

# CIT Prize for Innovation

Sponsored by  
Cork County and City Enterprise Boards

**Showcase & Awards Ceremony 2010**

## Programme

**Friday 19th March, 2010**  
(Awards Ceremony)

Nexus  
CIT Student Centre  
Cork Institute of Technology

Incorporating the  
Regional Finals of the  
Cork Schools Enterprise  
Programme for South  
Cork and Cork City



# programme

Thursday 18th March 2010

1

Interviews - with participants only

Friday 19th March 2010

2

11.30 am

Registration of Guests & Media

Review CIT Prize for Innovation Showcase Exhibition  
incorporating the Cork Schools Enterprise Programme

12.30 pm

Welcome by Michael Delaney, Vice President for  
Development, CIT

12.35 pm

Address by Dr. Brendan J. Murphy, President, CIT

12.45 pm

Keynote address by Conor Buckley, Cork Person of the Year 2009 Award Recipient  
CEO Longship and Chairman West Cork Tourism Co-operative /Fastnet Line

01.00 pm

Announcement of Prize Winners  
Presentation of Prizes by Sponsor

01.30 pm

Light Lunch

Banqueting Hall, Department of Tourism & Hospitality  
Studies, CIT

02.30 pm

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 2009-2010 academic year.

# 2010



## 2009 Rigi Jig

A tool that speeds up engine repair by allowing mechanics to access parts of a car's engine that is normally hard 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.



## 2005 Podusa Ltd

A medical device to detect a gastrostomy tube in a percutaneous endoscopic gastrostomy (PEG – a medical procedure)

Previous Prize Winners





Institiúid Teicneolaíochta Chorcaí  
Cork Institute of Technology

**About CIT** - plays an important role in terms of economic development regionally and nationally. Promoting innovation and entrepreneurship is evident throughout the campus. In addition to the high-level of support for entrepreneurs which includes the Enterprise Start and Genesis programmes, CIT's on campus incubator, the Rubicon Centre is the most successful in the country and is currently being extended. The CIT Prize for Innovation is a very important initiative among a number of other relevant innovation activities in CIT.

CIT is a partner on the Dundalk IT (DKIT) led project entitled "Accelerating Campus Entrepreneurship" (ACE). This project is funded by the Higher Education Authority under the Strategic Innovation Fund. The projects aims to embed entrepreneurship education within science and technology disciplines throughout the partner colleges. A number of initiatives are funded under this project. One initiative to increase student entrepreneurship is the provision of funds to maintain a physical presence, in terms of a student intern, to promote entrepreneurial activities among the student population. This initiative in the ACE project is supported by the Cork County and City Enterprise Boards.

CIT provides practical training for researchers every year in order to promote innovation and commercialisation of research. CIT has committed resources so that new technologies and innovations are transferred/commercialised to ensure Ireland Inc. reaps the rewards from the significant investment in Research and Development in the Institute (€15m in 2009). In addition to the Prize for Innovation CIT also runs the Paperclip Challenge for all students. The paperclip challenge encourages students to "trade-up" their paperclip over a week and the winners are those that get the most value from their trades.

During the CIT Open Day in October 2009 CIT ran a "Bright Ideas" competition for the second level students to get them to start thinking about new products/ businesses. This years winner won a Dell Netbook for his idea "self-inflating balloons".

# P4 Prize Fund 2010

**1st Prize** and coveted title of CIT Entrepreneur(s) of the Year 2010

€4,000

**Most Technically Innovative**

€2,000

**Best Business Plan**

€1,000

**Best Presentation Pitch**

€1,000

**Post graduate Award**

€1,000

**Best Exhibition Stand on Innovation Day**

€1,000



## Tiptop

Mechanical Engineering



## Rain-Gain

Biomedical Engineering/  
Mechanical Engineering



## DiallyWaste

Biomedical Engineering/  
Mechanical Engineering

...the contenders



## Ez Bar

Biomedical Engineering/  
Mechanical Engineering



## Bear Grab

Mechanical Engineering



## Text2Protect

Electronic Engineering/  
Business Studies



## MMoDL

Computing/Business Studies



## Kipp-Grip

Biomedical Engineering/  
Mechanical Engineering



## Clean-O-Matic

Biomedical Engineering/  
Mechanical Engineering



## Móbilis

Mechanical Engineering



## Mobalift

Mechanical Engineering



## Hydrostack

Mechanical Engineering



## Keep Me Close USB

Electronic Engineering/  
Business Studies



## Culvision

Mechanical Engineering



# Keynote Address



**Conor Buckley**  
CEO Longship  
Chairman West Cork Tourism  
Co-operative /Fastnet Line

**Conor Buckley is a serial entrepreneur with a passion for energy management. He initially trained as a Food Scientist at UCC.** After completing his MBA in Marketing in Philadelphia, he then worked for the food industry in the greater Philadelphia region. Eventually he was production manager for Wawa Dairies, the biggest liquid milk producer in the region.

Conor returned to Ireland in 1998 and co-founded myguideTravel along with two friends. Today myguideTravel brings almost 10,000 tourists to Ireland and Britain each year through it's websites such as [www.myguideIreland.com](http://www.myguideIreland.com) and [www.myguideBritain.com](http://www.myguideBritain.com)

In 2005, Conor co-founded Slacht with his brother Kevin Buckley. Slacht provide advanced IP based telephony solutions to companies that have need for conferencing solutions at lower costs than incumbents can provide. In 2009, Slacht signed a number of deals that saw them licence their technology to key multinationals.

In 2008, Conor co-founded Longship with his long-time friend Bill Klaus whom he had worked and studied with in Philadelphia during the 1990's. Longship provide an outsourced energy management process to large companies who are unhappy with their current energy efficiencies. They currently partner with companies based in Ireland, USA and Poland. This year Longship projects will help save their partners over €1 million and will lead to a reduction of almost 1,000 tonnes of CO2. As well as their main corporate website at [www.longshipe.com](http://www.longshipe.com) the Longship team maintain [www.longshipe.net](http://www.longshipe.net) as a community resource for those interested in all aspects of energy management and energy efficiency.

Conor is well know for his non-profit work in West Cork. He is the founder and Chairman of the newly formed West Cork Tourism Co-operative and he was recently honoured as "Cork Person of the Year 2009" in recognition of his efforts to restore the ferry link between Cork and Swansea. Trading under the Fastnet Line brand a wholly owned subsidiary of the co-op, it is estimated that the restored service will generate €50m each year for the economy in the Southwest of Ireland and generate 1,000 jobs. Conor is married to Celine and as well as spending time with her and their five children, he enjoys following his local GAA team Castlehaven. He loves working in his orchard and vegetable patch - during the summer months he can be found sea kayaking in West Cork and he dreams of getting his golf handicap to less than half his age before he hits 40.



# CIT Prize for Innovation Adjudication Panel



**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 Plc's including Reed and Hays. He joined the Cruickshank team as General Manager before being appointed a Partner and now plays an important role in client liaison. 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.

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 BIC's including Carlow, Leitrim, Letterkenny and Sligo. He is also an active member of the American Chamber of Commerce and is currently serving as Chair of its working group on IP matters in Ireland. In his leisure time, Richard is very involved in competitive sailing and enjoys playing snooker. He is also a keen supporter of Irish rugby and a very poor golfer.



**Joseph Kelleher**  
WMJ Kelleher & Associates

**Joe Kelleher 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 Kelleher is a Certified Management Consultant. He holds an MBA Degree from University College Cork, 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 both management development programmes and supplier development programmes since 1996 for institutions such as the IML, the Open University Business School, UCC and CIT. He works with the Genesis Programme in CIT assisting participants in developing a financial model for their business. He also provides participants of CIT's Enterprise START with assistance in relation to financial modelling.



**Paul Healy**  
Rubicon Centre Manager,  
CIT

**Paul has worked for over 15 years in developing Technology start-ups from concept to market place.** Prior to this he held roles in Supply Chain Management in the Electronics and Pharmaceutical Multinational Sectors before moving into the Enterprise Development and Support sector.

A graduate of the University of Limerick and University College Cork, Paul has worked on a wide range of start-up projects, and the development of existing companies who wish to seek a new market entry, raise finance, develop a management team. In 2006, Paul became Centre Manager for the Rubicon Centre, ([www.rubiconcentre.ie](http://www.rubiconcentre.ie)), launching a Campus Incubator which is today home to over 40 companies, employing 160 people. The Centre now operates on a near commercial basis, and is currently expanding its operation which is due for completion in June 2010. He has helped provide many companies access the resources of the CIT, and other third level institutions, with a focus on commercialising these resources using start-up companies. Paul works on a one to one basis with Entrepreneurs guiding them through the start-up process. He also holds responsibility for Programme Management of the Enterprise Start Programme since its start-up in 2005, with over 250 participant's to-date, drawn from a wide range of backgrounds.

He is keenly interested in the development of indigenous knowledge based companies, using the resources, both public and private available in Ireland.

# Cork Schools Enterprise Programme

The Cork Schools Enterprise Programme is an initiative of the Cork County and City Enterprise Boards. The Programme aims to encourage a spirit of entrepreneurship and innovation in secondary schools throughout Cork.



## 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 May 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, which will be 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:

- **Junior Dragons' Den competition**
- **In-school talks to students by local entrepreneurs and staff of the Enterprise Boards**
- **Teacher and student training seminars in [www.businessgame.ie](http://www.businessgame.ie) – an online business simulation game that teaches students in an interactive manner how to run a small business.**

For more information on the Cork Schools Enterprise Programme please visit [www.studententerprise.ie](http://www.studententerprise.ie)

## Cork Schools Enterprise Programme

**Billy O'Connor**  
The Discovery  
Partnership  
Limited



**Billy O'Connor** established The Discovery Partnership Limited, a network of experienced, professional consulting partners throughout Ireland working with SMEs and other organisations. He is a commerce graduate from UCC who qualified as a Chartered Accountant with KPMG in 1981. Billy's early career saw him working in banking, financial services and management consultancy. Recent developments have seen The Discovery Partnership being appointed as service providers of 'Enterprise Builder' on behalf of Bank of Ireland Business Banking. This is a new concept for the bank's SME customers offering a free mentor diagnostic report enabling businesses to identify areas for change and help realise the potential that exists within individuals and teams.

# Adjudication Panel



**Natasha Lynch**  
Essential  
French



**Greg Canty**  
Fuzion  
Communications

**Greg Canty** is Co-Owner of Cork based PR, Marketing and Graphic Design firm Fuzion Communications. A Chartered Certified Accountant, Greg joined Fuzion in 2002 and brought a background of Financial & General Management with a CV that included senior positions within the drinks industry including two posts as General Manager and three years as Business Analyst and Marketing Strategist with Guinness Ireland. Running parallel to this was ownership in a number of retail concerns (music stores) throughout Ireland.

**Natasha Lynch** BCL, MBS, established Essential French in 1996 as part of her thesis in a Masters Degree in Entrepreneurship in UCC. The grind school has become the only one in Munster specialising in French and Irish for the Leaving Cert. and Junior Cert. Establishing the business at such a young age has enabled Natasha Lynch to push the boundaries in teaching methodology, in order to provide a vibrant and innovative way of teaching languages. Natasha is currently working closely with the Department of Education Development in CIT in the development of online tuition for the Leaving Cert.

**Rose Coughlan**  
Branch Manager  
Bank of Ireland  
CIT



Rose Coughlan, LIB, QFA, is a Branch Manager with Bank of Ireland, based on campus in CIT. In her capacity as Branch Manager, Rose is also Business Adviser in her branch and has years of experience in all aspects of retail branch banking and Global Markets.



# Participating Schools 2010

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



School	Company Name	Product Type
Regina Mundi College	Busy Beez	Healthy living workshops
Coláiste An Spioraid Naomh	Fymac	Hampers
	Ace Enterprises	Wrist bands
North Presentation School	Shelf Elves	Shelves for school lockers
	Stick to the Stick	Memory stick with study notes
St. Colman's College Midleton	VPA	Specialise in setting up in-home video gaming and sound systems.
	IE Bag	Manufacture of student bags with solar panels, dvd players and chargers.
	Boot camp	Personalised boot bags.
	Token	Sales of sweet bags with redeemable reward tokens.
CBS Midleton	Hurl-ring	Hurley key rings and car accessories
Coláiste An Phiarsaigh	Fionnuar	CD to help students learn Irish.
Midleton College	Perfect Plastics	BPA Free Water Bottles
	Bright Minds	Cds to help school children with dyslexia with reading.
Coláiste Muire, Crosshaven	Deck of Dacents	Card game about Cork
	Study Trumps	Study aid revision cards
	H1N14No.1	Swine flu prevention kit
	LOL	Environmental Board Game
	Pick me up	Book of hints and tips on how to attract members of the opposite sex.
	Cash Cows	Card Company
Christ The King School	Starstruck	Theatre group performing anti-bullying play



## Cork County and City Enterprise Boards

The Cork County and City Enterprise Boards 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 Cork County and City Enterprise Boards 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.

### Who We Can Help

We provide a variety of support packages to small-scale enterprises:

- Employing up to a maximum of 10 people
- Primarily operating in the manufacturing or internationally traded services sectors
- Located in Cork County or City

### Our responsibilities include:

- Fostering a local enterprise culture
- Maximising the employment potential of small businesses in the region
- Providing a range of business support packages to small-scale enterprises including business information & advice, mentoring, training, networking and promotional opportunities.
- Providing direct financial assistance to qualifying businesses through a new suite of Priming Grants and Business Expansion Grants depending on the age of the business.
- Developing an enterprise culture at both second and third level education within Cork.



**Cork City Enterprise Board**  
Tel: 021 4961828  
Email: [info@corkceb.ie](mailto:info@corkceb.ie)  
Web Site: [www.corkceb.ie](http://www.corkceb.ie)



**South Cork Enterprise Board**  
Tel: 021 4975281  
Email: [enterprise@sceb.ie](mailto:enterprise@sceb.ie)  
Web Site: [www.sceb.ie](http://www.sceb.ie)



**West Cork Enterprise Board**  
Tel: 023 8834700  
Email: [enterprise@wceb.ie](mailto:enterprise@wceb.ie)  
Web Site: [www.wceb.ie](http://www.wceb.ie)



**North Cork Enterprise Board**  
Tel: 022 43235  
Email: [enterprise@nceb.ie](mailto:enterprise@nceb.ie)  
Web Site: [www.nceb.ie](http://www.nceb.ie)



## Acknowledgements

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### Cork County and City Enterprise Boards



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Michael Weldon, John A. O'Brien & Associates  
Joseph Kelleher, WMJ Kelleher & Associates

#### 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

#### Cork Schools Enterprise Programme Adjudication Panel:

Rose Coughlan, Manager, Bank of Ireland, CIT  
Greg Canty, Fuzion Communications  
Natasha Lynch, Essential French  
Billy O'Connor, Discovery Partnership Limited

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CIT

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