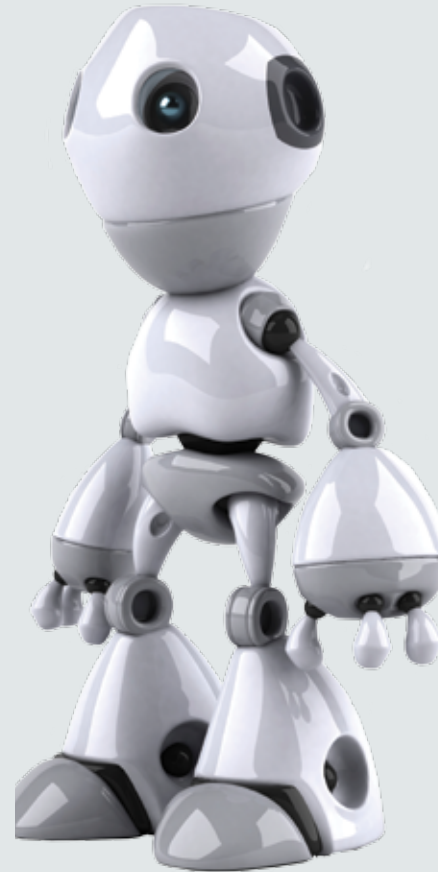


Paul Healy
Rubicon Centre
Manager, CIT

Paul Healy BBS MBE is the Centre Manager of Ireland's largest Incubation Centre based in CIT's Bishopstown Campus, The Rubicon Centre (www.rubiconcentre.ie) which provides supports to 57 companies who employ 220 in a wide range of range of sectors. Paul has worked in the Enterprise Support and Development Function since 1992, and specialises in the Development of Incubation Facilities, both public funded and private. He has worked with numerous start-up companies specialising in helping Entrepreneurs and their teams develop their ideas from concept to profit.

Paul specialises in helping clients access funding and resources such access to R&D (College) and Teams to develop their projects. He has developed many projects, particularly working with Entrepreneurs who have worked in the Multinational Sector prior to start-up. In April 2001, he co-founded a private incubation facility, which helped him bring this knowledge to the third level sector.

Following graduation, Paul worked until 1992 in the Electronics and Multinational Sector in Supply Chain Roles, and in particular Developing Local Suppliers to supply Inward Investment. Paul is keenly interested in developing both companies, and infrastructure to support these emerging entrepreneurs.



INNOVATION

Cork Schools Enterprise Programme

The Cork Schools Enterprise Programme is an initiative of the Cork County and City Enterprise Boards (CEBS). The Programme aims to encourage a spirit of entrepreneurship and innovation in second level schools throughout Cork. 2012 marks the 10th anniversary of the Cork Schools Enterprise Programme.

Student Enterprise Competition

The flagship initiative of the Programme is the 'Student Enterprise' competition. This initiative offers second level students in Cork the opportunity to set up and run their own business while still at school. Students participating on the programme take a business from the idea stage right through to completion, experiencing all the ups and downs of entrepreneurship.

The Programme runs from September to April each year. In March, participating students compete against each other at the Regional Finals of the Schools Programme, where one team is selected from each Cork Enterprise Board area to represent their respective Board at the National Student Enterprise Awards competition.

Through taking part in the Programme, students get to experience all the realities and challenges involved in setting up and running a business. It offers them an invaluable opportunity to:

- Build an entrepreneurial mindset
- Learn valuable lessons from the experience of working in a team
- Apply learning in a practical way
- Explore possible career paths for the future

The experience of running a business also brings many other benefits including enhancing creativity, improving communication skills and providing a practical context for business studies topics.

The promotion of entrepreneurship as a career choice is a vital element of the work of County and City Enterprise Boards and the Cork Schools Enterprise Programme contributes to this by promoting enterprise awareness and an enterprise culture. The Programme is part of the National Student Enterprise Awards, which was introduced in the 2002/03 academic year and has proven to be a great success with high profile National Finals held in Croke Park in April.

Other Enterprise Activities in Schools in Cork

The Cork Schools Enterprise Programme also features a range of other student enterprise activities including:

- Dragons' Den Style Competition
- Applied Business Question Competition
- In-school talks to students by local entrepreneurs and staff of the Enterprise Boards

For more information on the Cork Schools Enterprise Programme please visit www.studententerprise.ie

Cork Schools Enterprise Programme Regional Finalists South Cork and Cork City Areas

School	Company Name
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Midleton College	Mad Card Scrúdú Béil Edu-Key
Ballincollig Community School	Computer Tutor
Regina Mundi College	Ace of Space
Scoil Mhuire Gan Smál, Blarney	X-Sellerate' Tag Hoodies
St. Colman's College, Midleton	BinCeption
Glanmire Community College	Rock N Socks In Da Hood Cozy N' Shnazy
Coláiste Stiofáin Naofa	Atlas My Idea
Bishopstown Community School	BCS Calendars
St. Vincent's School	Retrospekt



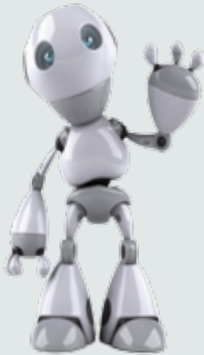
INNOVATION

Cork Schools Enterprise Programme Adjudication Panel

Rose Coughlan Branch Manager, Bank of Ireland, CIT



Rose Coughlan, LIB, QFA, is Branch Manager with Bank of Ireland, based on campus in CIT, Cork. In her capacity as Branch Manager, Rose is also a Business Adviser and has years of experience in all aspects of retail branch banking and Global Markets. Rose has been involved with the Cork Schools Enterprise Programme for many years and brings a great deal of experience with her to the judging panel.



Pat Lynch Compliance & Risks



Pat Lynch is a Cork based Entrepreneur and business owner. Pat founded award winning Microtech Cleanroom Services in 1998 which he sold to National Linen in 2001. He previously worked as Finance Director and Controller for the Irish operations of US multinationals Seagate Technology, Western Digital and Summit Technology. He is currently Director of Compliance & Risks and Omnivend. Pat was the initial investor in Compliance & Risks. He also holds the roles of CEO of Cork based You Get it Back Ltd and Founder and CEO of Stock Market Training Ltd.

Pat Humphreys
Pat Humphreys Management Services Ltd.
(PHMS)



Pat Humphreys is Managing Director of Cork based company PHMS Ltd. Pat established the company in 2007 to provide general and operational management services to the Owner Manager and SME sectors.

PHMS Ltd. provides the following services to customers:

- Lean management programmes
- Operations/supply chain management
- Conflict resolution: management and staff restructuring challenges
- Manufacturing, production and achieving 100% on time delivery to customers
- Training programmes, for example, Personal Effectiveness, Project Management, Budgeting and Forecasting and Lean/Kaizen projects

Audrey Burke-McCarthy
MotivAction



Audrey Burke-McCarthy established MotivAction in 2004. Her office is located in Euro Business Park, Little Island, however, she spends most of her time working in her clients' organisations, helping them to plan for, and achieve success in their businesses. Just as successful athletes have coaches to help them excel on the field and track, MotivAction helps individuals to be more successful in their organisations through executive coaching and training. After working with Audrey, clients are more productive, profitable and positively motivated for their organisations.

MotivAction's client portfolio includes multinationals, state and semi state agencies, SMEs, professional services, call centres, not for profits, family owned businesses, clients from the retail sector, sole traders and clients from the Arts.



INNOVATION

Cork County and City Enterprise Boards

The Cork County and City Enterprise Boards (CEBs) were established by the Minister for Enterprise, Trade and Employment in 1993. Thirty-five enterprise boards nationwide were set up as part of a government initiative to encourage entrepreneurship at local level. The CEBs are co-funded by the Irish Government and the European Union through the European Regional Development Fund.

Our Role

Cork has a strong and successful small business sector. At the CEBs our goal is to foster economic development by ensuring the continued growth and success of micro enterprises in the region.

The Boards are the first port of call for anyone wishing to start or expand a business in Cork. We work closely with companies at every stage of development, from the initial idea stage right through to growth and expansion.

It is the mission of the CEBs to generate jobs by encouraging and supporting entrepreneurial activity in the Cork County & City Region. We do this by helping viable small enterprises primarily in the manufacturing and internationally traded service sectors to set up and expand through our various support programmes.

We provide

- Business advice and guidance for micro-businesses in the region
- Training & Mentoring supports
- Business Development Initiatives
- Financial Assistance to qualifying businesses
- International Networking opportunities
- Events & Networks

Contact:

Cork City Enterprise Board

Tel: 021 4961828 Email: info@corkceb.ie www.corkceb.ie

West Cork Enterprise Board

Tel: 023 8834700 Email: enterprise@wceb.ie www.wceb.ie

South Cork Enterprise Board

Tel: 021 4975281 Email: enterprise@sceb.ie www.sceb.ie

North Cork Enterprise Board

Tel: 022 43235 Email: enterprise@nceb.ie www.nceb.ie

CIT acknowledges the contributions of all those who have ensured the success of the Cork County and City Enterprise Boards CIT Prize for Innovation.

Particular thanks to our sponsors who supported the event:
Cork County and City Enterprise Boards

Entrepreneurship Training held by:

Kieran Moynihan, CIT Entrepreneur in Residence

CIT Prize for Innovation Adjudication Panel:

Richard O'Connor, General Manager, Cruickshank Intellectual Property Attorneys;
Joseph Kelleher, WMJ Kelleher & Associates;
Paul Healy, Rubicon Centre Manager, CIT;
Kieran Moynihan, CIT Entrepreneur in Residence,
Veronica Perdisatt, Co-founder and Director of CUBE Business Consulting.

Cork Schools Enterprise Programme Adjudication Panel:

Rose Coughlan, Manager, Bank of Ireland, CIT;
Pat Lynch, Compliance and Risks;
Pat Humphreys, Pat Humphreys Management Services Ltd;
Audrey Burke-McCarthy, MotivAction.

Thank you to the lecturers and teachers involved in promoting the competition amongst their students and encouraging them to collaborate with other departments.

Additional thanks for the support received from members of the Institute community, especially the Industrial Liaison Office, the CIT Alumni Association, and the Rubicon Centre who support and promote entrepreneurship and innovation at CIT.



Innovation Week 2012

Date / Time	Event	Location	Event Type	Target Audience & Booking
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Monday: 5th March 2012

9.00am - 2.00pm	Launch of Innovation Week with a Mascot Naming Competition	CIT Campus	Promotion/ Competition	Open Event and no booking required For entry, go to www.cit.ie/innovation
5.00pm	The Genesis Showcase and Awards	Nexus Hall, The Student Centre, CIT	Showcase	Open Event Local business & Industry Community

Tuesday: 6th March 2012

9.00am - 5.00pm	"One-to-One Mentoring Sessions"	Rubicon Centre Seminar Room, Rubicon Centre, CIT	Mentoring sessions	Booking Required on www.corkceb.ie
3.00pm - 5.00pm	Post Graduate Research Poster Competition	Nexus Hall, The Student Centre, CIT	Showcase	Open Event

Wednesday: 7th March 2012

9.30am - 11.00am	How to Develop an Artistic Project and using Culture as a Strategic Tool	Room 217 (Doolan Room), CIT Cork School of Music, Union Quay, Cork	Lecture by Andreas Sonning, Associate Professor, The Norwegian Academy of Music	Open Event
10.00am - 1.00pm	Social Media Matters – How Irish Business is Using Social Media	The NIMBUS Research Centre Seminar Room, CIT	Case Study Session	Open Event
12.00pm - 1.00pm	Social Entrepreneur Lecture	IT3, CIT	Lecture by John Healy of KindCitizen	Open Event
1.00pm - 2.30pm	How to Develop an Artistic Project and using Culture as a Strategic Tool	CIT Crawford College of Art and Design (downstairs lecture theatre), Sharman Crawford Street, Cork	Lecture by Andreas Sonning, Associate Professor, The Norwegian Academy of Music	Open Event
2.30pm - 3.30pm	Social Entrepreneur Lecture	CIT Crawford College of Art and Design (downstairs lecture theatre), Sharman Crawford Street, Cork	Lecture by John Healy of KindCitizen	Open Event
2.00pm - 5.00pm	Digital Futures – Innovations in Storytelling followed by a Networking Session	The NIMBUS Research Centre Seminar Room, CIT	Seminar	Open Event
5.30pm - 8.30pm	Applied Research Centres Showcase	The NIMBUS Research Centre, CIT	Showcase	Closed Event for Cork Chamber members
6.00pm - 8.00pm	Cork Chamber Business After Hours in association with the Rubicon Centre	Rubicon Centre, CIT Campus	Business Focused Networking	Closed Event for Cork Chamber members

Thursday: 8th March 2012

12.00pm - 2.00pm	The APP-rentice Showcase	Main Foyer, CIT	Showcase of entries	Open Event for CIT students. Apply online at www.cit.ie/apprentice
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Friday: 9th March 2012

9.30am - 1.30pm	Cork County and City Enterprise Boards CIT Prize For Innovation and Cork Schools' Enterprise Programme Awards Ceremony with Keynote Address from Bill Liao Co-founder of the Coder Dojo Movement	Nexus Hall, The Student Centre, CIT	Exhibition	Open Event and no booking required
Rocket Workshops every half hour from 3.30pm - 5.30pm	Build and launch your own Rocket into the Solar System	CIT Blackrock Castle Observatory, Castle Road, Blackrock	Suitable for children 6 upwards and prizes given for the best Rockets	"Primary School - no booking required"

Name the Robot to be in with a Chance of Winning an iPad 2

WE ARE LOOKING FOR ENTRIES TO OUR
"NAME THE ROBOT" COMPETITION.

To be in with a chance to win, simply go to www.cit.ie/innovation and follow the link, or if you have one of those fancy phone scanners just scan the QR code below.

The winner will be presented with an iPad 2 by Bill Liao, Co-founder of the Coder Dojo Movement on Innovation Day, Friday 9th March at 12.30pm.



What's
my name?



www.cit.ie/innovation



County & City Enterprise Boards are funded by the Irish Government and EU Structural funds under the National Development Plan 2007 – 2013.

