

TA3 Conference

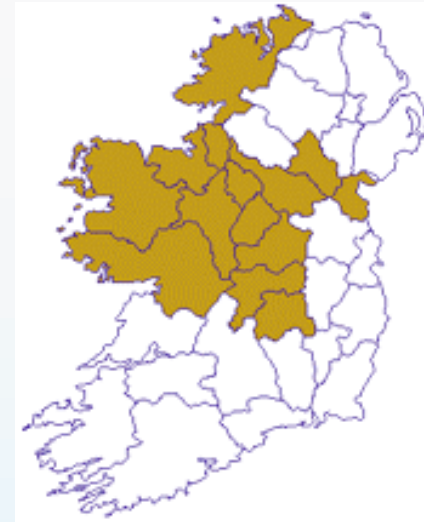
Incubation Supports



1st October 2007

Regional Context

- **Report of the Small Business Forum**
- **Audit of Innovation in the BMW region**
- **Underperformance of region in generating HPSUs**
- **MIRC and liBC focused on incubating and supporting HPSUs**



MIRC and liBC

The primary aim of the MIRC and liBC
is to support entrepreneurs

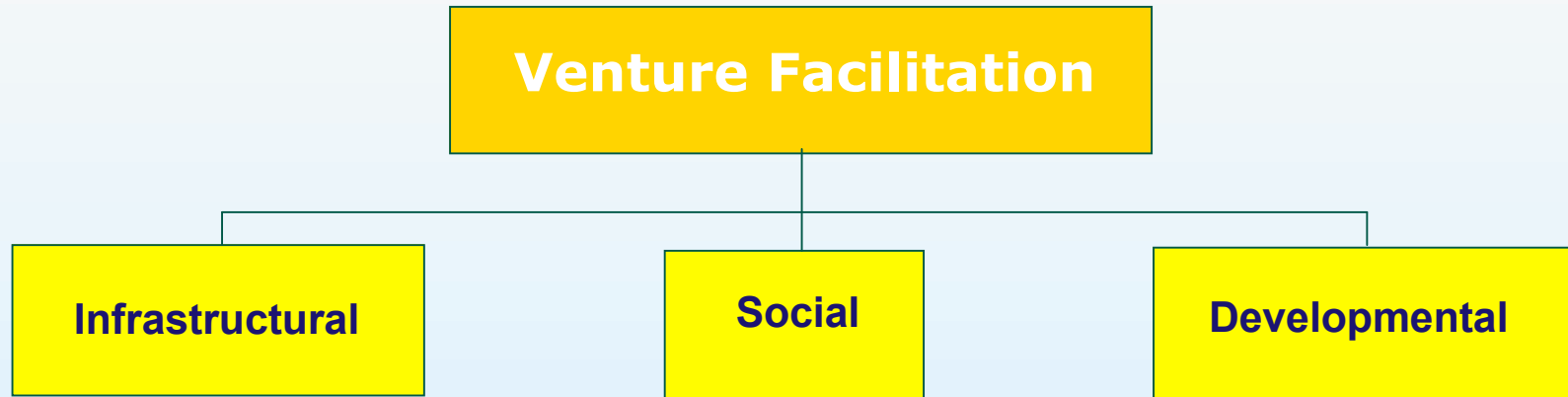
with their **technology concepts**

in the *formation of viable, sustainable regional enterprises*

with the potential to sell **overseas** at an early stage

Role of MIRC and liBC

The Stanford Model: Innovation Centre as Venture Facilitator



Infrastructure Provision

Providing infrastructure is the first step...

- **Physical infrastructure**

- Concept desking
- Incubation units
- Network support, broadband , video conferencing etc
- Shared facilities, conference and meeting rooms etc

- **Information resources**

- Seminars, access to college Library etc



Social Climate

Promoting the right climate for new business formation...

- Attract knowledge intensive start-ups which will benefit from links with AIT or GMIT and Enterprise Ireland**
 - Commercialisation of applied research**
 - Networking opportunities**
 - Mentor support**
 - Access to Enterprise Ireland DAs and investors**
 - Visibility in the marketplace**
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Developmental - Midlands & West Enterprise Programme

One-year incubation programme run by AIT and GMIT in partnership with Enterprise Ireland:

- Structured business development training**
 - Network of industry experts and peer entrepreneurs**
 - Regular reviews of business performance**
 - Assignment of an experienced business mentor**
 - Incubation facilities**
 - Eligible participants may apply to Enterprise Ireland for CORD funding.**
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Research, Development and Technology Transfer

- A key objective of the MIRC and liBC is to leverage the resources of AIT and GMIT in support of client companies.

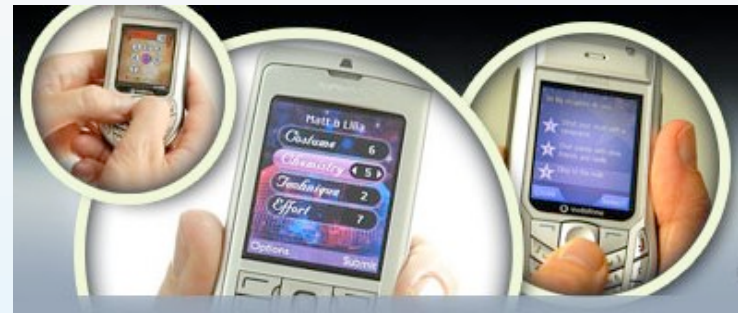
 - Among the resources available to client companies are:
 - Access to the expertise of AIT and GMIT, facilities and specialised equipment
 - Collaborative research projects
 - Technology transfer
 - Supply of appropriately qualified graduates
 - Student work placement / student project work
 - Access to campus Library and online databases
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- Identified need for specialist control software for demanding process industries.
- T5 is developing a Thermal Remote and Intelligent Management System for manufacturing processes under an IPP with Software Research Centre at AIT.
- HPSU 2006.
- Incubation supports, according to Joe Temple, CEO, offer:
 - comprehensive business support programme
 - state of the art facilities
 - a ready-made research capability for the development of T5's technology.



InTime Media

- ❑ Interactive media start-up focused on delivering new functionality to latest mobile phones so that users can interact directly, via their phones, with television.
- ❑ Trials with BBC, including for *Strictly Come Dancing*.
- ❑ IPP with GMIT to port InTime's technology to Java and accelerate the ability of the company to provide full-scale services for its customers.
- ❑ Best New Business Concept winner at the Mayo Business Awards 2006.



Where do HPSU Entrepreneurs come from?

- **Of HPSU 2006 promoters:**
 - **51% left existing employment to start their own business**
 - **28% serial entrepreneurs**
 - **16% female promoters**
 - **11% returning Irish ex-pats**

- **65% of participants on current MWEF have multinational background**
 - **“Elan Effect” – 5 MWEF start-ups since 2003**

MIRC and liBC Entry Criteria

- Knowledge-based / Product-led R&D / Commercialisation of applied research**
- Good growth and commercial potential**
- Export potential**
- Committed promoter(s)**

Client selection will be based on the above criteria as well as the added-value AIT or GMIT and Enterprise Ireland can bring to the venture.

Conclusion

- **Business support process**
 - **Network of partners**
 - **Spin-outs and Spin-ins**
 - **Regional impact**
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