



# Spark Innovation in your business



# How can we help?

We offer a range of supports to help your business develop its products, processes and services to get ahead of the competition and improve your bottom line.

We can help you with:

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Financial support:

# Business Academic Graduate Partnership

## FUSION Programme

Through our FUSION programme, support packages worth up to **£29,500 / €33,150** are available for you to undertake a 12 month innovation project.

You will be partnered with a third-level institution with the specialist expertise you need and a high calibre science, engineering or technology graduate.

The graduate is employed by you and is based in your company throughout the project with mentoring from the academic partner and InterTradelreland FUSION consultant.

## Benefits

On average, each company taking part on the FUSION programme benefits from **over £1 million worth of sales or efficiency savings** in the three years following the project.

The programme can help your business to:

- Develop or improve products, processes or services
- Streamline business processes to increase efficiency and performance
- Develop and implement new technologies, systems or processes
- Improve capabilities in innovation, design and technology
- Reduce costs
- Increase sales

## Am I eligible?

To qualify for financial support through our FUSION programme your business must be:

- Located on the island of Ireland (North or South)
- Financially viable
- Able to demonstrate the need for InterTradelreland FUSION support
- Demonstrate the capacity and commitment to support a FUSION project at senior management level

**Note:** As this is an all-island programme, the third-level institution which you are partnered with must be based in the opposite jurisdiction to your business.



## Financial support package

A comprehensive support package of up to **£29,500/€33,150** will be made available to each company to fund 50% of the graduate's employment costs and 100% of other eligible costs. Financial assistance for eligible costs is claimed quarterly in arrears from InterTradelreland.

A full breakdown of the package available is shown below:

12 Month Support Package*		
Company	€ Euro	£ Stg
Grad. Employment Costs 50%	12,350	11,000
Grad. Training and Development	1,125	1,000
Grad. Travel and Subsistence	1,125	1,000
Project Equipment	1,125	1,000
<b>Subtotal</b>	<b>€15,725</b>	<b>£14,000</b>

  

Knowledge Centre	€ Euro	£ Stg
Academic Support	14,050	12,500
Academic Travel and Subsistence	2,250	2,000
Joint Bid Completion	1,125	1,000
<b>Subtotal</b>	<b>€17,425</b>	<b>£15,500</b>
<b>TOTAL</b>	<b>€33,150</b>	<b>£29,500</b>

Funding amounts as at September 2010 and may be subject to change.

\*A limited number of 18 month packages may be available for projects meeting specified criteria.

## Companies we have helped



### Farrell

Office furniture design and manufacture Ardee, Co. Louth

Through InterTradelreland's FUSION programme, Farrell was partnered with Queens University Belfast and graduate Colm

Young to re-design the company's range of office furniture and improve production efficiency and product assembly.

*"The project opened doors to new skills and innovation techniques which would have been difficult to access otherwise. We transformed our production process and developed a new and exciting product range which played a central role in helping us to win a major Government contract. I would definitely recommend the FUSION project to other businesses and graduates."*

**Colm Young, New Product Development Manager, Farrell**



### Agher Co-op

Dairy Co-operative Agher, Co. Tyrone

Through the FUSION programme, Agher Co-operative was partnered with St. Angela's College Sligo and a talented science and technology graduate, Joanna O'Donnell

to undertake their innovation project. The firm developed a new product range and introduced lean manufacturing techniques to their production process.

*"The FUSION programme has been of great benefit to Agher. Not only has Joanna worked on reducing costs but the programme has helped us tremendously in developing a number of lower fat cheeses for UK, Continental and Middle East markets. We are currently working on developing our cottage cheese business with a new customer. I would recommend the FUSION programme to other businesses."*

**Jim Finlay, General Manager, Agher Co-op**

## Contact

### FUSION Team

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# FUSION

## How it works

### Step 1: Initial assessment

Contact our team to discuss your particular business needs and find out how the programme could help you. If you are eligible for support, one of our consultants will arrange a meeting to understand your particular needs in more detail.

### Step 2: Business-Academic Partnership formed

We will work with you to discuss your specific innovation needs and identify potential university or college partners with the expertise that you require. Alternatively, you may already have an academic partner in mind that you would like to work with on your FUSION project.

**Note:** As this is an all-island programme, the third-level institution which you are partnered with must be based in the opposite jurisdiction to your business.

### Step 3: Complete a joint application

Together with your academic partner, you will submit a joint application for support. The application sets out the project plan, objectives, milestones and the support your company needs. You will also scope the graduate skills/experience you require to help manage the project. Your FUSION consultant will help you to complete your application and you can also attend an application workshop.

### Step 4: Approval

The application will be considered at a monthly meeting and if approved, you will be notified immediately. Next, we will work with you to help you recruit your graduate project manager.

### Step 5: Graduate recruitment

You will supply a job/personnel description for the graduate position and we will advertise the position on your behalf. Applications are initially shortlisted by your FUSION consultant and suitable candidate applications are then reviewed by you and your academic partner for interview and selection.

### Step 6: Project Implementation

Throughout the duration of the project, your company will work in partnership with the graduate project manager and the academic institute. InterTradelreland will assist in co-ordinating the project by providing a FUSION consultant to oversee its successful implementation.

As part of the programme support package, the graduate will be funded by InterTradelreland to complete a Post-Graduate Diploma in Management Practice with the UCD Michael Smurfit Business School on a part-time basis. They may also be funded to complete specific training courses to improve their capabilities and expertise in delivering your project.



# Financial support: Company to Company Innovation

## Innova Programme

Through our Innova programme, we can help you to form a strategic innovation partnership with a company that offers complimentary expertise in the opposite jurisdiction.

Funding worth up to **£250,000 / €285,000 per project** can be claimed by companies to accelerate new product, process or service development.

As well as the financial support available, you will benefit from pooling your expertise and resources with another company to bring your innovations to market faster than if you were working alone.

## Benefits

Through Innova, we have released over €5m to North/South company partnerships to date. Typical business benefits of the programme include:

- Development of new or improved innovative products, processes or services
- Increased rate of commercialisation
- Sharing otherwise inaccessible knowledge, technology and expertise
- Access to complimentary expertise, networks and channels to market from your innovation business partner

## Am I eligible?

Support through the Innova programme will be geared towards applications that meet the following requirements:

- Ideally, businesses should have identified a suitable innovation partner to work on the project from the other jurisdiction
- Projects should have clear demonstrable benefits to the companies involved and represent a fundamental part of their strategic business plans
- Applicants are particularly welcome from the following sectors: life and health sciences, polymers and plastics, environmental, agri-food and ICT connected health
- Proposals must be able to demonstrate strong commercial potential

# Innova

## How it works

### Step 1: Complete an 'expression of interest' form

This can be downloaded at [intertradeireland.com/innova](http://intertradeireland.com/innova). You simply complete the form with details on your company and research partner together with an overview of the project and submit it to the Innova team.

### Step 2: Initial assessment & short listing

Your expression of interest form will be initially assessed and scored. The highest scoring applications will be shortlisted and invited to proceed to the second assessment stage.

### Step 3: Second assessment: business case submission

Shortlisted companies are then required to complete a business case proposal. The proposal will include a detailed overview of the proposed project including objectives, milestones, costs, deliverables and outcomes. Companies can also apply for additional funding of up to £7,500 (or euro equivalent) to cover the costs of submitting their business case. Proposals will be financially, commercially and technically assessed by an independent panel of experts.

### Step 4: Funding awarded and project implementation

If successful, you will be issued with a letter of offer which outlines the amount of funding awarded - up to the maximum level of £250,000 / €285,000 per project. You will then submit a quarterly claim in arrears for eligible costs.

## Contact

### Innova Team

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## Companies we have helped



### Monaghan Mushrooms

Fresh mushroom producer  
Tyholland, Co. Monaghan

Through InterTradeIreland's Innova programme, Monaghan Mushrooms formed a strategic R&D partnership with McDon Peat Supplies in Dungannon. Together, they are looking at ways to optimise mushroom casing and compost raw material utilisation using microbial starter cultures. The project aims

to increase mushroom production and quality while reducing unnecessary wastage from the production process.

*"The strategic partnership between Monaghan Mushrooms and McDon Peat Supplies together with the funding received from InterTradeIreland will allow us to ensure a better quality product and higher yields for Monaghan Mushrooms and greater exports and indigenous casing sales for McDon. Mushrooms are the largest horticultural export from Ireland and this project will lead to greater market share for Monaghan and McDon in their export markets and make us more competitive against foreign imports."*

**Dr John Collier,**  
Group Research & Development Manager,  
Monaghan Mushrooms



### Intelesens

Medical devices design and manufacture  
Belfast, Co. Down

Belfast based medical devices company Intelesens were partnered with tele-health software firm Valentia Technologies in Dublin. Through Innova, they have developed an innovative heart monitoring device that is worn by a patient in the home to monitor vital life

signs in real-time and transmit this information directly to the hospital, GP, care-worker or member of the family.

*"The Innova programme has enabled us to link with another Irish company with a healthcare database product which complements our wireless patch monitoring technology perfectly. The funding support from the programme will allow both companies to evaluate what is a groundbreaking health management service, with real global commercial value, in a critical Irish healthcare scenario - the management of the health of cardiac patients in their own homes by hospital-based cardiac specialists."*

**Michael Caulfield,**  
Chief Executive Officer, Intelesens



# Information, events and best practice

## All-island Innovation Programme

Our All-island Innovation Programme aims to promote and encourage innovation across the island.

A series of free innovation lectures, seminars and master-classes are held throughout the year to share international best practice in areas of innovation.

The events, which take place in Belfast, Dublin and Galway each year are attended by business leaders, policy makers, students and academics from across the island. Visit our website, [intertradeireland.com](http://intertradeireland.com) for details of upcoming events and to register. The programme is delivered in partnership with Queen's University Belfast, NUI Galway and University College Dublin.

It is also supported by a Community of Researchers working on innovation projects across the island. Their aim is to study innovation in several disciplines to align best practice in innovation research across the island with policy-making and its implementation.

## US-Ireland R&D Partnership

The US-Ireland R&D Partnership aims to promote collaborative and innovative research projects in four key research priority areas for Northern Ireland, Ireland and the US:

- Diabetes
- Cystic Fibrosis
- Nanotechnology
- Sensor Technology
- Telecommunications
- Energy and Sustainability

The partnership aims to create value over and above individual efforts, make better use of collective resources and expertise and improve returns from innovative research. Through the partnership researchers, scientists or engineers can:

- Apply for support to travel to the United States in order to develop proposals
- Apply for research funding through the funding agencies in Northern Ireland (Department of Employment and Learning; HSC R&D office) or Ireland (Science Foundation Ireland; Health Research Board)
- Develop integrated research proposals
- Have their research projects competitively peer-reviewed

For further information visit [usirelandresearch.com](http://usirelandresearch.com)

## About us

InterTradeIreland is the only organisation which has been given responsibility by both Governments to boost North/South economic co-operation to the mutual benefit of Northern Ireland and Ireland.

By encouraging better use of our collective resources we help to expedite trade and business growth across the island and create an environment where it is easier to do business.

We support SMEs across the island to identify and develop North/South trade and innovation opportunities. We do this through:

- **Business programmes**
- **Research and statistics**
- **Networks and partnerships**

InterTradeIreland will endeavour to facilitate requests for alternative formats of this publication including Irish Language, Ulster Scots, Braille, disk and audio cassette.

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