

INTRODUCING



innovate kerry

DISCOVER DESIGN DELIVER

Stimulate Your Creativity

**If you have no idea
or loads of ideas ...
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DISCOVER DESIGN DELIVER

October 25th, 2011 | Venue: Sólás Building, IT, Tralee | 7pm - 10pm

Programme of Events

6.30pm - 7.00pm Registration

Welcome Address:

Dr. Oliver Murphy *President, IT, Tralee*

Opening Address:

Mr. Tom Curran *Manager, Kerry County Council*

7.00pm - 7.30pm 'From Concept to Idea - Bringing it all Alive' Duncan McInnes

Duncan McInnes is an engineer and new product development specialist. Since his first position in 1975 as one of Ireland's first in-house Industrial Designers he has worked for more than 30 years with SME and multi-national companies in the manufacturing sector delivering New Product Development (NPD), New Product Introduction (NPI), R&D management, Global Tooling Management, manufacturing process improvement and supply chain development.

Positions in manufacturing sector include Industrial Designer, Project Engineer, Senior Design Engineer, Senior Project Manager, R&D manager and Engineering Manager based in Minnesota, USA. He has been responsible for managing and driving many successful innovative NPD projects from the product planning phase through to successful commercialisation with focus always on the customer. Many of his design solutions have been patented.

7.30pm - 8.00pm 'If I can do it you can do it' Murty O'Donoghue, TIDI

Seeing a downturn in his tool making company, Murty O'Donoghue realised a change of direction was needed. Putting his engineering background to use he and his team began to think outside the box. In 2003, the first product to come from this new venture was the Fold Up Hanger which was taken to the Geneva World Invention Show where it received a bronze medal. The next step was to take this new product into retail which brought to their attention that having one single product was not enough. They needed to develop a range which led to the beginning of the Tidi brand in 2005. Murty and his team at TIDI are working hard and being successful and achieving their objective to be recognised as the market leader in providing innovative household products that solve everyday household problems.

8.00pm - 8.15pm Idea Generation Activity

8.15pm - 8.30pm Networking and Coffee

8.30pm - 9.00pm Launch of Key Supports

9.00pm - 9.30pm 'Necessity is the mother of invention' Paul Murphy *Ardall*

Paul Murphy, born into a family of horse dealers, trainers and riders based near the town of Castlemaine in County Kerry, experienced from an early age, the difficulties and dangers involved in breaking untrained horses for the first time. Spurred on by the growing general awareness of safety and by a personal interest in making his own life easier, Paul set about inventing the Ardall. From very rough beginnings, the prototype was revised and refined until it became what it is today; effective yet elegant and above all, affording a level of safety to the initial breaking of untrained horses heretofore unknown. First launched at the 2011 Dublin Horse Show, the Ardall has been applauded by safety specialists and horse lovers alike.

9.30pm - 9.45pm Workshop Application Process and Q&A

INNOVATE KERRY - WORKSHOP SERIES

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|-------------------|--------------------------------------------------------------------------------------------------------------------|
| Workshop 1 | Idea Generation
7th November, 2011,
6.30pm - 9.30pm
Facilitator: Duncan McInnes |
| Workshop 2 | Scoping of the Business - Where to Next
14th November, 2011,
6.30pm - 9.30pm
Facilitator: Rob Marr |
| Workshop 3 | 'Idea Design and "Patent"'
21st November, 2011,
6.30pm - 9.30pm
Facilitator: Sean McNulty |
| Workshop 4 | Financials and Pitching
28th November, 2011,
6.30pm - 9.30pm
Facilitator: To be confirmed |

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