#GlobalAmbition

BIG IDEAS
INVESTOR-READY START-UPS

2018

ENTERPRISE IRELAND
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INSPIRING GLOBAL AMBITION
Be part of the next Big Idea

WELCOME TO THE 10TH BIG IDEAS EVENT, A SHOWCASE OF GROUND-BREAKING TECHNOLOGIES BORN IN RESEARCH INSTITUTES IN IRELAND.

This event provides investors with a window on the diverse, life-changing and disruptive research that is being carried out in academic institutions all over the country and, importantly, an opportunity for investors to get in early on what could be the next big thing to come out of Ireland. The innovative ideas presented here are the result of engagement between Irish companies and third-level researchers, supported by Enterprise Ireland. Enterprise Ireland has helped to bring these innovations forward through a range of supports that drive the commercialisation of State-funded research. Our commercialisation experts work closely with the technology transfer offices in the higher education institutes to:

- connect Irish companies with the brightest minds in research institutes;
- identify, capture and protect the outputs of research and pave a clear path-to-market for innovative research;
- facilitate the spin-out process and guide; and,
- support early-stage companies on their commercial journey.

The commercialisation of research into new technology and new spin-out companies is a key priority for Enterprise Ireland. New start-up businesses are the lifeblood of the indigenous sector, because of their invaluable contribution to employment in towns and cities all across Ireland. New innovations spun out from research are a means of increasing the competitiveness of industry in Ireland and drive the return on State investment in research. To ensure that the business environment is conducive for the ‘seeding’ of new commercial spin-outs, Enterprise Ireland supports the development of the business ecosystem through incubators, accelerators, hackathons, funding, business associations, specialist programmes and boot camps. Enterprise Ireland start-up teams help ambitious start-up businesses to establish and to grow, connecting them with colleagues in more than 33 international offices, who introduce their Big Ideas to the world. Investors looking to get in early on emerging research projects have come to the right place. Our hope is that the innovations profiled here will go on to achieve global success and be part of the next generation of ambitious Irish business success stories. You saw them here first.

Julie Sinnamon, Chief Executive Officer, Enterprise Ireland
AtriAN Medical

KEN COFFEY

AtriAN Medical is developing a treatment for the long-term resolution of atrial fibrillation (AFib). AFib is the most common form of arrhythmia and is fast becoming a global epidemic. It is estimated that 9% of people over the age of 65 suffer from AFib – it accelerates the progression to heart failure and increases the risk of stroke five fold.

The two current methods of treatment for AFib have high failure rates. Drugs are usually prescribed as a first course of action but have failure rates of about 70%. In addition to this poor performance, these drugs are toxic to most organs in the body and can therefore have serious side effects. When the drugs fail, the next course of treatment is pulmonary vein isolation (PVI), a surgical technique that uses either radiofrequency energy or cryotherapy to locally destroy the vein muscle – this aims to prevent the electrical signals that cause the arrhythmia from entering the heart chamber. However, this procedure also has a high failure rate of about 50%.

AtriAN is developing a technology that selectively targets the origin of these errant electrical signals, on the outside of the heart, rather than just trying to block them after they have initiated. This new approach for treatment of AFib originated at the Mayo Clinic in the US and was further developed through a collaboration between the National University of Ireland Galway and the Mayo Clinic. The technology involves delivery of short pulses of electrical energy into clusters of neuronal cells on the outside of the heart in which the arrhythmia originates. It selectively destroys these cells without damaging the heart muscle – such damage is also one of the key drawbacks of current technologies, contributing to the low success rates.

Given the approach of targeting the origin of the arrhythmia and avoiding heart muscle damage, AtriAN believes that this will provide a safe, durable and long-term solution for the treatment of AFib.

Atturos

DAVID CORR

Atturos is building a pipeline of advanced proteomics-based tests to support personalised medicine and enable physicians and their patients to make better decisions. These advanced diagnostic tests provide much deeper insights into a patient’s protein status and thus add critical, actionable information to a patient’s diagnosis.

The first test the company is developing is a simple blood test to determine whether or not diagnosed prostate cancer is confined to the prostate. With this information, patients can have an informed role in their choice of treatment, including the opportunity of patient monitoring via active surveillance. This aims to prevent unnecessary over-treatment of a disease that most patients will not die from. The test will be provided as a service to clinical centres and physicians.

Over one in seven men will be diagnosed with prostate cancer at some point in their lifetime. Despite this, only one in 15 of these will die from prostate cancer, and 98.9% of patients will survive for over five years. Most men with prostate cancer die with rather than of the disease. Prostate-specific antigen (PSA) screening has caused an increase in prostate cancer diagnosis, due to the low specificity of PSA as a prostate cancer marker. This has led to many men being over-diagnosed and over-treated. Being able to distinguish indolent prostate cancer from aggressive, more serious disease, is the key issue facing clinicians today.

Active surveillance has been shown to be an effective management technique for low-risk prostate cancer, with up to 100% cancer-free survival after 10 years. Earlier diagnosis of aggressive prostate cancer will also help patients to receive the most appropriate course of treatment for them.

The University College Dublin (UCD) spin-out, with the expertise of CEO David Corr, along with founder and Chief Scientific Officer Steve Pennington, has completed vigorous market research to identify the gap and validate their technology.
AudioSourceRE

JOHN O’CONNELL

AudioSourceRE develops cutting-edge software for separating and manipulating sound. This innovative technology can easily unlock and de-mix any music track or audio file without the need to access original master recordings. The company’s products have already been launched, and will give audio engineers, producers, musicians, DJs, rap artists and music-making enthusiasts new ways to decompose locked music tracks and audio files for reuse in new content, saving them considerable time and money.

These products can:
• extract and replace instruments in music tracks;
• up-mix old sound formats to new ones (like Dolby 5.1);
• de-noise and repair audio files in broadcasting;
• revitalise archive content for reuse and resale; and,
• create music tutorials, karaoke and play along material, all using the original content.

AudioSourceRE is a spin-out from Cork Institute of Technology (CIT). Dr Derry Fitzgerald from the CIT School of Music developed the technology, while commercialisation is the responsibility of John O’Connell, a digital business executive who has developed beacon brands internationally. The team also includes Jeremy Sabbatucci (senior developer) and Rick Silva (product expert). Both have significant domain expertise in audio product development and go-to-market (GTM) execution. The company will target the music recording industry, the broadcast and video/film post-production sectors, and the computer music and DJ software markets – the total addressable market value is $1.6bn. The company is currently seeking Series A investment to commercialise the technology.

ChemoGel

HELENA KELLY

ChemoGel aims to offer a new approach to the treatment of pancreatic cancer by delivering drugs directly to the tumour site. Pancreatic cancer has the highest rate of death per incidence of any cancer and there has been no significant improvement in survival outcomes in the last 40 years. Part of the reason is due to the fact that the tumour tissue is extremely dense and has a poor blood supply, making it difficult for systemic drugs to enter the tumour in high concentrations, reducing the impact of systemic drug delivery. Therefore, surgery provides the best chance of survival; however, only about one in five patients is eligible for surgery at time of diagnosis. Right now, therefore, the best chance of improving survival is to increase the number of patients having surgery.

ChemoGel is a unique thermoresponsive hydrogel drug delivery platform, which is liquid at room temperature and a semi-solid hydrogel at body temperature. It can be loaded with a range of chemotherapy drugs and then delivered directly into the tumour using standard endoscopy procedures. After injection it transitions to its gel state forming a drug depot in the tumour, which delivers a high local drug concentration over a sustained period of time, maximising efficacy but reducing systemic toxicity. ChemoGel aims to reduce the overall tumour burden in certain pancreatic cancer patient cohorts, making them eligible for surgery and improving overall survival.

The ChemoGel technology has been developed at the Royal College of Surgeons in Ireland (RCSI) by founder and inventor Dr Helena Kelly, supported by funding from the RCSI and Enterprise Ireland. Helena was awarded her PhD from Trinity College Dublin and has over 15 years’ experience in the pharmaceutical and academic fields across a broad range of strategic, commercial and operational environments throughout the entire pharmaceutical product lifecycle.
Cortex Analytics

DANIEL REGAN

Cortex Analytics is a UCD-based start-up, which provides predictive analytic solutions for the life science markets. We are in the era of value-based healthcare, and measuring patient outcomes and experiences is central to how the value of a drug is identified. For example, a key performance indicator (KPI) of value is adherence to medication. Predictive data on patient adherence is a fundamental and strategic guide to estimating the sustainability of the product, allowing revenues to be modelled, and optimising the marketing and reimbursement processes.

Simply put: improving measurement of how much patients value their drug increases its dollar value. Due to recent regulatory trends, such as the FDA allowing measures of patient experience to be used in drug labelling claims, pharmaceutical companies are actively seeking better ways of capturing the full value of their medication to their patients. However, current solutions in this lucrative market do not measure the true and total value patients place on their medications. Critically, the use of suboptimal measurement tools reduces the ability to accurately predict KPIs that are vital to measuring patient value, such as adherence, which then reduces companies’ ability to maximise drug reimbursement and revenue.

Cortex Analytics has addressed this problem by developing the total patient value (TPV) toolkit. The TPV is a cloud-based market offering, measuring value via a series of newly developed and validated behavioural metrics, which are scored using a proprietary algorithm, providing predictive information displayed in graphical format. Critically, TPV data can be generated significantly earlier in the drug development process than currently available, saving time and money. Our data are compelling. A single example of our output provides evidence of the exciting opportunity: in testing among thousands of patients across multiple drugs, our unique and proprietary analytic system classifies non-adherent patients with 99% accuracy.

En-Perium

MICHAEL MESCAL

Increasing government and regional legislation around green and energy-compliant buildings has increased the burden of compliance for both architects and engineers. All energy-compliant design requires the use of energy analysis software.

En-Perium, a next-generation energy analysis software, has been developed by Michael Mescal, an architect and researcher who specialises in computational design and environmental simulation systems at University College Dublin (UCD). The technology was developed due to an increased frustration in architectural and engineering practice with the current generation of energy analysis software systems, and the time delays, time costs and consultancy costs they introduced to overall project costs.

En-Perium, through its unique technological innovations, bypasses those time delays and cost overruns by informing the designers in their own CAD systems through an on-screen traffic light system, in real time, which part of a building is in compliance and which is not. The system generates a full energy diagnostic of a building, in real time, with every design change, and gives the user the necessary solutions to fix an energy efficiency or compliance issue. What once took days now happens in real time.

To date, the project and its team have been funded by an Enterprise Ireland commercialisation fund at UCD. En-Perium is aimed at a growing global market in energy analysis software estimated to be valued at $2.1bn per annum by 2022. The team at En-Perium aims to spin out of UCD and launch the product during Q2 of 2019 – giving them time to gain traction in that market before the introduction of the European Nearly Net Zero Energy building and energy regulations in 2020.

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Commercial case feasibility

Commercial case feasibility (CCF) is a reliable mechanism to independently assess and investigate whether an early adopter can be identified in the market. CCF supports should also be sought if the customer evidence behind the technology/product has the potential to solve real customer problems, while also being commercially feasible. CCF support is worth exploring as you strive to establish a commercial opportunity for your technology. This support offers the opportunity to hire external consultants, to help identify the early adopters in the market and recommend the best way to engage with these adopters. CCF support also encourages the practice of bringing external consultants with the relevant commercial experience into a company to conduct customer discovery and analyse customer development, to map out the problems this new technology aims to solve. The hired consultant should recruit and conduct interviews, using their experience to recruit the right number of people with the necessary background. Having interviewees with the right experience helps you to validate the customer’s problem. It is strongly recommended that the individual applying for CCF support participates in the customer interviews, developing good insights into potential customers.

THIS SUPPORT OFFERS THE OPPORTUNITY TO HIRE EXTERNAL CONSULTANTS, TO HELP IDENTIFY THE EARLY ADOPTERS IN THE MARKET AND RECOMMEND THE BEST WAY TO ENGAGE WITH THESE ADOPTERS.

The customer interviews are the core activity of a CCF. Other beneficial activities may include:

- **top-down market analysis and validation**;
- **competitor and intellectual property (IP)/patent analysis**;
- **investigating potential routes to exploit the economic benefit of Ireland**;
- **understanding relevant regulatory issues and barriers to commercialisation**; and,
- **creating a small demonstration or early prototype**.

Commercialisation fund

Enterprise Ireland’s commercialisation fund offers researchers in third-level institutes the opportunity to avail of initial funding to assist in the development of their technology. It is ultimately for those who see their product having real-world applications and an impact on customers and end users.

The commercialisation fund will provide you with hard (financial) and soft (commercialisation expertise and access to industry and to investor networks) supports to:

- **further develop your prototype/technology**;
- **test the need for, and usage of, the product with your presumed early adopter customers**;
- **identify the best mechanisms to protect your intellectual property in collaboration with your technology transfer office (TTO)**;
- **build a technical founding team that de-risks future product development challenges**; and,
The Enterprise Ireland Business Partners Programme is a co-founders matchmaking initiative created to identify, screen, on-board and match commercially experienced entrepreneurs with researcher co-founders to form scalable, high-growth spin-out companies from Irish universities and institutes of technology. The programme objectives include:

- increasing the quality and quantity of spin-out companies arising from the State’s investment in the commercialisation of third-level research; and,
- matching commercial experienced entrepreneurs with technically talented principal investigators/researchers to reduce risk and accelerate product/market validation and external equity investment in third-level spin-out companies.

The goal is to develop a pipeline of spin-outs capable of closing an equity funding round from private investors (angel syndicates, high net worth individuals, venture capitalists), which then catalyses an Enterprise Ireland High Potential Start-Up (HPSU) co-investment. HPSUs have the following characteristics:

- the capability of employing 10 employees or more;
- can generate €1m+ in sales (largely exports);
- a HQ based in Ireland; and,
- new innovative products/services with defensible intellectual property (IP) on international markets.

For more details on the terms and conditions of applying for commercialisation funding, please consult the Enterprise Ireland corporate website: www.enterprise-ireland.com

Mentor support

A primary investigator working on an existing commercialisation fund project may have the option to avail of an Enterprise Ireland mentor if that project is on a spin-out trajectory. Enterprise Ireland has an established Mentor Network comprised of numerous senior executives drawn from all sectors with proven business skills in research and development, fundraising, team building, strategy, operations, and sales and marketing. A mentor uses their vast experience to provide commercial guidance and offers their advice on how a company can better improve their skills to overcome obstacles faced in the spin-out process. The mentor can meet the project team a maximum of ten times over a six- to 12-month period, with the cost of this engagement having no impact on the existing commercialisation fund budget. While working with an Enterprise Ireland commercialisation specialist, the company can identify what type of mentor support will be most beneficial in the spin-out process. The relevant commercialisation specialist will provide a shortlist of potential mentors and the company can select the individual with the required expertise to increase the benefits of the engagement. A mentor, in this case, is someone who will listen to the issues that concern a founding team, while prioritising what issues need to be dealt with as the team strives to find solutions and drive the commercialisation fund project towards spin-out.

If mentor support is of interest to you, please consult the Enterprise Ireland corporate website: www.enterprise-ireland.com
The ideal business partner should have the following:

- an impressive commercial track record with strong intent to get hands on and increase the chances of a NewCo spin-out;
- a founder’s can-do mentality with the ability to work collaboratively with the technical co-founders who have science/technical backgrounds;
- previous founding leadership experience, especially in fundraising;
- capacity to personally invest and/or leverage equity investment from others; and,
- the ability to identify, validate and de-risk a commercial opportunity from an early-stage technology.

**Figure 1** represents the key players involved and portrays the necessity of collaboration to ensure a successful business partner engagement.

**Principal investigators/post-docs**

As a principal investigator (PI) or post-doc working on a commercialisation fund project, you should strongly consider the Business Partners Programme if you are looking to bring commercial experience into your project with the aim of validating your technology/product and proving its commercial viability before spinning out from your institute. This programme provides support to you and the business partner for the first three to six months as you aim to build the founding team, validate your technology, raise investment and bring your product or technology to market.

*If this programme is of interest, please contact your technology transfer office (TTO) and Enterprise Ireland commercialisation specialist.*

**What funding or support is on offer for business partners?**

The Enterprise Ireland Business Partner team will work with the business partner and introduce them to the relevant people in the system to identify a suitable spin-out project. Once an individual has identified a suitable project, and the research team and TTO are supportive of the business partner’s involvement, a grant of up to €20,000 is available to the business partner to cover a portion of their costs arising from the engagement. When appropriate, introductions to the HPSU team within Enterprise Ireland will take place. As an example of the ongoing activities of the programme, three of today’s Big Ideas presenters are EI business partners working with a spin-out team:

- David Van Zuydam – iTremor;
- Brendan Rice – Senoptica; and,
- John O’Connell – AudioSourceRE.

*To find out more about the programme, please consult the Enterprise Ireland corporate website: www.enterprise-ireland.com*
An estimated 70 million people globally suffer a traumatic brain injury (TBI) each year. Concussion is difficult to diagnose, not to mention the associated high cost of diagnosis and the possibility of exposure to radiation in CT scanning.

Itremor aims to provide a cutting-edge technology and an associated medical device for the evaluation of brain health in TBI and sports concussion. There are currently limited options to accurately and quickly diagnose concussion using a non-invasive medical device on a sports pitch, in an emergency department, in the military or in the home. Moreover, the diagnosis is often subjective, using mainly cognitive testing. In many cases CT scans and MRIs are used ineffectively to detect mild concussion (approx. 80% of all concussions) with the net result being that an estimated 90% of these scans are negative.

The Itremor solution aims to provide a comprehensive result as to whether a player or patient has a concussion or not. The medical device aims to diagnose a concussion using a mix of technologies and algorithms to detect certain aspects of brain function at the time of the concussion or shortly thereafter. The device aims to provide a quick diagnosis, is non-invasive, simple to use, durable and a reasonable cost versus existing diagnosis solutions.

Our team is a blend of experienced leaders in business, biomedical engineering, electronic engineering and cognitive neuroscience. The team is led by David van Zuydam (CEO) who has worked for global blue-chip companies as well as small to midsize business (SMB) at CXO level. The bio-engineering team is driven by two PHD doctorates operating out of St James’s Hospital and supported by another PHD doctorate covering clinical trials and the regulatory requirements.

The next key phase of our journey is to complete our initial trials, which are currently underway, appoint design and manufacture partners, and close our first round of funding by the end of 2018.

PlasmaBound provides a step-change technology, controlled plasma ablation (CPA), which facilitates the structural adhesive joining of lightweight materials, namely carbon and glass fibre reinforced composites. CPA technology will accelerate the use of these lightweight composite materials into multi-material structural assemblies, by enabling reliable adhesive joining, which is stronger than the composite structures themselves.

The technology will satisfy the needs of global enterprises who are aggressively pursuing lightweighting opportunities to meet current and future carbon emissions and fuel efficiency requirements, such as original equipment manufacturers (OEMs) in the automotive, aerospace and mass transport sectors. In addition to this strong and unique value proposition, the technology is bolstered by three additional features: no waste production; reduced reliance on metal fasteners; and, lower production cost through operation simplification (in line). Vehicles will become lighter at lower cost, effort and waste.

PlasmaBound is a University College Dublin (UCD) spin-out based in NovaUCD and led by Chief Executive Officer and new process introduction (NPI) specialist Alan Barry. Alan has a life sciences background - a heavily regulated industry - and 20 years’ experience in both SME and corporate operations, during which he founded and grew a multimillion-turnover NPI consultancy firm. PlasmaBound’s Chief Technology Officer is Dr Nick Barry (inventor of the PlasmaBound technology). Nick, who was awarded his PhD from UCD, is a process development and new technology introduction (NTI) specialist with 10 years’ R&D experience. Through Enterprise Ireland and InterTradeIreland supports, PlasmaBound is currently engaged with five global OEMs, and is supporting ÉirLoop, Ireland’s entry to the SpaceX Hyperloop competition.
Prolego Scientific

BELINDA HERNANDEZ

Prolego applies novel artificial intelligence and machine learning methods to provide genomic predictions for thoroughbred animals and crops. Genomes refer to the hereditary information encoded in DNA. This information, along with the pedigree information of the animals/crops, is used to provide predictions of breeding values and performance metrics. The company has built two proprietary algorithms that beat the accuracy of traditional genomic prediction methods by approximately 20%. Prolego Scientific’s algorithms and software solutions can be used to improve the performance of genetic tests and improve breeding values of pedigree or thoroughbred animals. The technology’s focus revolves around improving animal health and performance metrics, to improve the quality of the food chain and predict breeding values.

The team consists of world-class leaders in areas such as statistics, algorithmic development, bio-engineering and genetics, as well as strategic and business development. Belinda Hernandez and Andrew Parnell are the two co-founders and primary investigators.

The company’s algorithms can be used in any industry that develops genomic breeding programmes or performs genetic testing of performance traits in thoroughbred animals or crops. Currently, the Gen A technology is being used in the equine industry to predict the future performance metrics of elite thoroughbred racehorses, such as their optimal racing conditions, race speed, and physical traits such as height and susceptibility to diseases. It has been shown to improve predictive accuracy by 20% on average over industry gold standard algorithms. Prolego have a Gen B algorithm in development, which aims to launch in 2019. Gen B is currently showing accuracy improvements of between 10% and 100% over the industry gold standard algorithms.

Senoptica Technologies

BRENDAN RICE

Senoptica Technologies has developed intelligent sensors for modified atmosphere packaging.

One-third of all food produced globally is wasted (United Nations Food and Agriculture Organisation, 2018) and Senoptica Technologies’ ground-breaking innovation will help to reduce food waste on the most resource-intensive and valuable foods. Modified atmosphere packaging is hermetically sealed and has its internal gas concentrations modified to help food stay fresher for longer. Presently, modified atmosphere packaging products are sample tested at the point of production. In most cases these tests are carried out on less than 1% of all packs produced, only represent one point in time and are destructive. The Senoptica sensors indicate gas concentration levels and, ultimately, pack integrity.

The Senoptica solution is ground breaking because the sensors are printed directly into the packaging. This means that pack integrity can be determined on every pack, in real time, at any point in the supply chain, throughout the entire life of the pack. The technology has applications in the food, medical devices, biotechnology and electronics industries, but Senoptica will focus on the global food packaging market initially.

In food it is estimated that 2% of modified atmosphere packs sold are faulty. This equates to nearly 100 million faulty packs annually in the UK chilled meat market alone. A faulty pack means that the food will not remain fresh to its stated date code causing food to be wasted. Faulty packs are also a potential food safety hazard. Food waste, faulty packs and resulting product litigation create significant costs for food manufacturers and retailers. In addition to helping to reduce food waste, the Senoptica technology will help to reduce costs through the supply chain by reducing production costs, retailer penalties and the potential for product litigation.
SepTec is a patent-pending screening tool that can definitively identify specific sepsis pathogens directly from an unpurified blood sample in minutes. Sepsis is the body’s life-threatening immune response to the presence of bacteria in the blood or other infection, and can claim lives within hours. SepTec’s exclusive approach is designed to achieve more rapid and automated pathogen identification in minutes, not hours. The technology can detect sepsis-associated pathogens in whole blood within 15 minutes. SepTec is based out of Dublin City University (DCU) and is currently on its second Enterprise Ireland Commercialisation Fund (2016-2018). It is supported by an exceptional team of electrochemists, biologists, engineers and clinical key opinion leaders, including Dr Elaine Spain, Dr Kellie Adamson and Prof. Robert Forster, who are currently driving the commercialisation of the SepTec technology. The device is currently undergoing proof of concept in collaboration with St James’s and Beaumont Hospitals. The device is being validated using spiked blood from healthy volunteers, sepsis-positive blood culture samples, and blood samples drawn directly from patients with suspected sepsis. The first application of this core technology will target the sepsis diagnostics and blood culture test market (valued at $3.01bn), with the goal of commercialising an innovative sepsis diagnostic device that offers a rapid, simple solution. The space is dominated by a small number of large global multinational corporations, including Roche, T2 Biosystems, Seegene and Molzym, offering specific pathogen identification and analysis times ranging from five hours to two days. SepTec strongly positions itself as a well-differentiated product from its competitors, namely by speed, accuracy and reduced cost.

WaytoB was co-founded by Trinity engineering and management graduates Talita Holzer and Robbie Fryers and is based on their college-based research. WaytoB is a smartphone and smartwatch solution, which enables people with intellectual disabilities to navigate outdoor environments by themselves, increasing their level of independence, mobility and social connectedness. It allows the user to reach their destinations safely by following intuitive, icon-based instructions displayed on their smartwatch. The directions are based on the user’s orientation, and are prompted by vibration, which makes the navigation experience much simpler. The user can also rapidly reach an emergency contact through a panic button present on the watch and the phone. The routes are tailored by a partner, who can make sure the user follows a safe path, crosses the road at the right location, gets on the right bus, and more. WaytoB offers peace of mind to loved ones, as a connected partner can securely track the user’s location, heart rate and battery life in real time, and is alerted if the user gets off track, stops for too long or is feeling anxious. To date, WaytoB has won three high-profile awards, including the UK-based Tech4Good Award. The team has raised over €400k in funding from Enterprise Ireland and Trinity College, and the co-founders have graduated from the EIT Digital Health accelerator programme and completed a four-month programme with Social Entrepreneurs Ireland. The product is being trialled by several of the largest disability support service providers in Ireland. Trials were recently extended into the UK, with local councils and a special needs further education college. WaytoB is currently being funded by an Enterprise Ireland Commercialisation Award, due to finish in December 2019. By that time, WaytoB should be ready for release to the mass market in Ireland and the UK.