

# Newsletter



an innovative support structure for indigenous companies in the west, midwest, and southwest

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## Have you the best market fit for your Technology / Product?

The TTI are giving you an opportunity to assess your market strategy against the 8 proven steps to optimizing your company's offering. This workshop will review your core business against the insights and experiences of hundreds of successful ventures around the globe.

This 2 day event, June 9<sup>th</sup> and 10<sup>th</sup>, is a practical and interactive event with a combination of group and peer learning and case studies followed by one-to-one mentoring sessions on Day 2.

Have you identified the full range of market opportunities? Is your product best positioned?, What are the hallmarks of a leadership brand?, Are you using the correct selling strategy?, Which promotional tools work best? These are the type of themes we will explore over the first day with day 2 offering a limited number an opportunity to discuss their own strategy and identify further avenues to explore.

To register your interest, please contact [hughie.mccormack@nuigalway.ie](mailto:hughie.mccormack@nuigalway.ie)

## Minister Micheál Martin Launched Programme for High Potential Start Up Companies

Minister for foreign affairs, Micheál Martin, was in NUI Galway recently to officially launch HPSU Skillnet, an enterprise-led training Network of High Potential Start Up companies based in the BMW region.

HPSU Skillnet aims to build a network of High Potential Start Up Companies (HPSU's) across the western region of Ireland. The Network aims to address the collaborative training needs of enterprises in a variety of industry sectors. It also provides opportunities for HPSU Skillnet member companies to learn from each other at organised seminars, conferences and social networking events.

The group is made up of a vibrant network of recently established companies where members avail of customised training that meet the needs of all members. Funded by member companies and the Training Networks Programme - an initiative of Skillnets Ltd., the training is subsidised and provides an opportunity to engage in training at an affordable price. Caroline Joyce, Cara International, a Skillnet member, comments "Delivering tailored training and networking opportunities to SMEs in this region has proved invaluable for participating member companies, enabling them to gain competitive advantage and grow their skill base"

Gert O'Rourke, Network Manager, comments "All companies in our network are recently formed and have found the time commitment and cost associated with training prohibitive. HPSU Skillnet allows them to avail of customised training that meets their specific needs. Being enterprise-led affords the member companies the opportunity to decide on Network direction and strategy. The purpose of the HPSU Skillnet is to increase the level of knowledge and skills of a broad variety of employees and afford them the opportunity to gain experience thereby developing competencies across the member companies".

The Skillnet training programme has been developed by entrepreneurs for entrepreneurs with member companies reporting increased sales, improved customer service, improved productivity, lower levels of staff turnover and absenteeism. For more information or if you are interested in joining HPSU Skillnet, log onto [www.hpsunet.com](http://www.hpsunet.com) or contact Gert O' Rourke, Network Manager at [gorourke@hpsuskilnet.com](mailto:gorourke@hpsuskilnet.com).



Pictured at the launch.

From left to right:

Gert O'Rourke, HPSU Network Manager

Minister Micháel Martin

Niamh Corcoran, TTI Programme Manager

Carl Blake, Snr. Programme Manager, Skillnets



## Notice Board: Up & Coming Seminars

Maximising your market  
June  
9<sup>th</sup>&10<sup>th</sup>

SUS  
Starting  
June 2008

Do you have  
an idea for a  
seminar

## Another successful 3 year contract for the Technology Transfer Initiative (TTI) Team

The Technology Transfer Initiative (TTI) has come to the end of its latest 3 year contract in August 2008 and has witnessed considerable success during this period (September 2005 – August 2008). This program has been pivotal in facilitating many successful relationships and ventures between academia and industry.

Company visits by the TTI team, over 250 in the last 3 years, have ensured that local industry has been updated on the expertise, facilities, knowledge and research that resides within the university and how these might apply to their company. The fundamental aim of the visits are to identify opportunities for matching the university expertise with the company technology need and in turn develop further interaction between the company personnel and the relevant academic/centre. This has resulted in a growing number of mentoring sessions, conference calls between academia and owner managers, tours of research centres and ultimately collaborative research projects. This interaction has led to SMEs becoming more and more aware that linkages to the university is a key element and factor in their business and that involvement in R&D and Innovation is crucial to their success and survival.

Such research collaborations over the past 3 years have exceeded 5 million euros (part funded by Enterprise Ireland) through the Innovation Partnership Program which grant aids a percentage of the total overall project costs. This equates to 65 partnerships and is testament to the TTI team's success in introducing SME's to the concept of working with a university/institution which has been a challenge in the past. It is fair to say that many of the successful collaborations would not have been conceived were it not for the groundwork carried out by the team members. During this 3 year period the TTI team has organized 27 technology seminars/workshops covering topics of real interest to industry. Feedback has shown that these events have been very successful and beneficial to all attendees and has given participants the added opportunity to network with other industries in their region or sector.

The TTI team would like to thank all of the companies and academics that have supported the initiative over the last number of years and if you would like to collaborate with key research centers in the university or would like a visit by the TTI team – do not hesitate to contact us– (see below for contact details).

### Helping your business idea to progress

#### Hot desks

Where you need time & space away from your main stream offices, we will have hot desks available during the summer and will be offered on a 3 month basis. They consist of a PC, telephone, hardware & line, printer, broadband, commercial address, meeting rooms, opportunity to network with similar minded individuals and access to commercial events taking place on-site, locally and nationally.

Spaces are limited, so please register your interest early.

#### Start Up Solution (SUS) June '08

The SUS programme can help you to build your 'value' case and generate commercial interest in your technology. Cycle 1, which focuses on Market validation only, is open for recruitment and starts late June with completion by September 2008. By then you can demonstrate the market gap and market need for your technology. This is the first and biggest step in moving your business case forward.

#### Campus Commercialisation Programme (CCP) Oct '08

The 4<sup>th</sup> CCP will start in October 2008. It is building a reputation as "the" programme to understand the commercial world and advance your thinking and options. It is a forum for networking and building your commercial contact and getting to know the TTO supports in this area along with exposure to case studies relevant to your area of interest.

\*Register early as places on both programmes are limited.

#### TTI Contact Details

Niamh Corcoran Ph: (091) 495677 Fax: (091) 526388 Email: <a href="mailto:niamh.corcoran@nuigalway.ie">niamh.corcoran@nuigalway.ie</a>	Hughie McCormack Ph: (091) 493550 Fax: (091) 526388 Email: <a href="mailto:hughie.mccormack@nuigalway.ie">hughie.mccormack@nuigalway.ie</a>
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Michelle Bradley Ph: (091) 495090 Fax: (091) 526388 Email: <a href="mailto:michelle.bradley@nuigalway.ie">michelle.bradley@nuigalway.ie</a>	Clodagh Barry (CCP/SUS) Ph: (091) 495382 Fax: (091) 526388 Email: <a href="mailto:clodagh.barry@nuigalway.ie">clodagh.barry@nuigalway.ie</a>
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Email: [info@technologytransfer.ie](mailto:info@technologytransfer.ie) Web: [www.technologytransfer.ie](http://www.technologytransfer.ie)



### Background

Navsync was established in 2003 as a part of the Connor Winfield Corporation, specialising in the design and manufacture of GPS modules and integrated products. The company originally emerged from engineering work carried out to develop timing products which integrated GPS functionality. As a result of investigations they realised there were opportunities for an innovative company to provide off the shelf GPS products as well as customisation and design services based on these products.

Navsync have an excellent knowledge of the timing markets and have used the experience of their parent company to assist customers in developing suitable products for their applications. Similarly, they work with partner companies to develop GPS navigation modules and high quality solutions using their combined expertise.

The goal is to add value to all their products by working with each individual customer to ensure that the product they order meets their application requirements through customisation or new design. The company is based in Shannon, Co. Clare, giving them ideal access to American and European markets and they have representative expertise in various regions around the world acting as an extension of their internal organisation.

### Applications

GPS has a broad range of applications. Navigation opportunities include vehicle tracking, personnel tracking, security and fleet management. Timing applications include network timing and synchronisation of systems for broadcast, telecommunications or exploration.

### Products

While they have a range of off the shelf products, they begin by offering customers the basic building block for their application and apply further layers to offer a more customized solution. The CW25 module is usually recommended for timing applications with a NEMA output as well as a 1pps and frequency outputs. The CW20 and 27 are navigation modules with very low power requirements making them ideal modules to be integrated into mobile or battery power devices.

The CW45A and CW46, both based on the CW25 module, include an integrated antenna, DC-DC converter and RS232 connectors allowing for plug in use for off the shelf navigation and timing solutions.

The Terminus product is ideal for those customers who want an off the shelf hardware solution to go with their own software. The Terminus combines GPRS/GSM and GPS capabilities which can be used either as a stand alone product or to be integrated into a customers own design

The CW85 incorporates GPS with WiFi connectivity. It was designed for the tracking of cargo, personnel or vehicles within an existing WiFi zone. Working with other partner companies Navsync are developing a unit which can be used for tracking children within a WiFi area.

### Services

Navsync manufactures and tests its entire range of products at their Shannon facility with flexibility for the production of alpha, beta and production volumes. Manufacturing and test capabilities are available to customers as part of the offering to provide a complete service. The combination of their products, contract design and contract manufacturing capabilities means that Navsync is a one stop shop for those with a requirement for any GPS application.

For more information about our products or services, please contact Paul Horan, Navsync Ltd  
Bay 143, Shannon Ind. Est., Shannon, Co.Clare, Ireland  
Tel:+353-61-475666, Fax:+353-61-472226  
E-Mail: [phoran@navsync.com](mailto:phoran@navsync.com) Web: [www.navsync.com](http://www.navsync.com)